Program Proposal for a Minor

1. Name of the proposed minor.
   Beverage Management

2. Name of the department(s) involved.
   Department: Apparel, Events and Hospitality Management (AESHM)
   Program: Hospitality Management
   Existing courses included in the minor also come from Biochemistry, Biophysics & Molecular Biology, Horticulture, and Food Science and Human Nutrition.

3. Name of contact person(s).
   Eric Brown, Hospitality Management Program Director and Associate Professor
   Stewart Burger, Assistant Teaching Professor
   Eulanda Sanders, Chair, Department of Apparel, Events, and Hospitality Management and Professor and Donna R. Danielson Professor in Textiles & Clothing

4. General description of the minor.
   A minor in Beverage Management may be earned by successfully completing at least 15-17 credits of courses. The minor must include at least six (6) credits in courses numbered 300 or above taken at ISU. All course prerequisites must be completed prior to taking the courses. All minor courses must be taken for a letter grade. The Beverage Management Minor requires students to complete HSP M 101 (3 credits) and HSP M 133 (1 credit). The remaining 11 credits may be selected from designated HSP M, BBMB, HORT, and FSHN courses. The minor must include at least 9 credits that are not used to meet any other department, college, or university requirement.

5. Need for the proposed minor.
   In 2016, it was estimated that the total U.S. beverage market volume grew to over 53 billion gallons with the largest segments being spirits, wine, and beer; coffee and tea; bottled water; and soft drinks (www.parkstreet.com). Retail U.S. sales of alcohol rose 4.5% in 2017 to $25.2 billion with 36% of the market segment being spirits, 47% beer, and 17% wine (www.distilledspirits.org) Non-alcohol beverage segments increased 3.0% to over $180 billion in retail sales during the same period (www.beveragemarketing.com). In 2018, Iowa had 6,285 eating and drinking establishments with estimated sales of $4.7 billion and providing employment to 152,500 Iowans (https://restaurantiowa.com). Students consistently identify the desire for additional beverage related coursework in preparation for entering business industries. This Beverage Management minor will provide this without significantly increasing additional course work or time toward graduation. Some students may only want to explore an area within the field without the need to adding an additional major. It will also allow others to combine this minor with other majors that could differentiate themselves in a job market.

6. Objectives of the proposed minor including the student learning outcomes and how the learning outcomes will be assessed.

Students who complete the Beverage Management minor will not only meet the learning outcomes of each course in the minor, they will also meet the following learning outcomes for the minor:

1. Identify and explain how the history of wine, distilled spirit, and brewed beverages has affected today's beverage and hospitality industry.
2. Explain, compare, and differentiate the methods used in the production of wine, distilled spirit, and brewed beverages.
3. Identify, interpret, utilize and implement ethical and safe alcohol consumption, sales, and service with the handling, storage, and control methods used in the hospitality and beverage industry.
4. Define, utilize, and apply terms common to the hospitality and beverage industry.
5. Acquire through sensory analysis broad product knowledge which includes the physical attributes of sight, smell, taste, and mouth feel in order to be able to identify, compare, contrast and evaluate product attributes and flaws.
6. Recognize, identify, and explain the attributes that contribute to consumer appreciation of fine wine, distilled spirits, and brewed beverages served in the hospitality and beverage industry.
7. Identify, explain, and apply the components of food pairing with wine, and brewed beverages served in the beverage and hospitality industry in order to increase customer satisfaction, sales, and profitability.

Evaluation of student learning as related to objectives will be based on performance on quizzes and examinations; activities and group projects; lab assignments, notebooks, and tastings; presentations; class participation, field trips and reports; assessment of independent learning; and professional certifications.

In addition, each course has course specific learning outcomes. The courses offered by the Hospitality Management program are presented below.

HSP M 101: Introduction to the Hospitality Industry (3 credits)
By the completion of this course each student will be able to:

1. Recognize and exemplify the size and scope of the hospitality and tourism industry.
2. Classify and differentiate major segments within the hospitality and tourism industry including but not limited to: Lodging, Restaurant, Beverages, Managed Services, Theme Parks, Casinos and Event Management.
3. Recall and clarify common terms associated with the hospitality and tourism industry.
4. Monitor current issues and trends relative to the hospitality and tourism industry.
5. Summarize the role of leadership and management within hospitality operations.

