I. Course Description:
A study of the requirements for conducting beverage operations, including bar equipment, sanitation and bar setup, inventory control, and the importance of planning for profit. Topics also include responsible alcohol service; promotion methods; staffing; service and selection of spirits, wine, and beer; and current updates in regulations.

The hospitality administration program at Stephen F. Austin is poised to attract students, to enhance university visibility and to prepare students to compete in the 21st century. Specific objectives of the Hospitality Administration major are to:

- Deliver an academic program that attracts non-traditional students as well as traditional students seeking an education at Stephen F. Austin.
- Prepare individuals for entry-level employment in the vast hospitality industry.
- Meet needs of students desiring an academic area that prepares for multiple types of employment, flexible scheduling, and mobility.
- Provide industry with well-prepared, qualified personnel.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):
The mission of the College of Education is to prepare competent, successful, caring and enthusiastic professionals dedicated to responsible service, leadership, and continued professional and intellectual development. The goals of this course support the goals of the COE by:

- Preparing leaders in the Texas hospitality field. As one of the largest industries in Texas, the hospitality industry needs competent and skilled leaders. Students will become familiar with the Texas hospitality industry in this course as it serves as a foundation for future courses within the Hospitality Administration major.
- Provide a variety of teaching venues incorporating the latest technologies to a range of diverse student interests, backgrounds, and aspirations. During this course each student will be exposed to a wide variety of guest speakers in the hospitality field. I will strive to help each student understand their role in the hospitality industry, regardless of major or career goals.
• Collaborate with external partners to enhance students' knowledge, skills, and dispositions, and to influence the ongoing exchange of ideas for mutual benefit. Outside resources will be employed to enhance the curriculum of this course through the use of guest speakers, video and world wide web.
• Engage in outreach services. Each student will have an opportunity to contribute to the hospitality field through optional extra credit outreach projects.
• Conduct research to advance knowledge and to contribute to the common good. The final paper/presentation should be the student's original work. Students will be encouraged to choose topics that are relevant to their own interests and relate to current trends in the field of hospitality.
• Professional Organization Standards related to this course include: https://www.ahlei.org, cmaa.org, clubcorp.com

Program Learning Outcomes:
1. The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openeness, integrity, and service) relative to the field of Human Sciences.
2. The student will exhibit the *professional behavior* (strong communication skills, a professional image, a good work ethic and adequate preparation for employment in his/her specific discipline) expected in the field of Human Sciences.
3. The student will demonstrate competence in his/her specific discipline using oral and written forms.
4. The student will calculate, interpret and understand key ratios, financial statements and budgets, related to the hospitality industry.

Student Learning Outcomes:
   Upon completion of the course, the student will be able to:
   1. Describe the effects of alcohol on the individual and how differences may occur.
   2. Understand negligence, common law, and dram shop law as relates to the service of alcohol.
   3. To be able to write a promotional plan for a bar.
   4. To be able to list bar equipment for an effective operation.
   5. To be able to identify spirits, their distinguishing characteristics, and place in a typical operation.
   6. To be able to identify beers, their distinguishing characteristics, and place in a typical operation.
   7. To be able to identify wines, their distinguishing characteristics, and place in a typical operation.
   8. To be able to establish a cleaning schedule for a beverage operation.
   9. To be able to create a beverage menu for different segments.
   10. To create recipes and cost standards for any beverage menu.
   11. To recognize what rights barkepers have under the law.
   12. To recognize items of potential liability related to merchantability of alcohol products.
   13. To understand the purchasing cycle for alcohol products.
   14. To establish a questionnaire for the interview of beverage employees.
   15. To create a profit and loss statement for the beverage operations.
   16. Students will earn their TABC certification.

The aforementioned objectives are consistent with current practices in the beverage management sector and are indicated by advisory consultation to be the knowledge, skills, and abilities that entry level managers should possess for the club business.

III. Course Assignments, Activities, and Instructional Strategies, use of Technology:
Method of Instruction: Lectures, interactive class discussions and activities, visual media (power point, internet, etc.) group and individual assignments. Submitted assignments must be typed and include rubric when applicable. Assignment submission instructions will be given in class and within D2L. Points will be deducted not following instructions and late assignments. Please be aware of assignment due dates and times in D2L.
Assignments are due at the beginning of class. Late work will not be accepted. Should illness or other circumstances occur which prevents class attendance; the instructor must receive documentation from the Office of Student Rights & Responsibilities. Three days will be allowed for missed work; make-up work will not be accepted after that date. Absolutely no work or documentation of previous absences will be accepted during dead week or final exam week.

