

Porterville College

Program Outline Report

Program Basics

Program Title:	Beverage Management
Program Status:	Active from Spring 2025
Department:	Hospitality
Award Type:	Certificate of Achievement (Credit)
Program Description	Beverage Management is a dynamic program designed to equip students with the fundamental skills and knowledge needed to excel in entry-level beverage management roles. With a comprehensive curriculum spanning key areas of mixology, mastering the craft of creating a diverse range of cocktails, mocktails, and specialty beverages. Through hands-on practice and guidance from seasoned mixologists, participants will learn techniques for flavor balancing, presentation, and customer engagement, ensuring they can deliver exceptional and safe beverage experiences. Program Learning Outcomes: By the completion of the degree, the student will be able to Identify levels of intoxication and methods to control consumption by guests Explain the sources, production, presentation and service of alcoholic and non-alcoholic beverages; relate local, state, and federal laws pertaining to the service and purchase of alcoholic beverages; compare and differentiate methods used in the production of wines, beers and spirits; explain the external factors affecting alcoholic beverage production; apply the sensory tasting skills to properly explain the flavor descriptions of wines, beer and spirits All classes must be completed with a "C" grade or higher. Required Core: HOSP P200 Beverage Management Essentials 1.5 units HOSP P210 Introduction to Wines, Beer, and Spirits 2.5 units
Control Number:	No value
Credential ID:	No value
Transferability:	Transferable to CSU only
Program TOP Code (SP01) :	1307.10
Program TOP Code (SP01) :	Restaurant and Food Services and Management
Program CIP Code:	(52.0910) Brewery/Brewpub Operations/Management.
Student Program Award (SP02) :	Other Credit Award, under 6 semester units
Maximum Credits:	4
Minimum Credits:	4
Curriculum Committee Approval Date:	10/22/2024
Board of Trustees Approval Date:	No value
External Review Approval Date:	No value

Proposal Details

Proposal Start:	Spring 2025
Rationale for Non-Fall Start:	The addition of the Casino and (future coming) hotel and event center has increased the need for properly trained beverage management servers. PC has been asked to develop a curriculum that can be utilized for training, re-training, and upskilling employees.
Program Justification:	No value

Submission Rationale

- New Program

Program Requirements

Complete the following courses: (Total 4)

Complete all of the following

HOSPP210 - Introduction to Wines, Beers, and Spirits	2.5
HOSPP200 - Beverage Management	1.5

Recommended Sequences

New Sequence

Term 1 (Total 1.5)

Complete the following courses: HOSPP200 - Beverage Management 1.5

Term 2 (Total 2.5)

Complete the following courses: HOSPP210 - Introduction to Wines, Beers, and Spirits 2.5

Program Outcomes

PLO

PSLO

Performance

Identify levels of intoxication and methods to control consumption by guests

100

Explain the sources, production, presentation and service of alcoholic and non-alcoholic beverages

100

Relate local, state, and federal laws pertaining to the service and purchase of alcoholic beverages

100

Compare and differentiate methods used in the production of wines, beers and spirits

100

Explain the external factors affecting alcoholic beverage production

100

Apply the sensory tasting skills to properly explain the flavor descriptions of wines, beers and spirits

100

Program Narrative

Item 1. Program Goals and Objectives

Beverage Management is a dynamic program designed to equip students with the fundamental skills and knowledge needed to excel in entry-level beverage management roles. With a comprehensive curriculum spanning key areas of mixology, mastering the craft of creating a diverse range of cocktails, mocktails, and specialty beverages. Through hands-on practice and guidance from seasoned mixologists, participants will learn techniques for flavor balancing, presentation, and customer engagement, ensuring they can deliver exceptional and safe beverage experiences. All classes must be completed with a "C" grade or higher.

