

BEV 290 - BEVERAGE MANAGEMENT CAPSTONE

- 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.

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: