

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		08-82	AP-3/17/09	App-4/28/09

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person Tom VanDyke	Email Address tvandyke@iup.edu
Proposing Department/Unit Hospitality Management	Phone 724-357-3280

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply) <input checked="" type="checkbox"/> New Course <input type="checkbox"/> Course Prefix Change <input type="checkbox"/> Course Deletion <input type="checkbox"/> Course Revision <input type="checkbox"/> Course Number and/or Title Change <input type="checkbox"/> Catalog Description Change	
<hr/>	
<u>HRIM 404 Brew Pub and Brewery Operations</u>	
<i>Current Course prefix, number and full title</i> <i>Proposed course prefix, number and full title, if changing</i>	
2. Additional Course Designations: check if appropriate <input type="checkbox"/> This course is also proposed as a Liberal Studies Course. <input type="checkbox"/> Other: (e.g., Women's Studies, Pan-African) <input type="checkbox"/> This course is also proposed as an Honors College Course.	
3. Program Proposals <input type="checkbox"/> New Degree Program <input type="checkbox"/> Program Title Change <input type="checkbox"/> Other <input type="checkbox"/> New Minor Program <input type="checkbox"/> New Track <input type="checkbox"/> Catalog Description Change <input type="checkbox"/> Program Revision	
<hr/>	
<i>Current program name</i> <i>Proposed program name, if changing</i>	
4. Approvals	
	Date
Department Curriculum Committee Chair(s)	<i>Stephen B. Berg</i> 2/27/09
Department Chair(s)	<i>J. Jeffrey Miller</i> 2-27-09
College Curriculum Committee Chair	<i>J. Jeffrey Miller</i> 2-27-09
College Dean	<i>Carleen P. Zoni</i> 3-10-09
Director of Liberal Studies *	
Director of Honors College *	
Provost *	
Additional signatures as appropriate: (include title)	
UWUCC Co-Chairs	<i>Gail Sedquist</i> 3/17/09

* where applicable

Received
 MAR 13 2009
 Liberal Studies

Syllabus of Record

I **Catalog Description**

HRIM 404 Brew Pub and Brewery Operations

3 class hours
0 lab hours
3 credits
(3c – 0l – 3cr)

Prerequisites: Verifiable proof of 21 years of age or older.

Addresses the art of brewing beer, beer styles, brewing equipment requirements, responsible alcohol service, beer and food pairing, sales and marketing. Students will visit local breweries and brew pubs. Students are required to attend 3 day long field trips.

II. **Course Outcomes:**

Students will be able to:

1. Understand the different types of beer.
2. Explain the production of lagers and ales.
3. Describe the characteristics of a beer and how to pair this with a particular menu item.
4. Understand the history of beer
5. Show how to properly store, serve, taste and pair beer with meals.
6. Explain responsible alcohol service.
7. Develop a feasibility study for a brew pub in Pennsylvania.

III. **Course Outline**

- | | |
|---------------------------------|-----------|
| A. Course/Introduction to Beer | (1 hour) |
| B. Composition of Beer | (2 hours) |
| 1. Water | |
| 2. Malt | |
| 3. Hops | |
| C. Brewing of Beer | (5 hours) |
| 1. Mashing | |
| 2. Brewing | |
| 3. Fermenting | |
| 4. Lagering | |
| 5. Bottling, Kegging or Canning | |

- D. Beer Styles (10 hours)
1. Lager
 - a. Pilsner
 - b. Malt Liquor
 - c. Bock Beer
 - d. Steam Beer
 - e. Seasonal Beer
 2. Ales
 - a. British Ale
 - b. Porter
 - c. Stout
 - d. Lambic
- E. History of Beer (4 hours)
1. Egyptians
 2. Greeks
 3. English
 4. Germans
 5. United States
- F. (4 hours)
1. Responsible Alcohol Service
 2. Visible and Legal Intoxication
 3. Preventing Intoxication
 4. Refusing Service
 5. Liability for Serving Visibly Intoxicated Person
 6. Pennsylvania Liquor Code
- G. Beer Service (2 hours)
1. Types of Glassware
 2. Handling Glassware
 3. Pouring Beer
 4. Sanitation
- H. Alcohol Abuse and Alcoholism (2 hours)
1. Definitions of Alcohol Abuse and Alcoholism
 2. Risk Factors
 3. Stages of Alcoholism
 4. Treatment
 5. Enabling

