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| Course Title | Designing and Managing Bar and Beverage Operations | | | | |
| Course Code | HTM110 | | | | |
| Course Type | Compulsory | | | | |
| Level | Bachelor (1 st Cycle) | | | | |
| Year / Semester | 1 st Year /1 st Semester | | | | |
| Instructor's Name | TBA | | | | |
| ECTS | 6 | Lectures / week | 3 Hours/ 14 weeks | Laboratories / week | None |
| Course Purpose and Objectives | <p>The purpose of this course is to explain how to manage the beverage operation of a restaurant, bar, hotel, country club - any place that serves beverages to customers. It provides students with the history of the beverage industry and appreciation of wine, beer, and spirits; information on equipping, staffing, managing, and marketing a bar. New trends in spirits, wine, and beer are also covered. Real-life case studies on Hospitality and Tourism are presented to serve as an example on how to bridge the gap between industry and academia.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • To explain the history of alcoholic beverages. Current state of the industry, and today's beverage service • To provide knowledge on planning and executing responsible alcohol service, the physiology of alcohol, alcohol in health and nutrition, legal considerations • To present spirits, wines and beers: Major types of distilled spirits and how they are made; white goods, brown goods, liqueurs and cordials • To explain the benefits of creating and maintaining your bar business • To determine the clientele for the bar. Atmosphere, décor and layout, using professional assistance to design the space. | | | | |
| Learning Outcomes | <p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Discuss and define terms and concepts relating to beverage operations. • Identify local, state and federal laws pertaining to the purchase and responsible service of alcoholic beverages including various Dram Shop Acts and liquor law liability. • Analyze the basic production process for distillation spirits, liquors, beer, and brandies. | | | | |

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| | <ul style="list-style-type: none"> • Evaluate the relationship of beverages to food and the role of sustainable food pairings. • Demonstrate the presentation and service of alcoholic and non-alcoholic beverages. • Identify equipment and glassware used for beverage preparation and service. | | |
| Prerequisites | None | Co-requisites | None |
| Course Content | <ul style="list-style-type: none"> • The beverage industry: Yesterday and Today • Managing Responsible Service • Beverage Spirits • Non-alcoholic beverages • Mixology • Developing a Bar and Beverage Business • Designing Bar Menus • Maintaining a Bar and Beverage Business • Wine Appreciation • Wine Sales and Service • Bar Business • Bar Equipment and Bar Set-up • Beer • Cellar Management | | |
| Teaching Methodology | Face-to-Face | | |
| Bibliography | <p>Katsigris, C., and Thomas, C.: The Bar and Beverage Book, Latest Edition, Wiley.</p> <p>Katsigris, C., and Thomas, C.: The Bar and Beverage Book, Latest Edition, Kindle Edition – eTextbook, Wiley.</p> <p>Davis, B.: Food and Beverage Management, Latest Edition, Routledge.</p> <p>Kasavana, M.L.: Managing Technology in the Hospitality Industry, Latest Edition, AHLEI.</p> <p>Cichy, R.F.: Managing Beverage Operations. Latest Edition, AHLEI.</p> <p>Costas Katsigris: Design and Equipment for Restaurants and Foodservice: A Management View, Latest Edition, Wiley.</p> | | |
| Assessment | Examinations | 60% | |
| | Lab Performance/Assessment | 20% | |
| | Assignments | 10% | |
| | Class Participation and Attendance | 10% | |

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| | Total | 100% | |
| Language | English | | |