BEV 130 - BEVERAGE BUSINESS ESSENTIALS

Course Description

Examine legal and regulatory systems that govern the production, labeling, distribution, marketing, and sale of alcoholic beverages. Explore key issues related to beverage inventory and cost controls, and learn ways to improve efficiencies while running a beverage operation. Group 2 course.

Credit Hours

2

Contact Hours

2

Lecture Hours

2

General Education Outcomes supported by this course

Communications - Direct

Course Learning Outcomes

Knowledge:

- Describe key inventory control procedures and identify relevant taxation and compliance regulations in the alcoholic beverage industry.
- Identify and define key elements of an alcoholic beverage label, including producer, varietal, region, vintage, alcohol content, and regulatory information (e.g., appellations, warnings, certifications).

Application:

- Locate and apply critical information and stay up to date with federal, state, and local compliance tasks.
- Analyze current customer service processes and implement strategies to streamline communication, problem resolution, and workflow.

Integration:

- Connect licensing structures to legal, economic, and operational implications in Michigan's alcohol industry, including the flow of goods, on-premise service area constraints, tax obligations, and enforcement practices.
- Connect legal aspects to good decision-making and compliance in a beverage operation.

Human Dimension:

- Be aware of the impact of liquor laws, advertising and marketing, and sales trends in the various segments of the beverage industry.
- Communicate personal and professional responsibility to act as stewards of natural resources and assess how their choices affect ecosystems and future generations.

Caring - Civic Learning:

- Commit to proactive compliance, valuing accuracy, responsibility, and ethical conduct in regulatory matters.

- Recognize the value of the beverage industry to the growth of business in our state and country.

Learning How to Learn:

- Identify reliable sources and develop strategies to stay current with the evolving compliance and tax laws that impact inventory.