



## **BMGT102 BUSINESS BASICS FOR BREWING & DISTILLERY**

3 Credits

Fall 2016 Online

Instructor: Dr. Heather L. Thompson

Email: [heather.thompson14@msubillings.edu](mailto:heather.thompson14@msubillings.edu)

Office: COT B004: Office Phone: 406.247.3065

Office Hours: M-F 9am-10am or by appointment

### **Course Catalog Description/Prerequisites**

Provides an overall picture of business operations in micro-brewing and distillery. Specialized business concepts within brewery business are presented and analyzed. This course will cover functional concepts and fundamentals required to start and operate a craft brewery. Areas of focus include regulations, operations, finance and marketing.

### **Required Text**

*In Progress*

### **Course Objectives and Outcomes**

Upon completion of this course, a student will be able to:

- Identify and discuss the evolution and current regulations of 3 tier systems
- Demonstrate working knowledge of production, quality control and inventory management
- Demonstrate knowledge in cost control, accounting and positive financial decision making
- Demonstrate effective business communication through marketing, sales and social media
- Develop a comprehensive business plan for a start-up brewery

### **Student Responsibility**

It is your responsibility to treat all faculty, staff, classmates and guest speakers with respect. **Bullying or any form of disrespect in the classroom will not be tolerated.** Your input and participation are important and encouraged. Check in with the class in D2L regularly. It is your responsibility to keep up with updates and “news items.”

## **Communication and Email Etiquette**

Communication between student and faculty is expected to be professional and respectful. Profanity or vulgarity is not accepted. When utilizing email for communication, please make sure to include;

Student Name

Class

Assignment number and page

This will help expedite response time and allow me to help you more efficiently! I check my email on a regular basis, and will usually respond to students right away. Students will receive a response within 24 hours at the latest, with the exception of Sundays.

Students are also expected to check email on a regular basis. All class communication (outside of class meeting time on campus) will be via D2L email.

## **D2L and Communication**

We will utilize the Desire2Learn (D2L) platform for our class. Check D2L often! This is where you turn in assignments, take exams, and communicate with your peers. You can also access course content, additional resources, and class announcements. To access D2L;

<http://www.msubillings.edu/elearning/D2LLogin.htm>. Or click on the D2L tab on the School's home page.

Check your school and D2L email regularly! I often send out information regarding classes or upcoming exams through D2L email. **Need help with D2L?**

<http://www.msubillings.edu/elearning/d2l/students/index.html>

## **Additional IT help**

MSU Billings Online Technical Support

IT Student Helpdesk

Hours: 8 am - 5 pm M-F

406-247-5755

[msonline@msubillings.edu](mailto:msonline@msubillings.edu)

## **Academic Support Center**

If you find that you are struggling or in need of help in **ANY** of your classes, please utilize the Academic Support Center. They can help with anything from classes in reading, developmental math and developmental writing to providing tutoring for multiple subjects like math, writing, reading, science, psychology, foreign languages and more! All of their tutoring services are offered FREE\* on a drop-in basis. Check them out at <http://www.msubillings.edu/asc/> or call at 406-247-3022.

## **Disability Support Services (DSS)**

If you use assistive software or need videos captioned, please contact DSS as soon as possible. Students with disabilities, whether physical, learning, or psychological, who believe that they may need accommodations in this class, are encouraged to contact Disability Support Services as soon as possible to ensure that such accommodations are implemented in a timely fashion. Please meet with DSS staff to verify your eligibility for any classroom accommodations and for academic assistance related to your disability. Disability Support Services is located in Room A008 at the COT, 247-3029.

## **Budgeting Your Time**

A general rule for college courses is that students should expect to study about 2 to 3 hours per week outside class for each unit of credit. Based on this, a student taking 15 credit hours should expect to spend 30 to 45 hours each week studying outside of class or 6 to 9 hours per week for each 3- credit course. Take an active role in your class success and set aside scheduled time for homework and studying.

### Course Work, Due Dates and Assignment Expectations

Course work and Exams are outlined below. All work is to be submitted in the D2L Dropbox. Due dates are Sundays at 11:30pm. Late work may be accepted upon instructor permission with a reduction in point value.

Exams have specific availability times in D2L. Please make sure to note the time and availability for exams and plan accordingly. Early permission and late submission are not allowed.

### Exams

There are four exams in this class total (3 chapter exams and 1 final). They are outlined below. ALL exams will be taken in D2L under the 'Quiz' tab. Exams are comprised of 25 multiple choice questions, with each question being worth 4 points. The final exam is cumulative, comprised of chapters 1-13 of the text.

### Grading and Assignment Turn Around Time

Grades will be available to students in D2L. At any time you wish to know your current grade in the course or scores on assignments and exams, you can access the information in D2L, under 'Grades.' To make sure that I am always fair in grading assignments between students, I grade assignments in one sitting, after the due date, usually with a 7 day turn around time. This means – I do not grade assignments earlier than the due date and students can expect to receive their grade within one week after the due date. Exam grades will be published and available to students immediately upon completion of the exam in D2L. Grading follows the standard scale:

<b>Scale:</b> 100 – 90 = A 89 – 80 = B 79 – 70 = C 69 – 60 = D Below 60 = F
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<b>Course Grading Rubric: TBD</b>	
Exams	=
Assignments	=
Discussion Boards	=
Research Paper	=
Final Business Plan	=
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Total Points Available for course	=

### Teaching Philosophy

At this level of education, it is critical that you play an active role in your own success. Activities, discussions and group work are encouraged and designed for student benefit. Real world issues and concepts will be utilized for this course, and it is of your best interest to play an active part. My goal as your instructor is not to have you “memorize and recite” what is lectured. My goal is to have you think critically, and analytically to develop your own business sense with foundations that are provided to you in the course.

I understand 'life' happens sometimes. When that time comes, and you face struggles regarding course work, reach out to me. I am unable to help if I am unaware of a problem. My door is always open. I want to see each and every student succeed in the class and reach their education goals. I look forward to working with you!

**Outline of 2016 Fall Term and Assignments**  
**BMGTXXX Business Basics For Brewing & Distillery**

<b><u>Weeks 1-2</u></b>	<b>Introductions, Syllabus and Expectations,</b> <b>Regulations:</b> History and Evolution 3 tier/ permits/ taxes
<b><u>Weeks 3-4</u></b>	<b>Operations:</b> Recipe Development Production and quality control Supply chain and inventory management
<b><u>Weeks 5-6</u></b>	<b>Financial and Accounting:</b> Expenses/ assets/ cost control Debt and equity Bookkeeping and accounting Financial decisions, pros and cons Excel basics
<b><u>Weeks 7-8</u></b>	<b>Marketing:</b> Manufacturer, distributor, agent roles Consumer behavior Business models for distilleries 4P's Grassroots and Social Media basics
<b><u>Weeks 9-10</u></b>	<b>Business Plan Concepts:</b> Basic Components Branding OGSM Competitive dynamics of craft brew industry Trends in brewing P&L SWOT
<b><u>Weeks 11-12</u></b>	<b>Research Project:</b> Research, analyze and present current company in industry.
<b><u>Weeks 13-14</u></b>	<b>Business Plan:</b> Team Comprehensive Quality Plan
<b><u>Week 15</u></b>	<b>Final Exam</b>