Use of Technology includes D2L, internet readings, assignments, and word processing. Course content will be delivered via class lectures, discussions, presentations, and assigned readings. Assignment instructions will be delivered in class; instructions and rubrics will be posted on the homepage. Neglecting to check the homepage is not a valid excuse for missing an assignment due date. Students should check their grade points at least once a week. Any discrepancies in points must be resolved within one week after assignment grades have been posted otherwise the posted grade points are considered final and will not be reviewed at a later date. Semester grade discrepancies will not be reviewed after dead week. Completing an assignment does not automatically merit a grade of A. Average work will receive a grade of C. To receive a grade of B or A, student must go above and beyond basic requirements of the assignment.

IV. Evaluation and Assessments (Grading):

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>TABC Certification</td>
<td>100</td>
</tr>
<tr>
<td>Chapter Quizzes</td>
<td>280</td>
</tr>
<tr>
<td>Reflection Posts</td>
<td>70</td>
</tr>
<tr>
<td>Beverage Lists/Menus</td>
<td>75</td>
</tr>
<tr>
<td>Attendance</td>
<td>50</td>
</tr>
<tr>
<td>Service Learning Hours</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>625</strong></td>
</tr>
</tbody>
</table>

Through the semester you will have a discussion posts, in-class discussions, presentation, class assignments, and chapter quizzes. NO LATE WORK will be accepted. There are no makeup for missed in class and/or outside of class assignments. It is your responsibility to keep up with readings.

Assignments/Discussions include: (Total 625 points)

1. Earn TABC Certification – Individual assignment – 100 points
   Online certification course
2. Chapter Quizzes – Individual Assignment – 280 points
   14 Chapter Quizzes Online (20 pts ea.)
3. Guest Speak/Field Trip Reflection Posts – Individual Assignment - 70 points
   Post a reflection of guest speakers and field trips experiences and lessons learned (10 points ea.)
4. Develop a beer menu – 25 points
   Work as a team to create a list of specified beers; **ALL** team members must submit list to receive credit.
5. Develop a wine list – 25 points – Team Assignment
   Work as a team to create a list of specified wines; **ALL** team members must submit list to receive credit.
6. Develop of spirits list – 25 points – Team assignment
   Work as a team to create a list of specified spirits; **ALL** team members must submit list to receive credit.

Assignment format – submitted through Dropbox, 12 pt font, Times Roman font using APA format, following instructions and rubric posted with each assignment.

Service Learning Component (must complete 6 hours) – 50 points
In order to prepare competent professionals for a global society the faculty of the hospitality program has implemented a service learning component across multiple courses. Students are required to sign up for
APPROVED events outside of class time to fulfill this component. Hours will be documented by both the student and the approved site supervisor on the Service Hour Log Sheet located on the homepage of the course. Failure to complete a total of six hours of service learning, unprofessional behavior at the event, no shows, and/or removing your name after signing up will result in no points awarded. This is an "all or nothing" assignment. To receive credit, your completed Service Learning Log must be submitted under the Service Learning Log Assignment posted in Assignments in D2L by the Due Date posted in D2L.

Additional information will be given in class for specific event times and dates. This service learning opportunity will expose students to the important cross-cutting themes within the Body of Knowledge of Human Sciences. These themes include: communication skills, critical thinking, diversity, global perspectives, professionalism, independence and community development.

Chapter Quizzes (14 @ 20 points each)
The quizzes will cover the material in your textbook as well as information that have been presented in lecture and guest speakers. They are designed to gauge your progress toward mastering the assigned material. There are NO MAKEUP EXAMS. Please make note of exam dates on the course calendar.

Grading Criteria

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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</tr>
<tr>
<td>Total Points</td>
<td>625</td>
</tr>
</tbody>
</table>

A (90%) 625 - 562
B (80%) 561 - 500
C (70%) 499 - 437
D (60%) 436 - 375
F 374 - below

V. Tentative Course Outline/Calendar:
(This syllabus is subject to change. All changes will be announced in class and it is your responsibility to note them.)

