



**VISION**

A research-driven university geared towards the development of human capital, imbued with social conscientiousness.

**MISSION**

- Builds and embraces a sustainable research culture among students, faculty and no teaching staff in support of its academic programs and community extension thrusts.
- Hones the talents and potentials of the students towards the practice of professions to be responsive to the changing local and global demands of time.
- Capacitates a community guided by the university extension framework.
- Exemplifies the ideals of leadership and service to humanity

PROGRAM EDUCATIONAL OBJECTIVES	MISSION			
	A	B	C	D
Few years after graduation, the alumni of BSHM Program shall have:				
1. Practiced in the areas of Food Production, Accommodation, Food and Beverage Service, Events Planning, and other emerging sectors of Hospitality Industry in the national, regional or international environment.	✓	✓	✓	✓
2. Apply technical skills and competencies required in the field with a flexible mind-set necessary to stay competitive.	✓	✓	✓	✓
3. Pursue relevant professional development to cope with the challenges of the emerging and evolving business environment.	✓	✓	✓	✓
4. Attain a high level of career success as evidenced by the elevation of position of increased responsibility.	✓	✓	✓	✓
5. Maintain the highest level of professional competence.	✓	✓	✓	✓
6. Carry out the profession with strict adherence to professional and ethical standards.	✓	✓	✓	✓
7. Involve actively and willingly in the implementation of the organization's Corporate Governance and Social Responsibility.	✓	✓	✓	✓
8. Earn the distinction and respect in exercising excellent judgment and decision making.	✓	✓	✓	✓

**Student Outcomes and Relationship to Program Educational Objectives**

Student Outcomes		Program Educational Objectives							
		1	2	3	4	5	6	7	8
(a)	Produce food products and services complying with enterprise standards	✓	✓	✓	✓	✓	✓	✓	✓
(b)	Apply management skills in hospitality service operations	✓	✓	✓	✓	✓	✓	✓	✓
(c)	Perform and provide full guest cycle services for front office	✓	✓	✓	✓	✓	✓	✓	✓
(d)	Perform and maintain various housekeeping services for guest and facility operations	✓	✓	✓	✓	✓	✓	✓	✓
(e)	Plan and implement a risk management program to provide a safe and secure workplace	✓	✓	✓	✓	✓	✓	✓	✓
(f)	Provide hospitality service and manage the operation seamlessly based on industry standards	✓	✓	✓	✓	✓	✓	✓	✓

<b>Course Title:</b> Bar and Beverage Management with Lab	<b>Date Effective:</b> 2 <sup>nd</sup> Semester A.Y. 2019-2020	<b>Date Revised:</b> January 6, 2019	<b>Prepared by:</b> Marcel S. Gawayen Faculty, HM	<b>Reviewed by:</b> James G. Esguerra Faculty, HM	<b>Approved by:</b> Dr. Rosemarie Cruz-Español Dean, CBA	Page 1 of 7
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## COURSE SYLLABUS

1. **Course Code** : HME 419
2. **Course Title** : Bar and Beverage Management with Lab
3. **Pre-requisite** : None
4. **Co-requisite** : None
5. **Credit** : 4 units (3 units lecture, 1-unit laboratory)
6. **Course Description** : This course provides an introduction to bar and beverage management. Planning equipping, staffing, operating, and marketing a facility.  
How beverages are made, purchased, controlled and mixed into different kinds of drinks.

### 7. Course Outcomes (COs) and Relationship to Student Outcomes:

Course Outcome		Student Outcomes*					
		(a)	(b)	(c)	(d)	(e)	(f)
1	Interpret bar organization and its origins	LP	LP	O	LP	LP	LP
2	Analyze bar operations	LO	LP	O	PO	LP	LP
3	Acquire skills in preparing and mixing cocktails and non-alcoholic concoctions	PO	LP	LO	O	LP	LP
4	Provide basic wine service	PO	PO	PO	PO	PO	PO

- \***L** – Facilitate **LEARNING** of the competencies (Input is provided and competency is evaluated)  
**P** – Allow student to **PRACTICE** competencies. (No input but competency is evaluated)  
**O** – Provide **OPPORTUNITY** for development. (No input or evaluation but there is opportunity to practice the competencies)  
**NE**- Not Evident

### 8. Course Coverage :

WEEK	DAY	TOPICS	TLA	AT	COURSE OUTCOMES
	1	Assessment on Prior Knowledge	Group/ Class Discussion	Written Questions	CO1, CO2, CO3, CO4
		Orientation on VMGO, Policies and Other Course Requirements			
1-2		<b>The Beverage Service Industry</b>			
	1	History and Bar Development	Class Discussion	Written Questions	CO1
	2	The Evolution of Alcoholic Beverages	Group Presentation	Written Questions	CO1
	3	Modern Bar Design, Lay out and Location	Group Presentation	Work Project	CO1
	4	Pubs and Bars	Group Presentation	Written Questions	CO1
3 to 4		<b>The Bar and the Role of the Bartender</b>			
	5	Roles of the Bartender	Research/Field Study	Research Output/Evidence	CO1, CO2

