

# HTM 49111: Beverage Operation Management

## Course Description

This course teaches students the historical background and modern day principles and management practices regarding the production, selection, purchasing, storage, and service of beverage alcohol in all aspects of the hospitality industry. Certification in State of Indiana Responsible Service of Alcohol program is required to earn course credit. Students must be at least 21 years of age. Departmental approval required.

## Restrictions

Hospitality and Tourism Management Majors only

## Course Objectives

At the completion of the course, the student will be able to:

Describe the historical role of alcoholic beverages and the beverage operation in our society.

Describe and explain the strategies involved in management of a modern day operation selling beverage alcohol including the design and layout of the operation.

Identify the components necessary to manage a successful beverage operation, including purchasing and security of beverage alcohol; cost control and pricing strategies; maintaining and controlling inventory.

Identify and describe how legal, ethical and social responsibilities impact the management of a beverage alcohol operation.

Identify, describe and apply the principles, policies and actions necessary to serve beverage alcohol in a responsible manner.

Identify the role of marketing and merchandising in the overall management of a beverage operation.