HSP M 133: Food Safety Certification (1 credits)
At the completion of this course, the student will be able to:

1. Identify the causative agents and characteristics of food-borne illnesses associated with food and beverage operations.

2. Develop a basic understanding of systems and management needed for maintaining safety and quality of food and beverage products.
3. Describe contributing factors and develop a plan to prevent food-borne illness from reoccurring, given information concerning an outbreak of food-borne illness
4. Describe the role and responsibilities of federal and state governments, local regulatory agencies, the food and beverage industry and managers in promoting and maintaining consumer food safety.
5. Demonstrate mastery of safe food practices by passing the National Restaurant Association's Applied Food Service Sanitation Certification Exam (ServSafe®)

HSP M 280: Non-Alcoholic Beverages and Café Operations (3 credits)
Students will be able to:
1. Identify and classify the different types of non-alcoholic beverages.
2. Recall and apply terms common to the café industry.
3. Interpret café operations data to make recommended menu suggestions
4. Recognize and develop safety and sanitation methods within a café operation
5. Execute an ethical standard of conduct when interacting with classmates and instructors within the lab environment

HSP M 383: Wine & Spirits in Hospitality Management (2 credits)
The student will be able by the completion of this course:
1. identify and explain how the history of wine and brewed beverages has impacted today's beverage and hospitality industry.
2. explain, compare and differentiate the methods used in the production of wine and spirits.
3. identify, interpret and implement ethical and safe alcohol consumption, sales, and service with handling and storage methods used in the hospitality and beverage industry.
4. define, utilize and apply terms common to the beverage industry.
5. acquire through sensory analysis broad product knowledge which includes the physical attributes of sight, smell, taste, and mouth feel in order to be able to identify, compare, contrast and evaluate product attributes and flaws.
6. recognize, identify and explain the attributes that contribute to consumer appreciation of fine wine, distilled spirits and brewed beverages served in the hospitality and beverage industry.

HSP M 383L: Wine, Spirits, & Mixology in Hospitality Management (1 credit)
The student will be able by the completion of this course:
1. identify, interpret, utilize and implement ethical and safe alcohol consumption, sales, and service with the handling, storage, and control methods used in the hospitality and beverage industry.
2. identify, interpret, and ethically and safely manage difficult alcohol service situations while reducing the risk of fines, imprisonment, loss of liquor license, increased cost of insurance, and loss of business.

3. apply theory, costing principles, common industry practice and creative thinking to analyze, interpret and increase the profitability of wine and beverage menus.
4. define, utilize and apply terms common to the bar, beverage and hospitality industry.
5. acquire through sensory analysis product knowledge including the physical attributes of sight, smell, taste, and mouth feel in order to be able to identify, compare, contrast, explain and discuss product attributes and flaws of wine, distilled spirits and cocktails that are the foundation to customer sales in the bar, beverage and hospitality industry.
6. identify, explain and apply the components of food pairing with wine, and brewed beverages served in the beverage and hospitality industry in order to increase customer satisfaction, sales and profitability.

HSP M 385: Beer & Brewed Beverages in Hospitality Management (1 credit)

Students will be able to:

1. identify and explain how the history of beer and other brewed alcoholic beverages has impacted today's beverage and hospitality industry.
2. explain, compare and differentiate the methods used in the production of beer and other brewed alcoholic beverages.
3. identify, interpret and implement ethical and safe alcohol consumption, sales, and service with handling and storage methods used in the hospitality and beverage industry.
4. define, utilize and apply terms common to the brewing and hospitality industry.
5. acquire through sensory analysis broad product knowledge which includes the physical attributes of sight, smell, taste, and mouth feel in order to be able to identify, compare, contrast and evaluate product attributes and flaws.
6. recognize, identify and explain the attributes that contribute to consumer appreciation of quality beer and other brewed alcoholic beverages served in the hospitality and beverage industry.

NOTE: HSP M 385 Pre-req of HSP M 383 has been removed and will be updated in the next catalog.