<table>
<thead>
<tr>
<th>Date</th>
<th>Tuesday</th>
<th>Thursday</th>
<th>Assignments – Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27 – 29</td>
<td>Introductions, Course expectations, Attendance, Syllabus, Project</td>
<td>Chapter 1 The Beverage Industry, Yesterday and Today</td>
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<tr>
<td>Sept</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 – 5</td>
<td>Chapter 2 Responsible Alcohol Service</td>
<td>GUEST SPEAKER</td>
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<tr>
<td></td>
<td></td>
<td>John Fleming</td>
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<tr>
<td></td>
<td></td>
<td>County Attorney</td>
<td></td>
</tr>
<tr>
<td>Sept</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>10 – 12</td>
<td>Chapter 3 Creating and Maintaining a Bar Chapter 4 Bar Equipment</td>
<td>Chapter 5 Spirits</td>
<td>Reflection Discussion</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>John Fleming</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DUE: 9/8 11:30 pm</td>
</tr>
<tr>
<td>Sept</td>
<td></td>
<td></td>
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<tr>
<td>17 – 19</td>
<td>Chapter 5 Spirits</td>
<td>Chapter 5 Spirits -BINGO</td>
<td>Quizzes Chapter 1 – 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DUE: 9/15 by 11:30 pm</td>
</tr>
<tr>
<td>Sept</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24 – 26</td>
<td>Class Does Not Meet Work on Spirits Menu</td>
<td>Class Does Not Meet Work on Spirits Menu</td>
<td></td>
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<tr>
<td>Oct</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>1 – 3</td>
<td>FIELD TRIP to: John &amp; Taylor Bradford</td>
<td>Chapter 6 Wine Appreciation</td>
<td></td>
</tr>
<tr>
<td>Oct 8 – 10</td>
<td>Chapter 6 cont.</td>
<td>Chapter 7 Wine Sales and Service, cont.</td>
<td>Reflections Discussion Front Porch Distillery, John &amp; Taylor Bradford DUE: 10/6 by 11:30 pm Spirits List – Dropbox DUE: 10/6 by 11:30 pm</td>
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<tr>
<td>Oct 15 – 17</td>
<td><strong>FIELD TRIP to:</strong> Napa Valley – Buz &amp; Wanda Mouton MEET AT WINERY</td>
<td>Chapter 8 Beer (Midterm)</td>
<td><strong>TABC Certification</strong> Submit copy in Dropbox DUE: 10/13 by 9:00 am</td>
</tr>
<tr>
<td>Oct 22 – 24</td>
<td><strong>FIELD TRIP to:</strong> Fredonia Brewery MEET AT BREWERY</td>
<td>Chapter 8 Beer</td>
<td>Reflection Discussion Napa Valley Winery – Buz and Wanda Mouton DUE: 10/20 by 11:30 pm Wine List – Dropbox DUE: 10/20 by 11:30 pm</td>
</tr>
<tr>
<td>Oct 29 – 31</td>
<td><strong>FIELD TRIP to:</strong> R &amp; K Distributing Meet at R &amp; K Distributing</td>
<td>Chapter 9 Sanitation and Bar Setup</td>
<td>Reflection Discussion Fredonia Brewery – Vince Beard, Paul Murray DUE: 10/27 by 11:30 pm</td>
</tr>
<tr>
<td>Nov 5 – 7</td>
<td>Chapter 10 Mixology, Part One</td>
<td>Chapter 10 Mixology, Part One Chapter 11 Mixology, Part Two</td>
<td>Reflection Discussion R &amp; K Distributing DUE: 11/3 by 11:30 pm Quizzes Chapter 5-8 DUE: 11/3 by 11:30 pm Beer List - Dropbox DUE: 11/3 by 11:30 pm</td>
</tr>
<tr>
<td>Nov 12 – 14</td>
<td>Chapter 11 Mixology, Part Two</td>
<td><strong>Guest Speaker:</strong> Nine Flags Coffee Shane</td>
<td>Reflection Discussion Shane Nine Flags Coffee DUE: 11/17 by 11:30 pm Chapter Quizzes 9 – 11 DUE: 11/24 by 11:30 pm</td>
</tr>
<tr>
<td>Nov 19 – 21</td>
<td>Chapter 13 Purchasing, Receiving, Storage, and Inventory</td>
<td>Chapter 14 Planning for Profit Calculating Cost DUE: Service Learning Log (50 pts)</td>
<td>Reflection Discussion Shane Nine Flags Coffee DUE: 11/17 by 11:30 pm Chapter Quizzes 9 – 11 DUE: 11/24 by 11:30 pm</td>
</tr>
<tr>
<td>Nov 26 – 28</td>
<td><strong>THANKSGIVING HOLIDAY</strong></td>
<td></td>
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<tr>
<td>Dec 3 – 5</td>
<td><strong>GUEST SPEAKER</strong> Doug Richardson TABC</td>
<td>Review Wrap Up</td>
<td>Reflection Discussion Doug Richardson, TABC DUE: 12/8 by 11:30 pm</td>
</tr>
<tr>
<td>Dec 10</td>
<td><strong>FINAL EXAM Online</strong> Chapters 13, 14, 15 10:45 – 1:15</td>
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</tbody>
</table>

**VI. Readings (Required and recommended—including texts, websites, articles, etc.):**

**Required textbook:** The Bar & Beverage Book, Katsigris, Costas & Thomas, Chris, 2012, fifth edition, John Wiley & Sons, Hoboken, NJ. Additional readings will be posted on D2L as they become available.
VII. Course Evaluations:
Include a statement about the importance of course evaluations, the process, and if the instructor allows, outline how the students will be rewarded for completing the survey, i.e. extra points.

