NEW COURSE SYLLABUS

HRMT4600 Beverage Appreciation

Course Syllabus

Hotel and Restaurant Management
HRMT4600
Beverage Appreciation

Lecturer

Who is the lecturer? Dr Abel D. Alonso

Where can Abel be found? Spidle Hall, Level 3, Room 328B

At what times? Office Hours: Mondays and Fridays 10-12 pm or by appointment

How can I reach Abel? Work phone: 844 3291; E-mail: ada0007@auburn.edu

Who else can I contact? The Departmental Assistant, Tanya Stringer, Ph: 844 4261

What are the lecture details?
Fridays from 1.00-3.30pm, at the Auburn University Hotel and Conference Center
(Alternatively, in case of unexpected changes in the hotel’s room availability class will meet in Room 336B, Spidle Hall)

Credit hours: 3

Program Mission
To educate exceptional leaders for the Global Hospitality and Tourism industries. We concentrate on service excellence, social and ethical responsibility and diversity in a practically oriented and intellectually challenging learning environment.

Course Objectives/Content

Description
The course provides an introduction to beverage issues, including sensory perception, wine production, labelling and styles. The production and styles of beer, spirits and other alcoholic beverages as well as non-alcoholic drinks are explored. A range of issues pertaining to the storage, service, and responsible handling of beverages will also be considered. The course aims to give a comprehensive understanding of all beverages that may be encountered in the hospitality business.

Objectives
The objectives of this course are to:
1. Enhance the future executive’s knowledge of wines, spirits, beers and other beverages for profitable application in industry.
2. Enhance knowledge of how alcoholic beverages are best combined with food.
3. Increase awareness of and sensitivity to both the potential benefits and risks associated with the serving and consumption of alcoholic and non-alcoholic beverages, and
4. Provide an understanding of the importance of purchasing, receiving, storage and issuing of beverages as it relates to inventory and cost control.

Teaching and learning process
Each lecture will normally consist of a combination of teaching and sensory evaluation concerning each of the beverages under examination. Each class will be used to address key theory, principles and concepts relating to each of the beverages (see study plan provided). In addition and where possible key industry figures, including our industry partners at the Auburn University Hotel and Dixon Conference Center, will be invited to contribute to class. This is a fluid situation at present and you will be notified of changes to the schedule as they arise.

You will be expected to take part in the interactive discussions, evaluations and any practical exercises that are undertaken. Additionally, expectations are such that this class is a standing business appointment and your presence is required. In hospitality marketing, you will/may have learned about the 4 'Ps' of Marketing Management, these being Product, Price, Promotion and Place. There are four equally important 'Ps' of student involvement in case and assigned reading discussion. These are:

- **Preparation**: If the student does not read, prepare for the class, discussion will mean little.
- **Presence**: If the student is not present, she or he cannot learn and, more importantly, cannot add her or his unique thoughts and insight to the group discussion.
- **Promptness**: Students who enter the classroom late disrupt the discussion and depreciate the decorum of the process.
- **Participation**: Each student's learning is best facilitated by regular participation. More important, the student has the responsibility to share his or her understanding and judgment with the class to advance the group's collective skills and knowledge.

### GRADING AND EVALUATION PROCEDURES

**Course requirements: attendance, papers, quizzes, examinations, class participation etc.** Students are expected to attend and come prepared for class. Consequently you must complete any pre-class reading and/or assignments.

1. **TERM PAPER (20%). PLEASE ADDRESS THE FOLLOWING TOPIC (DUE DATE TO BE NOTIFIED):**

   The variety of alcoholic beverages can enhance the experience of hospitality operations’ patrons; however, it can also be a contentious issue in many regards. How would today’s hospitality manager balance this file line between alcoholic offerings and the legal/ethical issues that arise from selling alcohol?

   Papers should not exceed 1500 words. Be sure to introduce your paper appropriately within context and with aims and objectives for what is to follow. Include conclusions, conclude appropriately. Cite all reference material used as well as provide a full listing of all references and avoid the use:

   I (first person), you (second person), we (fourth person). “In conclusion,” “In my opinion.” Do not start any sentences using: There is, there are, but, it.

   Prepare both a hardcopy, and a softcopy (sent to the lecturer: ada0007@auburn.edu) by the due date – to be notified.

2. **SEMESTER EXAMINATIONS (4 IN TOTAL) = 40% (10% PER EXAM)**
A series of four (4) examinations on class content (to each point) will be undertaken over the course of the semester. Answers provided should be in short-essay format; students will choose two (2) out of 3-4 available topics/questions. These exams will start promptly at 1:00 pm on each assigned date and run for no more than 30 minutes. Each test will be worth 10% of the student’s total grade. Additional papers will be assigned for missed tests.