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	6	Best Practice Procedures and Job Description	Group Presentations Role Playing	Written Questions Observations Checklist	CO1, CO2, CO3
	7	Bar Organization and other Beverage Service Personnel	Group Presentation	Work Project	CO1, CO2, CO3
	8	Professional Service of Alcoholic Beverages	Group Presentation	Written Questions Practical Demonstration	CO1, CO2, CO3
		<b>PRELIM EXAM</b>			
5 to 6		<b>Bar Concept, Lay-out and Equipment</b>			
	9	Bar Parts and Equipment Lay out, Bar Lay out	Group Presentation	Work Project	CO1, CO2
	10	Bar Area- Large & Small Equipment and Utensils	Group Presentation	Work Project	CO1, CO2
	11	Glassware	Group Presentation Practice Sessions	Oral Questions	CO1, CO2, CO3
	12	Food Service Equipment	Practice Sessions	Oral Questions	CO1, CO2, CO3
7 to 8		<b>Product Service, Knowledge and Skills</b>			
	13	Serving Alcoholic and No Alcoholic Beverages	Group Presentation Demonstration	Oral Questions Practical Demonstration with Observation Checklist	CO1, CO2, CO3, CO4
	14	Serving Food	Group Presentation Demonstration	Oral Questions Practical Demonstration with Observation Checklist	CO1, CO2, CO3, CO4
	15	Customer Care in Bar Operations	Group Presentation Demonstration	Oral Questions Practical Demonstration with Observation Checklist	CO1, CO2, CO3, CO4
	16	Beverage Costing and Pricing	Group Presentation Practice Sessions	Written Questions Problem Solving	CO1, CO2, CO3, CO4
9 to 10		<b>Health, Safety and Security in the Bar</b>			
	17	Rationale for Food Safety	Group Discussions	Oral Questions	CO1, CO2, CO3, CO4
	18	Steps critical to food safety and personal hygiene	Group Presentation	Oral Questions	CO1, CO2, CO3, CO4

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			Demonstration	Practical Demonstration with Observation Checklist	
	19	Health and safety	Group Presentation  Demonstration	Oral Questions  Practical Demonstration with Observation Checklist	CO1, CO2, CO3, CO4
	20	Identifying Hazards, Conflict and Violence in Bars	Group Presentation  Demonstration	Oral Questions  Practical Demonstration with Observation Checklist	CO1, CO2, CO3, CO4
		<b>MIDTERM EXAM</b>			
		<b>BAR Products</b>			
	21	Beverage	Group Presentation  Demonstration	Written Questions  Practical Demonstration with Observation Checklist	CO1, CO2, CO3, CO4
	22	Basics of Coffee	Group Presentation  Demonstration	Written Questions  Practical Demonstration with Observation Checklist	CO1, CO2, CO3, CO4
11 to 12	23	Tea	Group Presentation  Demonstration	Written Questions  Practical Demonstration with Observation Checklist	CO1, CO2, CO3, CO4
	24	Smoothies and Mocktails	Group Presentation  Demonstration	Written Questions  Practical Demonstration with Observation Checklist	CO1, CO2, CO3, CO4
13 to 14	25	Wines	Group Presentation	Written Questions	CO1, CO2, CO3, CO4

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			Demonstration	Practical Demonstration with Observation Checklist	
26	Beer		Group Presentation Demonstration	Written Questions Practical Demonstration with Observation Checklist	CO1, CO2, CO3, CO4
27	Cocktails		Group Presentation Demonstration	Written Questions Practical Demonstration with Observation Checklist	CO1, CO2, CO3, CO4
28	Distilled Spirits		Group Presentation Demonstration	Written Questions Practical Demonstration with Observation Checklist	CO1, CO2, CO3, CO4
		<b>SEMI FINAL EXAM</b>			
		<b>Operations and Marketing</b>			
15 to 16	29	Marketing Opportunities and Strategies	Group Presentations	Written Questions	CO1, CO2, CO3, CO4
	30	Constructing Beverage Profit	Group Discussions	Problem Solving	CO1, CO2, CO3, CO4
	31	Managing for Profit, Marketing the Beverage Establishment	Group Presentations	Written Questions	CO1, CO2, CO3, CO4
	32	Handling Cash and Payments in Bars	Group Presentations Practice Session	Written Questions Observation Checklist	CO1, CO2, CO3, CO4
		<b>Sales in the Bar</b>			
17 to 18	33	Selling Techniques	Group Discussion and Simulation	Oral Questions and Observation Checklist	CO1, CO2, CO3, CO4
	34	Personal Selling	Group Discussion and Simulation	Oral Questions and Observation Checklist	CO1, CO2, CO3, CO4
	35	Control and Calculation of Costs to achieve profit margins	Group Presentations	Written Questions	CO1, CO2, CO3, CO4
	36	Mystery shopper and Loyalty Schemes	Group Presentations Group Exercise	Written Questions	CO1, CO2, CO3, CO4

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			Work Project	
<b>FINAL EXAMINATION</b>				

9.