HSP M 487: Fine Dining Event Management

Course Objectives

1. Recognize values, behaviors, and traditions of diverse cultures, and the impact on the culture's cuisine.
2. Research, develop, market, and execute a cultural-themed dinner concept.
3. Write, test, and standardize menu recipes, including beverage pairings.
4. Plan, organize, and coordinate the physical, financial and human resources of the cultural experience.
5. Evaluate the success of an event in terms of budgeting, costing, production and service, and product quality.
6. Apply and evaluate sustainable practices within an event.
7. Communicate professionally and ethically with customers and peers of diverse backgrounds.

7. Relationship of the minor to other programs at Iowa State University.

   The Beverage Management minor consists of a minimum of 15 credits with required courses in Hospitality Management and select from courses from Hospitality Management, Biochemistry, Biophysics & Molecular Biology, Horticulture, and Food Science and Human Nutrition. Courses within the minor could see an increase in enrollment.

   The Beverage Management minor will have some courses that are required for Hospitality Management majors and minors (HSP M 101, HSP M 133). However, the pairings of courses required for the Beverage Management minor are unique in preparing students in understanding the intricacies of the development of beverages, the use of beverages, and the operations of beverage establishments. In addition, the minor will give students a broader based understanding of a dynamic beverage industry.

8. Relationship of the minor to the strategic plans of the university, of the college, and of department or program.

   Iowa State University's current strategic plan is the 2017-2022 plan. The development and approval of this minor is in alignment with one major goals of this strategic plan.

   Goal 1: Ensure that students receive an exceptional education.

   Because this minor was developed based on the demand from students and the industry being matched with leading beverage management knowledge and certifications, students will receive a high quality and exceptional education in the area of beverage management. In addition, it is recognized that not all students who receive the Beverage Management minor will start their own business or even manage a beverage organization. However, because the beverage industry permeates the social aspects of many businesses, students who complete the minor will be better prepared to engage with other industry personal in a professional and informed manner. The initial idea was proposed to the Hospitality Management Executive Advisory Council and advice from the council was used to improve the development of the minor proposal.

   The College of Human Sciences finalized a new strategic plan in 2019 and the introduction of this course most closely aligns with Priority 1: The Student Experience. Particular alignment with this priority is detailed below.

   > "The college will support exceptional curricular and co-curricular undergraduate and graduate student experiences that prepare the next generation of human scientists."

   The Beverage Management minor will focus on providing a new exceptional curricular experience for students. By matching priorities of the minor with the increasingly important beverage industry, the minor will match student demand and industry trends with a curricular program. An expansion of this priority into a goal indicates a need to

engage in strategic enrollment management, this minor has been developed based on the demands of students and will help increase enrollment not only in Hospitality Management courses, but also other departments across campus (Biochemistry, Biophysics & Molecular Biology; Horticulture; and Food Science and Human Nutrition).

The Apparel, Events, and Hospitality Management department recently approved the 2020-2025 Strategic Plan. The mission of the AESHM Department is "create, share, and apply knowledge to provide consumers with economically, environmentally, and socially sustainable products, services, and experiences to enhance overall well-being" and the vision is to "lead Iowa and the world in education, scholarship, and engagement to prepare innovative global inhabitants for the apparel, events, and hospitality fields." The Beverage Management minor will assist the AESHM department in sharing and applying knowledge with students who may be interested in managing in the beverage industry or at a minimum will be partaking in the products, services, and experiences. This will assist in ensuring AESHM students, including those enrolled in the Beverage Management minor, are prepared to be innovative global inhabitants in the beverage management field. In addition to preparing AESHM students, this minor will also prepare non-AESHM students who have an interest in beverages and beverage management. Beverages are a part of various industries and are also a part of many social and professional aspects of today's businesses. Being knowledgeable in these areas can assist in developing confidence and professionalism to allow graduates to engage beyond a basic understanding. The minor can assist those who are going into the growing beverage management field while also helping all graduates as they conduct business in a social and professional setting.

9. Comparison of the proposed minor with similar programs at other universities, including the Regent's universities.

   Iowa's regent universities do not have a beverage management classes, minor, or major. A review of Iowa and peer institutions shows a wide variety of beverage related courses offered with Cornell University having the largest number to Purdue University and Kansas State University with the least. The addition of HSP M 385 helped us match the beverage educational offerings of the nation's other top tier hospitality programs.

