

Course Title	<b>BAR OPERATIONS</b>
Course Code	<b>HTL 226</b>
Course Purpose and Objectives	<p>The purpose of this course is to introduce students to the efficient management of contemporary bar operations in a highly competitive and changing environment.</p> <p>Students will learn how to strategically control customer-driven beverage operations in order to successfully maximise the financial performance of beverage operations</p> <p>Students will be taught the various factors that should be considered when planning and designing the various bar management systems.</p> <p>Specifically, they will learn what are the roles of the bartender, what equipment is used in the bar, the procedures of serving beverages and food within the bar area. Furthermore, all areas of a bar's Operational Control Cycle, (Purchasing, Receiving, Storage, Issuing, Production, Service, and Sales Revenue Collection) will be explored. Finally, key topics pertaining to health and safety, marketing and environmental and sustainability issues would be discussed and justified given contemporary bar trends globally.</p> <p>The purpose consequently, is to provide students a further understanding and knowledge of ways to manage all kinds and types of bars as well as to be able to analyse the key areas of managing bars.</p>
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Explain the role of a Bartender and the development of bars.</li> <li>2. List the bar and service equipment.</li> <li>3. Discuss the beverage service procedures.</li> <li>4. Identify the importance of customer care.</li> <li>5. Demonstrate skills in beverage control systems, cocktail making, service and selling techniques.</li> </ol>
Course Content	<ul style="list-style-type: none"> <li>• The Development of Bars</li> <li>• The Role of the Bartender</li> <li>• Bar and Service Equipment</li> <li>• Serving Alcoholic and Non-Alcoholic Beverages</li> <li>• Serving Food</li> <li>• Customer Care in Bar Operations</li> <li>• Health, Safety and Security in the Bar</li> <li>• Handling Cash and Payments in Bars</li> <li>• Sales and Marketing</li> <li>• Beverage Control Systems</li> </ul>