3. PRESENTATION (10% OF OVERALL MARK; MARKED INDIVIDUALLY)
A 10-15 minute presentation is required from each student. Every week, one student is responsible for presenting a wine or beverage discussed that particular week. For example, if the topic of a week is about sparkling wines, the student is to introduce a sparkling wine to the class. The student will purchase, serve and discuss the beverage in question, including a discussion, if applicable, of grape varietal(s), region, climate, process, etc. Note: some weeks two different students may have to present in one single session. Please let the lecturer know about the week you are to present, completing the form that the lecturer will bring to class.

4. FINAL EXAM (30%) – BLIND COMPONENT TASTING OF 8 WINES – LAST DAY OF CLASS.

Grading percentage for course requirements:

<table>
<thead>
<tr>
<th>Attendance</th>
<th>10%</th>
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<tbody>
<tr>
<td>Examination 1</td>
<td>10%</td>
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<tr>
<td>Examination 2</td>
<td>10%</td>
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<tr>
<td>Examination 3</td>
<td>10%</td>
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<tr>
<td>Examination 4</td>
<td>10%</td>
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<tr>
<td>Presentation</td>
<td>10%</td>
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<tr>
<td>Paper</td>
<td>20%</td>
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<tr>
<td>Final examination</td>
<td>30%</td>
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</tbody>
</table>

Grading scale
90 - 100% = A
80 - 89% = B
70 – 79% = C
60 – 69% = D
59% & < = F

Textbook

Additional reading
Policies on Unannounced Quizzes and Class Attendance and Participation
No unannounced quizzes will be administered in this course. Missed assignments may be made up with a University approved excused absence as stated in the Tiger Cub. Further, if a student misses any activities/assessments, the student may be allowed to make up these missed activities/assessments ONLY at the end of the semester and ONLY upon providing a proper document (e.g., doctor’s appointment) justifying their absence. Accordingly, the make-up activity/assessment may vary in content, length, duration and rigor. No earlier activities/assessments allowed, that is, in anticipation of their absence, students may not complete lab work, take quizzes or complete any other activities/assessments before their due date. Once again: these missed activities/assessments can only be made up at semester’s end.

Attendance
Class attendance is mandatory for all HRMT classes and only official university excused absences (please refer to the Tiger Cub) supported by the relevant documentation will be accepted by Faculty for non-attendance. All supporting documentation must be date stamped and turned into the relevant faculty member at the beginning of the next class (no late excuses will be accepted). Students will be permitted ONE unexcused absence per class, per semester. Each class missed thereafter without an official university approved excuse and supporting documentation will result in a letter grade deduction (one letter grade per class missed) at the end of each semester. Note: In the event that a student misses more than three classes without an official university approved excuse and/or supporting documentation, this will result in an automatic fail grade for the class.

Special Accommodations for Students with Disabilities:
Special Accommodations: Students who need special accommodations should make an appointment to discuss the Accommodation Memo during my office hours as soon as possible. If scheduled office hours conflict with classes, please arrange an alternate appointment time. If you do not have an Accommodations Memo but need special accommodations, contact The Program for Students with Disabilities, 1244 Haley Center, 334-844-2096 (Voice T/O).

Professionalism - Students are expected to maintain a business casual appearance for all classes and in particular for all guest speakers.
No jeans, tennis shoes, flip flops, sandals, mid-drift tops, etc. Gentlemen are expected to wear dress pants or casual slacks. Ladies should wear pants, skirts, or appropriate semi-casual outfits. Slacks/skirts and pressed/wrinkle free shirts are expected. Additional information regarding appropriate dress will be discussed in class. Cell phones: Strictly prohibited in class.

Academic Honesty
ALL PORTIONS OF THE AUBURN UNIVERSITY HONESTY CODE (TITLE XII) FOUND IN THE TIGER CUB WILL APPLY IN THIS CLASS.
### TENTATIVE LECTURE PROGRAM

