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San Jose State University

Department of Hospitality, Tourism

and Event Management

HSPM 149

Fall, 2017

Beer Appreciation

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| Instructor: | Dr. Kate Sullivan, Professor (call me Dr. Kate) |
| Office Location: | Macquarrie Hall 410 |
| Telephone: | 408-924-3201 |
| Email: | kate.sullivan@sjsu.edu |
| Office Hours: | T and Th 12:30 pm to 3 pm, or by email or appt. |
| Class Days/Time: | Thursdays 6-8:30 pm |
| Classroom: | Macquarrie 324 |
| Prerequisites for full tasting: | Must be 21 years of age by Aug. 24, 2017  Proof of age required at first class |
| Course Fees: | Student fees already paid will cover cost of class tastings. Field trips may cost extra as well as  additional purchases made on field trips. |

COURSE DESCRIPTION

An examination of the history, community and business of beer in hospitality management, from its international brewery markets to the small craft beer distributors. Comprehension of beer styles, regions, brewing processes and food pairings will be explored through weekly tastings and sensory applications of the principles of beer making as well as the examination of the economic impact of beer on the hospitality industry.

Course Learning Outcomes:

This course is designed to develop or refine your:

1. use of brewing vocabulary in order to effectively describe the various styles of beer to guests and/or employees;
2. application of the principles of sensory perception;
3. ability to evaluate beer and understand the judging process;
4. comprehension of beer style guidelines and ability to distinguish among major styles;
5. insight into the history of brewing; understanding global beers
6. knowledge of grains, malt, and adjuncts;
7. insight into the brewing process, including fermentation and packaging; and
8. describe the scope and size of the growing global beer market.

Recommended reading:

So you want to be a BEER EXPERT? By Jeff Evans (2015)

Publisher : CAMRA (Campaign for Real Ale) ISBN 978-1-85249-322-6

Spartan Bookstore or online

Additional recommended reading:

Tasting Beer by Randy Mosher (2009) Storey Press ISBN 9781603420891

#### Final total percentage range and letter grade:

|  |  |
| --- | --- |
| Point Range. | Grade. |
| 96 – 100. | A+. |
| 93 – 95. | A. |
| 90 – 92. | A-. |
| 86 – 89. | B+. |
| 83 – 85. | B. |
| 80 – 82. | B-. |
| 76 – 79. | C+. |
| 73 – 75. | C. |
| 70 – 72. | C-. |
| 66 – 69. | D+. |
| 63 – 65. | D. |
| 60 – 62. | D-. |
| 59 and below. | F. |

Percentage points to be earned

Participation- 10%

Quizzes-20% (7 included, drop 2)

Tasting Sheets uploaded to Canvas weekly-20%

Beer tradeshow booth-30% (15% for booth; 15% content of material)

Final -20% (10% tasting final; 10% online final)

Total 100%

Extra Credit (maximum 5%) All due before last class on Canvas. Choose one or a combination of both. Total of 5 submissions (5 pts) maximum allowed onto Canvas. ( for example, 3 pairings, 2 tastings)

1. Food and Beer pairing description- Maximum 5 pairings- See Canvas for description
2. Additional Beer scoresheets -Taste beers not tasted in class. Submit scoresheet to Canvas. Maximum 5 additional beers- See Canvas for description

COURSE REQUIREMENTS

1. Participation and Off campus meetings: We will be visiting at least three breweries during class time. The first is Hermitage on 7th Street, the 2nd undecided, and last but certainly not least Gordon Biersch Brewery (not the restaurant), Taylor and 7th Street San Jose. You are expected to attend 2 out of 3 but I recommend all 3. Your participation grade will be determined by not only your attendance at each class but your contribution to class events and activities. (10%) If you act inappropriately at a field trip or in class, no points awarded.
2. Quizzes

There will be an in-class or online quiz every class meeting (except on nights of field trips) covering material discussed the previous class including the readings, off campus meetings and videos. These will consist of True and False, multiple choice, and short answer questions. There will be 8 quizzes total. Quizzes cannot be made up. You can drop the lowest two. (20%) If you have to miss a class, that is considered one of your dropped quizzes. NO EXCEPTIONS.

3. Tasting Notes

You will submit online Tasting Notes, compiled of complete tasting notes of all beverage alcohol evaluated during the semester. This project is ongoing but due on the last day of class. Any notes submitted after that date will be graded down 25%. *See Guidelines in this syllabus*. You must follow these guidelines exactly. You must only use the SJSU Beer Score Sheets. The SJSU Beer Score sheets are located on the class Canvas page.

