

ITEM		
1. Title of subject	Managing Front Office Operations	
2. Subject code	333	
3. Status of subject	Core	
4. Stage	Diploma	
5. Credit Hour	5.71 hours	
6. Pre-Requisite	NIL	
7. Assessment	100% Final Exam	
8. Semester	Semester 1	
9. Objective of subject	<p>At the completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Identify the advantages and disadvantages of various types of hotel ownership and affiliation. • Create organisation charts depicting the line of responsibilities among positions, departments, and division within a hotel. • Describe guest services and guest accounting tasks appropriate to the different stages of the traditional guest cycle. • Explain the function of registration records and registration cards. • Describe front office procedures for responding to guest information requests. • Calculate a hotel's potential average rate and explain how managers use this concept as a revenue management tool. • Explain the important elements of recruiting, selecting, orienting, and training front office employees. 	
10. Synopsis of subject	<p>This course presents a systematic approach to front office procedures by detailing the flow of business through a hotel, from the reservations process to check-out and settlement. The course also examines the various elements of effective front office management, paying particular attention to the planning and evaluation of front office operations and to human resources management. Front office procedures and management are placed within the context of the overall operation of a hotel.</p>	
11. Details of subject	Contents	Hours

<p>Week 1</p>	<p>Topic: Chapter 1 – THE LODGING INDUSTRY</p> <hr/> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Classify hotels in terms of the major target markets attracted to the features and benefits they offer. • Classify hotels in terms of the level of service they provide for guest. • Identify the advantages and disadvantages of different types of hotel ownership and affiliation. • Describe characteristics of the business, leisure, and group travel markets. • Identify factors that affect travelers’ buying decisions and describe what hotel can do to reward loyal guests. <hr/> <p>Activity: Review Question Case Study</p> <hr/> <p>Further reading for this lesson: Hospitality Financial & Technology http: www.hftp.org Westin Hotel and Resorts http: www.starwood.com/westin</p>	<p>4</p>
<p>Week 2</p>	<p>Topic: Chapter 2 – HOTEL ORGANIZATION</p> <hr/> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Explain what a mission is and describe how goals, strategies, and tactics are used to accomplish a hotel's mission. • Create organisation charts depicting the lines of responsibility among positions, departments, and divisions within a hotel. • Distinguish front-of-the-house areas from back-of-the-house areas and revenue centres from support centres. • Describe the functions performed by departments and positions within the rooms division. <hr/> <p>Activity: Review Question & Case Studies</p>	<p>4</p>
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	<p>Further reading for this lesson: American with Disabilities Act (ADA) http: www.usdoj.gov/crt/ada/adahom1.htm</p>	
Week 3	<p>Topic: Chapter 3 – FRONT OFFICE OPERATIONS</p>	4
	<p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Describe guest services and guest accounting tasks appropriate to the different stages of the traditional guest. • Define the terms used to identify the status of guestrooms throughout the day. • Explain how front office record-keeping systems have evolved. • Identify basic features of front office applications common to hotel property management systems. 	
	<p>Activity: Review Question and Case Studies</p>	
	<p>Further reading for this lesson: Hospitality Upgrade (for list of system vendors) http: www.hospitalityupgrade.com</p>	
Week 4	<p>Topic: Chapter 4 – RESERVATIONS</p>	4
	<p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Describe the different types of reservations and identify the information sought during a reservation inquiry and contained in a reservation record. • Identify major sources of reservations. • Identify the tools managers use to track and control reservations availability. • Explain the function of typical management reports and reservations records that can be generated from reservations data. 	
	<p>Activity: Optional Test & Role Play</p>	
	<p>Further reading for this lesson: Hotel Electronic Distribution Network Association http: www.hedna.org</p>	

Week 5	<p>Topic: Chapter 5 - REGISTRATION</p> <hr/> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Explain the function of pre-registration and identify pre-registration activities. • Describe the function of registration records and registration cards. • Identify factors that affect room and rate assignments during the registration process. • Outline procedures for establishing the guest's method of payment at registration. <hr/> <p>Activity: Role Play and Case Studies</p> <hr/> <p>Further reading for this lesson: NIL</p>	4
Week 6	<p>Topic: Chapter 5 – REGISTRATION (SPECIAL REQUESTS)</p> <hr/> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Describe the front desk agent's role in addressing special requests from guests during registration. • Describe techniques used to upsell guests during registration. • Explain how to handle situations in which guests cannot be accommodated by the hotel. <hr/> <p>Activity: Review Questions</p> <hr/> <p>Further reading for this lesson: Todd Comen, Case Studies in Front Office Management (Lansing, Mich: Educational Institute of the American Hotel and Lodging Association, 2003)</p>	4
Week 7	<p>Topic: Chapter 6 – FRONT OFFICE RESPONSIBILITIES</p>	4