- I. Touring Brew Pubs, Microbrewery and Brewery (4 hours)
 - 1. Red Star Grille and Brewery
 - 2. Marzoni's
 - 3. The Church Brew Works
 - 4. Rock Bottom Restaurant & Brewery
 - 5. North Country Brewing Company
 - 6. East End Microbrewery
 - 7. Iron City Brewing
 - 8. Otto's Pub & Brewery

- J. Beer and Food Pairing (4 hours)
 - 1. Sensory Evaluation of Beer
 - 2. Flavor Profiling
 - 3. Aroma Identification
 - 4. Matching Beer & Food

- K. Feasibility Study for Brew Pub (4 hours)
 - 1. Location
 - 2. Unique factor
 - 3. Demographics
 - 4. Buying Equipment
 - 5. Pricing Strategies

- L. Final Exam – During Final Exam Week

IV. **Evaluation Methods**

The final grade will be determined as follows:

30% Typed field trip journals

10% Guest Speaker Summary and Reflection Reports The paper will be a one page typed (12 pt.), double-spaced summary after each guest lecture. These reports briefly synthesize the main points of guest speakers discussion with student thoughts on the information presented and whether you agree or disagree with them and why.

40% Oral and Written Group Report on Feasibility Study. Each student group will present a plan for the design and opening of a brew pub in a Pennsylvania town of their choice. Students will use their class and work experience as a basis for their research. The plan should take into account that a brew pub needs to be unique. Training of the server/seller staff should be included.

5% Pairing food with beer

15% Class Participation. Attendance and active participation will be recorded.

V. **Grading Scale**

90-100%	= A
80-89%	= B
70-79%	= C
60- 69%	= D
59% and below	= F

VI. **Attendance Policy**

As student learning is enhanced by class attendance and participation in discussions, the instructor encourages regular class room attendance. The attendance policy of this instructor recognizes students' needs to miss class because of illness or personal emergency.

VII. **Required Textbooks, Supplemental Books and Readings**

None

VIII. **Special Resource Requirements:**

None

IV. **Bibliography**

Books:

Bamforth C. (2008) Standards of Brewing: A Practical Approach to Consistency and Excellence Brewers Publications, Golden, CO.

Calagione S. (2006) Brewing up a Business. Wiley, Hoboken, NJ

Daniels R. (2007) Starting Your Brewery. Brewers Publications, Golden, CO.

Lewis M. & Young T. (2002) Brewing Springer

Oliver, G. (2003) The Brewmaster's Table. Harper Collins Publishers Publishers, New York, NY.

Yenne, B. (2003) The American Brewery. MBI Publishing Co., St. Paul MN.

Magazines:

Brew 8 issues 5515 Main St. Manchester Center VT

All About Beer 6 issues 501 H Washington St. Durham NC

Course Analysis Questionnaire

Section A: Details of the Course

- A1 How does this course fit into the programs of the department? For what students is the course designed? (majors, students in other majors, liberal studies). Explain why this content cannot be incorporated into an existing course.

HRIM 404 Brew Pub and Brewery Operations will complement the Department of Hospitality Management curriculum as a senior-level course. This course is not for inclusion in the Liberal Studies Program. This course will be offered as a department elective. Beverage Management offers only a brief overview of beer and beer services. Brew Pub and Brewery Operations offer students in-depth analysis of the brewing and restaurant industry.

- A2 Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements.

This course does not require changes in the content of any other existing courses.

