BEV 290 - BEVERAGE MANAGEMENT CAPSTONE

Course Description

In this advanced course, students apply their knowledge of beverage management, including menu planning, inventory control, and bar operations, in a practical, real-world setting. Through a capstone project, research initiative, and externship, students demonstrate their comprehensive understanding of the beverage industry. This culminating experience prepares them for professional roles by integrating theoretical knowledge with hands-on application. Group 2 course.

Credit Hours

4

Contact Hours

4

Required Prerequisites

Department Signature Required

Course Learning Outcomes

Knowledge:

- Recall and integrate key concepts in beverage management, including inventory control, cost analysis, and menu planning.
- Demonstrate a comprehensive understanding of beverage operations, compliance standards, and customer service models within the industry.

Application:

- Design and implement a beverage-related capstone project or business plan, applying classroom knowledge to real-world challenges.
- Demonstrate the ability to solve operational problems in bar and beverage settings, including supply chain, staffing, and guest experience issues.

Integration:

- Synthesize academic research, field experience, and industry practices to inform decision-making in their capstone or externship.
- Connect theoretical models with practical tools to improve performance and planning in live beverage operations.

Human Dimension:

- Reflect on roles as future industry professionals, understanding the leadership, ethics, and communication skills required in beverage management.
- Recognize how one's work impacts colleagues, customers, and business success to develop stronger professional responsibility.

Caring - Civic Learning:

- Demonstrate increased ownership of their professional development and a commitment to excellence in beverage operations and hospitality service.
- Value the importance of sustainability, inclusion, and responsible service in the beverage industry.

Learning How to Learn:

- Evaluate performance through feedback and reflection, and identify areas for continued growth in the beverage industry.
- Develop strategies to stay current with industry trends, regulations, and innovations through ongoing professional learning.