We will taste a minimum of 40 beers throughout the semester. Therefore, it is your responsibility to print out tasting forms then scan them or electronically utilize them as we taste during each class. The total package must be uploaded and finished by Dec. 14, 2017. (25%)

3. Beers Around the World Tradeshow– You and a maximum of 4 partners will randomly select one region from around the globe and present this region to the class in a tradeshow booth format on November 30 open to the public! You will include an overview of the region, its geography for growing grains and hops, its beer history, beer celebrations and festivals, beer production, importation and exportation, beer laws, and other pertinent points to be shared on a powerpoint in class. Costumes, props, and tastings are expected. (25%) More details in class.

4. Final Examination- This is a two part final!! Dec. 7 there is an in class tasting final. Mandatory attendance!. The second final is written and completed online. There will be no exceptions. The last day of class will involve the tasting portion first. A comprehensive online final. will be available Dec. 14-17th at 11:59 pm online (20%)

COURSE ORGANIZATION

1. Each class period is divided into three sections: (1) quiz, (2) lecture/videos, and (3) tasting.
2. California law requires a minimum age of 21 for consumption of alcohol. But a new law allows those under 21 to taste in a class like this. You must furnish proof of age on the first day of class. Those under 21 must spit each tasting into a provided cup.
3. The Department of Hospitality, Tourism and Event Mgt. will not provide plastic glasses for the tastings. Part of your participation points will require you to go out and purchase a clear glass tasting glass. 3-4oz is required and should be brought to class. A sample glass will be available to see during class.
4. We will taste beverages every class. You are expected to maintain SJSU Beer Score Sheets on all prod­ucts tasted. These tasting notes will form the Tasting Notes project. Don’t forget your glass every class! You can bring snacks!
5. I recommend that you do not consume all beverage alcohol that is placed in front of you. You should drink the minimum needed to effectively evaluate the beer. This is typically less than 2-3 oz. Bring snacks! The beers get stronger in alcohol content as we go through different countries. You can dump excess beer! No forced tastings!
6. The classroom must be left clean after the tastings. If you wish to procure the empty bottles after we taste, see me before the second class. If you wish to save the caps, also see me.
7. You cannot take beer out of the classroom!

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Tasting Notes Guidelines

Due: no later than last class, Dec. 7, 2017 deposited to Canvas.

Contents: All tastings sheets for each beer from Sept. 7 through Nov. 16, 2017. SJSU Beer Score Sheets must be used. These can be found on Canvas.

Extra Credit: Tasting notes of other fermented beverage alcohols tasted outside of class will be considered for extra credit – up to a maximum of 5 points. (one point per tasting) Place the tasting notes together, in one section on Canvas labeled *Extra Credit*.

Food and Beer pairing description- Maximum 5 pairings- See Canvas for description

You can mix and match. E.g. 3 tastings and 2 pairings. No more than 5 pts. awarded total for all extra credit.

All extra credit documentation due by last class on Canvas.

Organization: Suggested that you complete tasting notes during and after each class and scan to Canvas immediately.

Neatness: The tasting notes need not be typed but they must be legible and readable. If you write like I do, I would advise you to print. If your printing is not so hot, type it.

Quality: I expect to see evidence that, over the course of the semester, your ability to perceive beer flavors, tastes, aromas, textures and to describe these perceptions will improve. This, along with some evidence that you are perceiving *something* is what I look for. Higher grades are for those who demonstrate knowledge and improvement of their beer recognition.

Tasting note Format: Tasting notes must be scanned in PDF or Word format and submitted on Canvas beginning Sept. 7 , 2017

Miscellaneous: Do not bother to go to any great lengths to make it fancy and splashy. If you want this for your own gratification and satisfaction - fine, but I pay no attention to it and it has no effect on your grade. Messy does !

## University Policies

Policies outlined in the University Catalog shall be enforced as defined. Further, instructor policies identified in this syllabus shall be the governing structure for this course and shall be enforced as defined. Plagiarism and cheating on examinations will be penalized to the fullest extent of University regulations. [Students are encouraged to take the plagiarism tutorial offered by the King Library, found at the website http://tutorials.sjlibrary.org/plagiarism/index.htm](http://tutorials.sjlibrary.org/plagiarism/index.htm). [Please read the SJSU Academic Integrity Policy S04-12 at the websitehttp://www2.sjsu.edu/senate/S04-12.pdf](http://www2.sjsu.edu/senate/S04-12.pdf) .

“Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

### Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. [Presidential Directive 97-03](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) at http://www.sjsu.edu/president/docs/directives/PD\_1997-03.pdf requires that students with disabilities requesting accommodations must register with the [Accessible Education Center](http://www.sjsu.edu/aec) (AEC) at http://www.sjsu.edu/aec to establish a record of their disability.

###### Dr. Sullivan’s Classroom Protocol

It is my responsibility to be punctual and prepared to assist you to learn. It is also my responsibility to maintain my office hours or be available to you if you need assistance during my scheduled office hours. I want to promote a classroom environment conducive to learning. We can have fun along the way, too! Here’s a few tips:

-If you are sick, coughing or otherwise contagious, stay home! Bring tissues and use hand sanitizers. You do NOT need to email me, call me, etc. to tell me you will miss class. It is up to YOU to get notes from your classmates. Do not say to me “I won’t be in class Thursday, am I missing anything?” Very rude to say to a professor!

-Coming in late is distracting to all of us.

-Please do your best to show excellence in your behavior, especially on field trips! This is not a “come drunk and get drunk” type of class. We are all here to APPRECIATE and TASTE. Rudeness and unacceptable behavior or language in class or on a field trip or at the beer tradeshow will result in expulsion from class, and/or an F.

-If there is an earthquake, know to duck and cover. Do not take my lead as I am from the East coast and am still not calm during them! Go to your MYSJSU account and sign up for ALERT SJSU immediately! That is the SJSU police’s way to contact you should something bizarre happen on campus and evacuations are occurring. While you are in your account, be sure your email address is accurate because I will be sending out occasional messages to you via the roster.

-There are times when I may be late or ill and I will give you notice via MYSJSU as best as I can so as not to inconvenience you in anyway. Also, I have some hearing loss so bear with me! If you are sitting in the back of the room and say something I cannot hear, I may ask those in the front to relay what you said so that I can hear it. Sometimes I misinterpret what you said because I can’t hear certain intonations, so please don’t be offended.

TENTATIVE Table 1 Course Schedule Beer Appreciation Subject to change

| Class | Reading due and CLO | Topics, Readings, Assignments, Deadlines |
| --- | --- | --- |
| 8.24 | Bring a 2-3 ounce clear glass weekly. One is provided! | Welcome to SJSU’s Beer Appreciation class! Check ids  History of American Beer/videos on Canvas  Sensory Vocabulary and Evaluations; The Flavor Wheel; how to taste (handout)  Tasting of 3 traditional American Beers |
| 8.31 | Quiz 1 Chapters 1 and 2 | History of beer continued; how beer built America/video  Fermentation/Brewing How is beer brewed?  Serving and drinking safely, DUI troubles, AA, and dramshop laws  Tasting of 4 American craft beers |
| 9.7 | Quiz 2  Chapters 3 and 4 | Brewing and the Vocabulary of beer; alcohol strength; IBU’s Presenting beer- temperature, pouring, glassware, color  Beer Styles  What are IPAs?  Tasting of 4 IPAs |
| 9.14 | Quiz3  Chapters 4 and 5 | Beer and Food pairings;  German beers, purity laws  Tasting of 4 German beers |
| 9.21 | Field trip | Field trip to Hermitage Brewery (7th and Phelan) near Spartan Stadium. Free tasting. Bring additional $ for purchasing. |
| 9.28 | Quiz 4 Chapter 4 | English/British ales  Taste 4 British ales |
| 10.5 | Quiz 5 | Irish and Scottish ales  Tasting of 3 Irish and 2 Scottish beers |
| 10.12 | NO CLASS | Dr. Kate at convention  Possible Gordon Biersch Brewery field trip |
| 10.19 | Quiz 6  Chapter 4 | The beers of Belgium  Tasting of 4 Belgium ales |
| 10.26 | Quiz 7  Handout | The Business of Beer; Craft beer around the world |
| 11.2 | Quiz 8  Handout | Sour beers and ciders  Tasting of 2 sours and 2 ciders |
| 11.9 |  | Prepare booths for tradeshow; visit Glass House |
| 11.16 |  | Field trip |
| 11.30 |  | Beer Tradeshow- The Glass House. Mandatory attendance  Open to faculty, staff, administrators, parents, friends! |
| 12.7 |  | In class mandatory tasting final! All tasting notes due on Canvas. All extra credit due by 6 pm on Canvas |
| 12.14 |  | Final Exam- online written final exam: Opens at 6:00 pm 12/14; closes on 12/17 11:59 pm |