<b>Grading System:</b> Reportorial Grade: Averaging		$\frac{\text{Prelim} + \text{Midterm} + \text{Semi Final} + \text{Final}}{4} = \text{Final Grade}$		
<b>Components of Periodic Assessment</b>				
The components of Periodic Assessment shall be as follows:				
<b>a. General and Professional</b>				
Major Written Exams				
(prelims, midterms, semi-finals, finals)				- 40%
Written Output				
(research report/projects/portfolio)				- 30%
Progressive Assessment				
(quiz, reporting, role play, homework, others)				<u>- 30%</u>
<b>Total</b>				<b>100%</b>
<b>b. Pure Laboratory Subjects</b>				
Major Written Exams				
(prelims, midterms, semi-finals, finals)				- 20%
Practical Assessment				
				- 60%
Progressive Assessment				
(quiz, reporting, role play, homework, others)				<u>- 20%</u>
<b>Total</b>				<b>100%</b>
<b>c. Subjects with Laboratory</b>				
Major Written Exams				
(prelims, midterms, semi-finals, finals)				- 35%
Practical Assessment				
				- 35%
Progressive Assessment				
(quiz, reporting, role play, homework, others)				<u>- 30%</u>
<b>Total</b>				<b>100%</b>
<b>Classroom Policies</b>	<b>a. Attendance</b>			
	Regular attendance of classes is required. A student who incurs more than 20% of unexcused absences in a semester will be dropped from the rolls. If an absence is foreseeable, the student is required to advise the instructor on such so that arrangements can be made for any make up work. Although, attendance per se is not given a grade equivalent, it will have a bearing on participation in class activities and/or group presentations that will be graded. A student who miss a class is responsible for the lessons taken up and are not excused on any work assigned for a particular class session.			
	<b>b. Submission of Assessment Tasks (Student Outputs)</b>			
	Should be on time; late submittal of coursework's will not be accepted, or where there is a valid justification, its acceptance is upon the faculty discretion subject to reasonable grade penalties.			
	<b>c. Major Examination (Long Quiz or Major Exams)</b>			
Will be administered as scheduled. No special exam will be given unless with a valid reason subject to the approval of the Dean of the College.				
<b>d. Course Portfolio</b>				
Is required and will be collected at the end of the semester. Lost documents will not be given due credit.				
<b>e. Language of Instruction</b>				

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	<p>Lectures, discussion, and documentation will be in English except in Filipino Subjects.</p> <p><b>f. Academic Integrity</b></p> <p>Cheating during examination, copying another student's assignment &amp; report, submission of reports copied from other sources/ materials (plagiarism) are strictly prohibited. Anyone caught guilty of any or all of these violations will be sanctioned according to what is provided for in the Student's Handbook.</p> <p><b>g. Wearing of prescribed uniform and ID/ Dress and Grooming Codes</b></p> <p>Wearing of the official prescribed uniform and ID inside the University must be strictly observed from Monday to Thursday. Fridays and Saturdays are considered wash day, thus, proper dress code and grooming is a requirement.</p> <p><b>h. Grave misconduct</b></p> <p>Any form of disrespect to your teacher or to others will not be tolerated and is meted corresponding sanction.</p> <p><b>i. Consultation Schedule</b></p> <p>Consultation schedules with the Instructor are posted at the Faculty Office. It is recommended that the student avail of these services by setting an appointment to confirm the instructor's availability.</p>
<p><b>Suggested Readings and References</b></p>	<p>Rojo, L., (2012). Bar &amp; Beverage Service with Mixology. MINDSHAPERS CO., INC. 61 Muralla St., Intramuros, Manila</p> <p>Murphy, L., (2013). Principles and Practices of Bar and Beverage Management.</p> <p>Zavatto, A., (2005). The Complete Idiot's Guide to Bartending. Published: Alpha Books. Penguin Group USA.</p> <p>Tan, L., (2013). Principles of food and beverage. Published: Anvil</p> <p>Punay, A. L., (2015). Food and beverage service management. Published: Books atbp.</p> <p>(2019)., Bar Operations. Published: 3G E-Learning</p> <p style="text-align: right;">Verified as to the Availability of Resources :</p> <p style="text-align: right;"><b><u>Dr. Aileen Basiga- Catacutan, MSLS</u></b> Director of Libraries</p>
<p><b>Course Requirements/ Outputs</b></p>	<p>Activity Report Portfolio</p>

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