   Cornell University has a 12-credit Beverage Management concentration within the School of Hotel Administration and Washington State University has a Wine and Viticulture Major. There are other schools with viticulture majors, but this program will be focused on beverage management with only one course in viticulture.

10. Program requirements and procedures, including:
    a. prerequisites for prospective students;
       No prerequisites for registered Iowa State students. Upper level courses may have pre-requisites or age requirements.
    b. application and selection process;
       Students would apply for the minor by meeting with an adviser in HSP M and completing the paperwork "Request for a Minor".

c. language requirements;
None

d. courses and seminars presently available for credit toward the program;
HSP M 101 Introduction to the Hospitality Industry, HSP M 133 Food Safety Certification, HSP M 280 Non-Alcoholic Beverages and Café Operations, HSP M 383 Wine & Spirits in Hospitality Management, HSP M 383L Wine, Spirits, and Mixology in Hospitality Management Lab, HSP M 385 Beer and Brewed Beverages in the Hospitality Industry, HSP M 487 Fine Dining Event Management, BBMB 120 The Biochemistry of Beer, Hort 276 Understanding Grape and Wine Science, FSHN 509 Sensory Evaluation of Wines.

e. proposed new courses or modifications of existing courses;
None needed at this time. If demand dictates, additional courses may be proposed in the future.

f. advising of students;
HSP M Adviser would complete the "Request for Minor" paperwork with student, check for completion of prerequisite, inform student of sequences, and inform student of fall and spring only offerings.

g. implications for related areas within the university.
Increase interest in beverage related courses should lead to increased enrollment in courses within the Beverage Management minor courses in HSP M, BBMB, Hort, and FSHN.

11. General description of the resources currently available and future resource needs, in terms of:
    a. faculty members;
    All courses will be taught by current faculty.
    b. computers, laboratories, and other facilities;
    All beverage related courses will continue to be taught in the classrooms currently offered.
    c. library facilities (journals, documents, etc.) in the proposed area;
    None
    d. supplies, field work, student recruitment, etc.
    Recruitment of undergraduate students in the form of communication to advisers in various areas of interest, flyers, and posters in relevant buildings housing interested majors. In addition, the minor will be publicized via social media and clubs on campus.

12. Describe the needs for new resources and/or reallocated resources. Attach to the program proposal memos from the department chair(s), the college dean(s), and other appropriate persons, agreeing to the allocation of new resources and/or the reallocation of resources.
    No additional resources or reallocated resources are expected.

13. Attach to the program proposal, letters of support, recommendations, and statements when appropriate, from programs and departments at ISU which are associated with the proposed program or have an interest in the proposed program.

Proposal was shared with faculty teaching courses and chairs of departments with courses included in this proposal. A letter of support was received and included from Dr. Ruth MacDonald, Chair of Food Science and Human Nutrition. Biochemistry, Biophysics & Molecular Biology and Horticulture did not raise any concerns.

14. If the new program is interdisciplinary, a governance document should be created and submitted to the Associate Provost for Academic Programs. Indicate here that it has been completed.
    Minor is not an interdisciplinary program.

BEVERAGE MANAGEMENT MINOR

Iowa State University 2020-2021 Catalog

(Administered by Apparel, Events, and Hospitality Management)

The AESHM Department offers a minor in Beverages through the Hospitality Management program. The minor can be earned by successfully completing the following for a total of 15 credits. The minor must include at least six (6) credits in HSP M courses, six (6) credits in courses numbered 300 or above taken at ISU. All course prerequisites must be completed prior to taking the course. All minor courses must be taken for a grade. The Beverages Minor requires students to complete HSP M 101 and HSP M 133. The remaining 11 credits may be selected from any of the courses below.