<table>
<thead>
<tr>
<th>Session</th>
<th>Dates</th>
<th>Lecture</th>
<th>Semester Tests</th>
<th>Guest Speaker *</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Course introduction / objectives / assessment and grading procedures / current trends with beverage</td>
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<tr>
<td>2</td>
<td>Legal aspects to beverage appreciation / responsible service of alcohol – CARE</td>
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<tr>
<td>3</td>
<td>Beverage appreciation / sensory evaluation and tasting / quality indicators</td>
<td>Test 1</td>
<td>Semester examination</td>
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<td></td>
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<td>Blind Tasting</td>
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<td>4</td>
<td>Viticultural practice and the practice of Grape Growing</td>
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<td>Big Six Tasting *</td>
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<td>5</td>
<td>Vinification and the Science of Wine Production</td>
<td>Other Varietals Tasting *</td>
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<tr>
<td>6</td>
<td>Old world wine regions – France and Germany</td>
<td>Test 2</td>
<td>*</td>
<td></td>
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<tr>
<td>7</td>
<td>Old world wine regions – Spain and Italy</td>
<td>Paper due</td>
<td>*</td>
<td></td>
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<tr>
<td>8</td>
<td>New world wine regions</td>
<td>Andrew Clark **</td>
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<tr>
<td>9</td>
<td>Sparkling wines of the world</td>
<td>Moet Hennessy **</td>
<td></td>
<td></td>
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<tr>
<td>10</td>
<td>Fortified wines</td>
<td>Test 3</td>
<td>Samuel Adams / Boston Beer **</td>
<td></td>
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<tr>
<td>11</td>
<td>The Science of Brewing</td>
<td>Dr. Curt Bird *</td>
<td></td>
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<tr>
<td>12</td>
<td>Sensory Evaluation of Beer</td>
<td>Samuel Adams / Boston Beer Company **</td>
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<tr>
<td>13</td>
<td>Spirit production and evaluation</td>
<td>Test 4</td>
<td>Peter Schwartz – International Beverage **</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Non-alcoholic beverages / trends / evaluation</td>
<td>Toomer’s Coffee (TBC) **</td>
<td></td>
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<tr>
<td>15</td>
<td>Final Examination</td>
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</table>

* Depending on availability, a guest speaker may present this date. ** Only tentatively secured guest speaker(s).

1) **EMAIL ETIQUETTE**

Emailing skills in today’s world of technological development are an absolute must. In many cases, the way people email will directly reflect on how the recipient views the sender’s operation, organization, or even the sender her/himself as an individual. Proper email etiquette can be a very critical source of creating opportunities, while improper email etiquette can result in destroying business, study and other opportunities. Thus, for their own sake, students are strongly encouraged to become familiar with the following basic rules when they are communicating by email, particularly when they are communicating with the lecturer of this unit. Emails that are improperly edited, incomplete, blank (e.g., with an attachment and no message), anonymous (unknown-unidentifiable email address), emails that use non-English text (e.g., foreign characters with no identifiable name), emails that use the word ‘Hey’ to address the recipient (i.e. the lecturer), emails with no greeting, and any email that in essence does not follow etiquette will be returned to the sender unanswered.

Please always send emails to the lecturer of this course using the student’s AUBURN email. In case
AUBURN’s email system is not working properly; emails can be sent using the sender’s private mail (e.g., yahoo, hotmail, etc.). However, please remember to have a name on the ‘sender’ part of the message (e.g., sender’s email address).

A basic way to ‘picture’ email etiquette for this unit is by thinking of five fundamental areas:
1) Subject (what the email is about in a few words, commonly abbreviated as “RE.”).
2) Greeting when starting the actual message.
3) Body of message.
4) Salutation (when ending the message).
5) Signature (Full name of sender, title, degree the student is working towards, contact details).

a) Subject (RE): Always use a few keywords to let the recipient know what the message is about. Examples: RE: Question about feasibility study. RE: Appointment for Wednesday.

b) Greeting: Always use a simple / brief greeting. Examples:
Good morning (Title/name): Dr, Miss, Ms, Mrs, Professor, Mr, etc.
Good afternoon (Title/name): Dr, Miss, Ms, Mrs, Professor, Mr, etc.
Good evening (Title/name): Dr, Miss, Ms, Mrs, Professor, Mr, etc.

c) Body of message:
Be clear, brief and to the point. Please avoid using capital letters other than when starting sentences. Please double-check grammar, spelling, and sentence structure. While it is perfectly understood that minor errors are almost unavoidable when emailing in a rush, please note that the overall email should be understandable and ‘make sense.’

d) Salutation / End of message. Examples:
Regards, (followed by name of sender).
Thanks, (followed by name of sender).

e) Signature: Signature can be edited by going to:
Outlook’s ‘tools’ drop down window, then click on ‘options,’ then select ‘mail format,’ then ‘signatures.’ Edit and save signature and make sure that the signature is free from spelling errors. Example of signature:
Abel D. Alonso
Bachelor of Hospitality Management
Auburn University
Auburn, AL 36849
Email: ada007@auburn.edu

Alternatively, signatures can be edited using a WORD template; however, this option would be more time consuming. For more information on Email etiquette, please have a look at the following link: http://uqconnect.net/?page=27780 (Also, see the handout on Blackboard showing how to create a signature using Novell).