- A3 Has this course ever been offered at IUP on a trial basis (e.g. as a special topic)? If so, explain the details of the offering (semester/year and number of students).

Yes, in the 2006 Pre-Session with 16 students enrolled and 2007 Pre-Session with 14 students enrolled as a special topic.

- A4 Is this course to be a dual-level course? If so, please note that the graduate approval occurs after the undergraduate.

No, this course is not a dual-level course.

- A5 If this course may be taken for variable credit, what criteria will be used to relate the credits to the learning experience of each student? Who will make this determination and by what procedures?

This course will not be taken for variable credit.

- A6 Do other higher education institutions currently offer this course? If so, please list examples (institution, course title).

Cornell University - School of Hotel Administration

H ADM 437: Anheuser Busch Seminar in Quality Brewing and Fine Beer

Elective - 2 credit hours - S/U grade only

Offered Fall and Spring

Prerequisite(s): H ADM 430.

Section B: Interdisciplinary Implications

B1 Will this course be taught by instructors from more than one department? If so, explain the teaching plan, its rationale, and how the team will adhere to the syllabus of record.

No

B2 What is the relationship between the content of this course and the content of courses offered by other departments? Summarize your discussions (with other departments) concerning the proposed changes and indicate how any conflicts have been resolved. Please attach relevant memoranda from these departments that clarify their attitudes toward the proposed change(s).

IUP does not offer another course similar to Brew Pub and Brewery Operations.

B3 Will this course be cross-listed with other departments? If so, please summarize the department representatives' discussions concerning the course and indicate how consistency will be maintained across departments.

No

Section C: Implementation

C1 Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how this course will fit into the schedule(s) of current faculty. What will be taught less frequently or in fewer sections to make this possible? Please specify how preparation and equated workload will be assigned for this course.

Faculty resources in the Department of Hospitality Management are adequate.

C2 What other resources will be needed to teach this course and how adequate are the current resources? If not adequate, what plans exist for achieving adequacy? Reply in terms of the following:

- *Space
- *Equipment
- *Laboratory Supplies and other Consumable Goods
- *Library Materials
- *Travel Funds

The only additional resources is transportation to the brew pub and breweries the second week. In 2006 and 2007 vans (2- 12 passenger) were obtained from the Biology Department.

The Department of Hospitality Management currently has adequate resources available to teach this course.

C3 Are any of the resources for this course funded by a grant? If so, what provisions have been made to continue support for this course once the grant has expired? (Attach letters of support from Dean, Provost, etc.)

No grant funds are associated with this course.

C4 How frequently do you expect this course to be offered? Is this course particularly designed for or restricted to certain seasonal semesters?

One section of this course will be offered each intersession.

C5 How many sections of this course do you anticipate offering in any single semester?

One section will be taught per offering.

C6 How many students do you plan to accommodate in a section of this course? What is the justification for this planned number of students?

This course can accommodate 16 to 22 students. This number of students is a maximum for vans. The second week of class the group is divided and each van visited different brew pubs. Space is very limited in most brew pubs.

C7 Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.

No professional society limits either the enrollment or parameters for this course.

C8 If this course is a distance education course, see the Implementation of Distance Education Agreement and the Undergraduate Distance Education Review Form in Appendix D and respond to the questions listed.

This course is not distance education.

Section D: Miscellaneous

Include any additional information valuable to those reviewing this new course proposal.

To ensure students taking this class are 21 years old, students will be required to fill out a Declaration of Age Card and attach a photo copy of their driver license. The students then sign a Memo of Understanding. Food is also provided at tasting as well as a spit bucket.

Memo of Understanding

I understand HRIM 481 Brewery and Brew Pub Operations includes a tasting component of alcoholic beverages. I promise I will only taste the sample given to me and will be aware of my own tolerance level. I understand that if I do not adhere to the verbal guidelines, I will not be permitted to participate in future tastings. Being allowed to participate in the tastings in class is a privilege that, if abused in anyway will be revoked.

Print Name

Signature

Date