Here is a sample statement that may be used: "Near the conclusion of each semester, students in the College of Education electronically evaluate courses taken within the COE. Evaluation data is used for a variety of important purposes including: 1. Course and program improvement; planning, and accreditation; 2. Instruction evaluation purposes; and 3. Making decisions on faculty tenure, promotion, pay, and retention. As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the COE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!

In the College of Education, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.

VIII. Student Ethics and Other Policy Information:

Class Attendance and Excused Absence: Policy 6.7
Regular, punctual attendance, documented participation, and, if indicated in the syllabus, submission of completed assignments are expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, failure of students to adhere to these requirements shall influence the course grade, financial assistance, and/or enrollment status. The instructor shall maintain an accurate record of each student's attendance and participation as well as note this information in required reports and in determining final grades. Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences.

Attendance:
Learning is reciprocal; your participation in the class is essential to the instructional process and will be a factor in the determination of your final grade. Regular and punctual attendance at all scheduled classes is expected.
Attendance is critical to the course and will be taken during class; it is the student's responsibility to personally sign the roll sheet every class period. Do not sign the attendance sheet for another student nor ask someone else to sign in for you. Signing a signature for another student is considered Academic Dishonesty; penalties for Academic Dishonesty may include, but are not limited to reprimand, failure of the course, or expulsion from the university.

Attendance is worth 50 points of your total grade. You are allowed 1 (one) "unexcused" absence for the semester. This absence covers any type of need such as illness, weddings, car problems, family emergencies, and personal travel, etc. (excludes planned absences for SFA extracurricular functions – documentation is required). For an absence to be considered "excused", the instructor must receive documentation from the Office of Student Rights & Responsibilities. If additional absences are incurred with no documentation, 10 points will be deducted from your attendance point total for each day you are not in attendance. More than 3 absences with Rights and Responsibilities documentations automatically require a face-to-face meeting with the professor, otherwise points will be deducted. If you exhaust your 50 points from unexcused absences, and continue to miss class, you will continue to lose points from your total points accrued in the class. In-class activities cannot be made up; this includes guest speaker/ field trip reflections.
Tardiness will result in point deductions. Students are encouraged to be punctual out of courtesy for others, but also to ensure that they will not miss important announcements or be late for class discussion, activities, or tests.

Assignments are due at the beginning of class. Late work will not be accepted. Should illness or other circumstances occur which prevents class attendance; the instructor must receive documentation from the Office of Student Rights & Responsibilities. Three days will be allowed for missed work; make-up work will not be accepted after that date. Absolutely no work or documentation of previous absences will be accepted during dead week or final exam week.

Any student having a planned absence for an SFA university function must notify the instructor in writing prior to the absence. It is the responsibility of the student to make arrangements for missed assignments before the absence occurs.

Class participation:
Class participation promotes a valuable learning environment and is therefore encouraged and expected. Participation includes asking questions (for clarification and better understanding), discussing current or controversial issues related to course content, exploring ideas or concepts, problem solving, and other exchanges of ideas. It is the student’s responsibility to read the material assigned in the class schedule prior to the class period to be able to participate effectively in class discussions and/or activities.

Students with Disabilities: Policy 6.1 and 6.6
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Academic Accommodation for Students with Disabilities: Policy 6.1 and 6.6
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Academic Dishonesty: Policy 4.1
Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:
- using or attempting to use unauthorized materials on any class assignment or exam;
- falsifying or inventing of any information, including citations, on an assignment; and/or;
- helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to:
- submitting an assignment as one’s own work when it is at least partly the work of another person;
- submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or,
- incorporating the words or ideas of an author into one's paper or presentation without giving the author credit.

Penalties for Academic Dishonesty
Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university.

Student Appeals
A student who wishes to appeal decisions related to academic dishonesty should follow procedures outlined in Academic Appeals by Students (6.3).

Withdrawn Grades: Policy 5.5
At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy [i.e. Active Military Service (6.14)]. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Student Code of Conduct: Policy 10.4
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare: Early Alert Program at SFA. Information regarding the iCare program is found at https://www.sfasu.edu/judicial/earlyalert.asp or call the office at 936-469-2703.

Additional Information:

IX. Other Relevant Course Information:
- Please arrive on time for class and stay the entire class period. Do not pack up belongings before the conclusion of class. Read assigned chapters and readings BEFORE coming to class. Be prepared to participate and fully engage in class discussion. Eating, drinking, and use of tobacco products are prohibited in all classrooms and instructional laboratories unless these are part of the instructional process. Please turn off AND put away all cell phones, pagers, beepers, ipods, PDAs, radios, cd-players, etc. It is your responsibility to be prepared for class.
- Read chapters BEFORE class to enhance participation and contribute to the learning environment.