MARKING CRITERIA FOR WRITTEN TASKS (E.G. TERM PAPER, EXAMS).
### Grades

<table>
<thead>
<tr>
<th>Grades</th>
<th>Depth and breadth of coverage</th>
<th>Critical elements</th>
<th>Structure, language and conventions</th>
</tr>
</thead>
<tbody>
<tr>
<td>A = 90%+</td>
<td>All aspects of the questions were addressed and researched in great depth</td>
<td>The written work shows great depth of thought, excellent development of argument, logical analysis and insight into the subject</td>
<td>All aspects of the written work conform to a high academic / professional standard</td>
</tr>
<tr>
<td>B = 80 - 89%</td>
<td>Most aspects of the question/topic were addressed and researched in great depth</td>
<td>The written work shows some evidence of analysis supported by logical argument and insight into the subject</td>
<td>Most aspects of the written work conform to a high academic / professional standard</td>
</tr>
<tr>
<td>C = 70 - 79%</td>
<td>Most aspects of the question/topic were addressed adequately</td>
<td>The written work shows evidence of elementary analysis and the development of argument</td>
<td>Most aspects of the written work conform to an acceptable academic / professional standard</td>
</tr>
<tr>
<td>D = 60 - 69%</td>
<td>Basic aspects of the question/topic were addressed adequately</td>
<td>The written work is mainly descriptive, showing basic understanding of the topic</td>
<td>The written work displays basic structure</td>
</tr>
<tr>
<td>F = 59% and below</td>
<td>Responses were superficial and/or inadequately addressed the question</td>
<td>The written work demonstrates limited understanding of the topic</td>
<td>The written work is not of an academic / professional standard</td>
</tr>
</tbody>
</table>

Source: Generic Skills Program, Faculty of Business and Law, Edith Cowan University, Australia: [http://www.business.ecu.edu.au/staff/media/GRDs%20(Written).pdf](http://www.business.ecu.edu.au/staff/media/GRDs%20(Written).pdf)
MARKING CRITERIA FOR PRESENTATIONS.

<table>
<thead>
<tr>
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<th>Structure, language and conventions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A = 90%+</strong></td>
<td>The presentation was highly successful at communicating the essential elements of the topic to the audience. Concepts were thoroughly explained and clarified</td>
<td>The presentation demonstrated deep understanding and comprehension of the topic. There was clear evidence of independent thought and reflection on the topic.</td>
<td>The topic was covered in a highly professional and organized manner. The presenter displayed excellent verbal skills and delivered a highly interesting, coherent presentation at an appropriate level for the audience.</td>
</tr>
<tr>
<td><strong>B = 80 - 89%</strong></td>
<td>The presentation was successful at communicating the essential elements of the topic to the audience. Most concepts were well explained and clarified</td>
<td>The presentation demonstrated sound understanding and comprehension of most aspects of the topic.</td>
<td>The topic was covered in a professional and organized manner. The presenter displayed good verbal skills and mostly delivered an interesting, coherent presentation at an appropriate level for the audience.</td>
</tr>
<tr>
<td><strong>C = 70 - 79%</strong></td>
<td>The presentation adequately communicated most of the essential elements of the topic to the audience. Most concepts were adequately explained</td>
<td>The presentation demonstrated good understanding and comprehension of most aspects of the topic.</td>
<td>The topic was covered in an organized manner. The presenter displayed adequate verbal skills and mostly delivered a coherent presentation at an appropriate level for the audience.</td>
</tr>
<tr>
<td><strong>D = 60 - 69%</strong></td>
<td>The presentation basically covered the main aspects of the topic</td>
<td>The presentation demonstrated basic understanding and comprehension of most of the topic.</td>
<td>The topic was covered in a basic manner. The presenter displayed minimal standards of verbal skills and/or coherence and organization.</td>
</tr>
<tr>
<td><strong>F = 59% and below</strong></td>
<td>The presentation was poorly addresses and/or concepts were inadequately explained</td>
<td>The presentation did not demonstrate sufficient understanding and comprehension of the topic.</td>
<td>The topic was not covered acceptably and/or was poorly organized. Verbal skills were inadequate.</td>
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