4 credits are required:

☐	HSP M 101	Introduction to Hospitality Industry	3 credits
☐	HSP M 133	Food Safety Certification	1 credit

And 11 credits of the following:

☐	BBMB 120	The Biochemistry of Beer	2 credits
☐	BBMB 120L	The Biochemistry of Beer Lab	1 credit
☐	HORT 276	Understanding Grape and Wine Science	3 credits
☐	FSHN 509	Sensory Evaluation of Wines	2 credits
☐	HSP M 280	Non-Alcoholic Beverages and Café Ops	3 credits
☐	HSP M 383	Wine and Spirits in Hospitality Management	2 credits
☐	HSP M 383L	Wine, Spirits, and Mixology Lab in HSP M	1 credit
☐	HSP M 385	Beer and Brewed Beverages in HSP Industry	1 credit
☐	HSP M 487	Fine Dining Event Management	3 credits

Total Credits ……15 credits

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

DEPARTMENT OF
Food Science and
Human Nutrition

Ruth S. MacDonald, RD PhD
Professor and Chair
2312 Food Sciences Building
Ames, IA 50011
515-294-5991 phone
515-294-8181 fax

Eulanda Sanders, Chair
Apparel, Events and Hospitality Management

Regarding: Beverage Management minor

March 3, 2020

Dear Eulanda,

The Food Science and Human Nutrition Curriculum committee has reviewed your department's proposal for a Beverage Management minor. The curriculum committee has no concerns about the minor.

The curriculum includes one FSHN course as part of the electives, FSHN 509, Sensory Evaluation of Wines. Please be aware that the FSHN 509 course requires students to be over age 21 and is limited to 42 students per class (due to the capacity of the Culinary Discovery Laboratory). Hence, capacity to accommodate undergraduates in this course may be restrictive and should be noted in the program description.

Best of luck with this new option.

Sincerely,

From:	Sanders, Eulanda [AESHM]
To:	Johansen, Kristen [BBMB]
Subject:	FW: Beverage Minor in Hospitality Management
Date:	Sunday, March 8, 2020 6:23:00 PM
Attachments:	REV for Letters Beverage Management minor proposal.docx REV_BEVERAGES MINOR Worksheet.docx image002.png image003.png
Importance:	High

Dear Kristen,

I am following up on this request for a letter of support. Please let me know if you have any questions.

Thanks,

Eulanda

Eulanda A. Sanders, Ph.D.
Professor and Chair
Department of Apparel, Events and Hospitality Management (AESHM)
Donna R. Danielson Professor in Textiles and Clothing
She | Her | Hers

Iowa State University
Ames, Iowa 50011
Address: 31 MacKay | 2302 Osborn Drive | Ames, Iowa
Email: sanderse@iastate.edu
Phone: 515-294-7474
Fax: 515-294-6364

From: Sanders, Eulanda [AESHM]
Sent: Monday, February 10, 2020 12:57 PM
To: Johansen, Kristen [BBMB] <kristen@iastate.edu>
Subject: Beverage Minor in Hospitality Management

Dear Kristen,

The Hospitality Program within the Apparel, Events, and Hospitality Management Department is proposing a new Beverage Management minor that will affect your department. As part of the proposal process, we are seeking your advice and ultimately written support for the minor by February 21, 2020.

I have attached the program proposal form for your reference, but will also highlight a few details here. The minor is 15 credits with 4 credits being required and the remaining 11 credits selected from various beverage management related courses from Hospitality Management; Biochemistry, Biophysics, and Molecular Biology; Horticulture; and Food Science and Human Nutrition. A list of proposed courses can be found in the Beverage Minor Worksheet attached.

Our primary beverage course, HSP M 383 - Wine and Spirits in Hospitality Management, has

consistently hit enrollment cap of 215 students per section each semester. However, students have consistently asked for additional beverage related courses either out of personal interest or with the desire to enter beverage related industries. We believe this minor will provide students the opportunity to explore this area of interest while also increasing enrollment in other beverage related courses throughout the university. We are proposing the minor using only existing courses, including BBMB 120 (The Biochemistry of Beer) and BBMB 120L (The Biochemistry of Beer Lab), in your department. We had the opportunity to speak with Scott Nelson and he is excited about the possible additional students the minor may bring to their course.

Let us know if you would like to meet to discuss further or if there's any input you would like to provide. Once any concerns or questions are addressed, we would like to request a written letter of support from you to include under item 13 in the proposal – letters of support from departments associated with the proposed program.