Program Learning Outcomes: By the completion of the degree, the student will be able to:

1. Identify levels of intoxication and methods to control consumption by guests
2. Explain the sources, production, presentation and service of alcoholic and non-alcoholic beverages
3. Relate local, state, and federal laws pertaining to the service and purchase of alcoholic beverages
4. Compare and differentiate methods used in the production of wines, beers and spirits
5. Explain the external factors affecting alcoholic beverage production
6. Apply the sensory tasting skills to properly explain the flavor descriptions of wines, beer and spirits

Item 2. Catalog Description

Beverage Management is a dynamic program designed to equip students with the fundamental skills and knowledge needed to excel in entry-level beverage management roles. With a comprehensive curriculum spanning key areas of mixology, mastering the craft of creating a diverse range of cocktails, mocktails, and specialty beverages. Through hands-on practice and guidance from seasoned mixologists, participants will learn techniques for flavor balancing, presentation, and customer engagement, ensuring they can deliver exceptional and safe beverage experiences.

Program Learning Outcomes: By the completion of the degree, the student will be able to Identify levels of intoxication and methods to control consumption by guests

Explain the sources, production, presentation and service of alcoholic and non-alcoholic beverages; relate local, state, and federal laws pertaining to the service and purchase of alcoholic beverages; compare and differentiate methods used in the production of wines, beers and spirits; explain the external factors affecting alcoholic beverage production; apply the sensory tasting skills to properly explain the flavor descriptions of wines, beer and spirits

All classes must be completed with a "C" grade or higher.

Required Core:

HOSP P200 Beverage Management Essentials 1.5 units

HOSP P210 Introduction to Wines, Beer, and Spirits 2.5 units

Item 3. Program Requirements

Certificate of Achievement: Beverage Management

Requirements	Dept. Name/#	Name	Units	Sequence
Required Core (4 units)	HOSP P200	Beverage Management Essentials	1.5	Yr 1 Fall
	HOSP P210	Introduction to Wines, Beer, and Spirits	2.5	Yr 1 Fall

Required Core Total: 4 units

TOTAL UNITS: 4 units

Item 4. Master Planning

Porterville College's Business/Hospitality program goal is to provide a quality education for a diverse population of students with all available resources while contributing to the overall enhancement of the institution. Our Educational Master Plan indicates that "the primary goal is to develop a pathway from high school to community college for career/technical education or preparation for transfer . . ." (Educational Master Plan, 2017-2021, p. 54) In addition, the Guided Pathways Workplan (p. 2) calls for the college to "engage in systematic coordination with K-12, four-year institutions and industry partners to inform program requirements." This goal of providing clear pathways from high school to college is further illustrated in the Porterville College Strategic Plan (p. 39), in which objective 4C states the commitment to "continue to work with area high schools on career pathway efforts." This degree will emphasize skills within a variety of hospitality organizations. Additionally, it is important to create a degree program that allows students to be counted as completers in the California Community College System.

Item 5. Enrollment and Completer ProjectionsProgram Student Completion:

With local high school pathway programs in hospitality as well as business, our estimation is that approximately 50 students will be in pursuit of a Culinary Arts Certificate. Our direct connection with the Tribe and Casino, in addition to the high schools, means we're anticipating approximately 10-20 completers after the first year and a half/two years, but these are likely very conservative estimates. Anticipated industry demand can be seen below:

The long-term projected growth for Bartenders in the Tulare County area from 2020-2030 is an increase of 41.2%. Since the creation of that projection Porterville has seen additional growth with the opening of the Casino and the soon coming event center/hotel

Item 6. Place of Program in Curriculum/Similar Programs

The certificate in Beverage Management will be offered through the Career and Technical Education Division, specifically the Hospitality Program. Currently, the program is not directly related to any other programs within the college.

Item 7. Similar Programs at Other Colleges in Service Area

Three Beverage Management programs host certificates and/or degrees within surrounding counties: West Hills College Lemoore (60 miles), Orange Coast College (201 miles), and Southwestern College (284 miles). With the growing demand in the Hospitality Management field, it is necessary for Porterville College to offer this degree as the next closest program is over 60 miles away.