Regards,

Eulanda

Eulanda A. Sanders, Ph.D.
Professor and Chair
Department of Apparel, Events and Hospitality Management (AESHM)
Donna R. Danielson Professor in Textiles and Clothing
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From:	Sanders, Eulanda [AESHM]
To:	Iles, Jeffery K [HORT]
Subject:	FW: Beverage Minor in Hospitality Management
Date:	Sunday, March 8, 2020 6:23:00 PM
Attachments:	REV for Letters Beverage Management minor proposal.docx REV_BEVERAGES MINOR Worksheet.docx image002.png image003.png
Importance:	High

Dear Jeffery,

I am following up on this request for a letter of support. Please let me know if you have any questions.

Thanks,

Eulanda

Eulanda A. Sanders, Ph.D.
Professor and Chair
Department of Apparel, Events and Hospitality Management (AESHM)
Donna R. Danielson Professor in Textiles and Clothing
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Phone: 515-294-7474
Fax: 515-294-6364

From: Sanders, Eulanda [AESHM]
Sent: Monday, February 10, 2020 12:56 PM
To: Iles, Jeffery K [HORT] <iles@iastate.edu>
Subject: Beverage Minor in Hospitality Management

Dear Jeffery,

The Hospitality Program within the Apparel, Events, and Hospitality Management Department is proposing a new Beverage Management minor that will affect your department. As part of the proposal process, we are seeking your advice and ultimately written support for the minor by February 21, 2020.

I have attached the program proposal form for your reference, but will also highlight a few details here. The minor is 15 credits with 4 credits being required and the remaining 11 credits selected from various beverage management related courses from Hospitality Management; Biochemistry, Biophysics, and Molecular Biology; Horticulture; and Food Science and Human Nutrition. A list of proposed courses can be found in the Beverage Minor Worksheet attached.

Our primary beverage course, HSP M 383 - Wine and Spirits in Hospitality Management, has consistently hit enrollment cap of 215 students per section each semester. However, students have

consistently asked for additional beverage related courses either out of personal interest or with the desire to enter beverage related industries. We believe this minor will provide students the opportunity to explore this area of interest while also increasing enrollment in other beverage related courses throughout the university. We are proposing the minor using only existing courses, including HORT 276 (Understanding Grape and Wine Science), in your department.

Let us know if you would like to meet to discuss further or if there's any input you would like to provide. Once any concerns or questions are addressed, we would like to request a written letter of support from you to include under item 13 in the proposal – letters of support from departments associated with the proposed program.

Regards,

Eulanda

Eulanda A. Sanders, Ph.D.
Professor and Chair
Department of Apparel, Events and Hospitality Management (AESHM)
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515 294-9531
FAX 515 294-6206
www.education.iastate.edu

September 30, 2020

Dear Curriculum Reviewer,

The Office of the Dean in the College of Human Sciences is pleased to support the proposed new minor in Beverage Management. This minor is complementary to our offerings in Hospitality Management and serves students seeking opportunities in the rapidly expanding beverage and beverage management industry.

Sincerely,

Robert D. Reason
Associate Dean for Undergraduate Academic Affairs
College of Human Sciences

Academic Program Approval Voting Record

This document is to be appended as the last page of the proposal for any new or revised academic program to record the successive votes of approval as the proposal moves through its required review and approval steps. Consult Faculty Handbook Section 10.8 or the Faculty Senate Curriculum Committee website for information regarding Committee review and voting requirements for each action.

Curricular Action: (check appropriate boxes below)

1. ☒ New Program □ Name Change □ Discontinuation □ Concurrent Degree for:
2. □ Undergraduate Major □ Graduate Major ☒ Undergraduate Minor □ Graduate Minor
   □ Undergraduate Certificate □ Graduate Certificate □ Other: _____
3. Name of Proposed Change: Beverage Management Minor
4. Name of Contact Person: Eric Brown e-mail address: ebrown@iastate.edu
5. Primary College: Human Sciences Secondary College: _____
6. Involved Department(s): Apparel, Events, and Hospitality Management

Voting record for this curricular action:

Voting Body	Votes			Date of Vote
	For	Against	Abstain	
Dept. or Program Committee	8	0	0	September 7, 2020
College Curriculum Committee	6	0	0	September 8, 2020
College Approval Vote	128	7	3	Sept 19-25, 2020
Graduate Council				
Faculty Senate Curriculum Committee	6	0	0	Oct 6, 2020
Faculty Senate Academic Affairs Council	10	0	0	Oct. 23, 2020
Faculty Senate				