	<p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Describe front office procedures for responding to guest information requests <p>Activity: Optional Test</p> <p>Further reading for this lesson: Lodging Hospitality – http : www.lhonline.com Newmarket International ,Inc – http : www.newssoft.com</p>	
<p>Week 8</p>	<p>Topic: Chapter 6 – FRONT OFFICE RESPONSIBILITIES (GUEST SERVICES)</p> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Identify typical service requests that guests make at the front desk. • Describe general approaches to handling guest complaints. <p>Activity: Review Question & Case Studies</p> <p>Further reading for this lesson: NIL</p>	<p>4</p>

<p>Week 9</p>	<p>Topic: Chapter 7 – SECURITY AND THE LODGING INDUSTRY</p> <hr/> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Explain the key issues in developing and managing a security program. • Describe the role that managers play in a property's security program. • Explain the importance of setting up a security program, including security staffing and having a liaison with local law enforcement. • Identify the elements of security training that are critical to an effective security program. • List and describe the legal concepts and societal concerns related to security issues. <hr/> <p>Activity: Review Questions</p> <hr/> <p>Further reading for this lesson: International Association of Professional Security Consultants http : www.iapsc.org</p>	<p>4</p>
<p>Week 10</p>	<p>Topic: Chapter 8 – FRONT OFFICE ACCOUNTING</p> <hr/> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Define the types of accounts and folios used in front office accounting. • Distinguish between the guest ledger and the city ledger. • Describe the process of creating and maintaining front office accounts. • Describe typical procedures for processing and tracking common front office accounting transactions. • Describe internal control procedures for front office operations. <hr/> <p>Activity: Case Studies</p>	<p>4</p>
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	<p>Further reading for this lesson: Infinity Hospitality Systems – http : www.innfinity.com</p>	
Week 11	<p>Topic: Chapter 9 – CHECK-OUT AND ACCOUNT SETTLEMENT</p> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Identify functions and procedures related to the check-out and settlement process. • Describe methods of settlement for settlement for guest accounts. • Explain why hotels may charge late check-out fees. <p>Activity: Role play & Case Studies</p> <p>Further reading for this lesson: Asian Information Management Systems ,Ltd – http : www.aimshk.com</p>	4
Week 12	<p>Topic: Chapter 9 – CHECK-OUT AND ACCOUNT SETTLEMENT</p> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Describe express check-out and self check-out procedures. • Explain elements of an effective billing and collection process. • Explain how managers use guest history files. <p>Activity: Role play and Review Question</p> <p>Further reading for this lesson: Fair Debt Collection Practices Act http: www.ftc.gov/os/statues/fdcpa/fdcpact.htm</p>	4
Week 13	<p>Topic: Chapter 10 – THE ROLE OF HOUSEKEEPING IN HOSPITALITY OPERATIONS</p>	4

	<p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Describe the role of the housekeeping department in hotel operations. • Explain the relationship between housekeeping and maintenance departments. • Identify typical cleaning responsibilities of the housekeeping management. • Explain how executive housekeepers use such tools as area inventory lists, frequency schedules, performance standards, and productivity standards to plan the work of the housekeeping department. • Distinguish between recycled and non-recycled inventories. <p>Activity: Review Questions and Case Studies</p> <p>Further reading for this lesson: NIL</p>	
<p>Week 14</p>	<p>Topic: Chapter 11 – THE FRONT OFFICE AUDIT</p> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Identify the functions of the front office audit and the duties of the front office auditor. • Describe the tools used by the front office auditor to balance the day’s transactions. <p>Activity: Case Studies</p> <p>Further reading for this lesson: NIL</p>	<p>4</p>
<p>Week 15</p>	<p>Topic: Chapter 11 – THE FRONT OFFICE AUDIT (THE FRONT OFFICE AUDIT PROCESS)</p>	<p>4</p>

	<p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Identify the steps in the front office audit process. • Explain the function of a system update <p>Activity: Review Questions</p> <p>Further reading for this lesson: CSS Hotels Systems http : www.csshotelssystem.com</p>	
<p>Week 16</p>	<p>Topic: Chapter 12 – PLANNING AND EVALUATING OPERATIONS</p> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Describe the management process in terms of the functions front office managers perform to achieve organizational objectives. • Explain how managers establish room rates. • Identify special room rate categories. <p>Activity: Case Studies and Optional Test</p> <p>Further reading for this lesson: NIL</p>	<p>4</p>
<p>Week 17</p>	<p>Topic: Chapter 12 – PLANNING AND EVALUATING OPERATIONS</p> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Apply the ratios and formulas managers use to forecast room availability. • Explain how front office managers forecast room revenue to estimate expenses when budgeting for operations. • Describe how managers use various reports and ratios to evaluate front office operations. <p>Activity: Review Question</p>	<p>4</p>
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	<p>Further reading for this lesson: Smith Travel Research http : www.smithtravelresearch.com</p>	
Week 18	<p>Topic: Chapter 13 – REVENUE MANAGEMENT</p> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Explain how managers maximize revenue by using forecast information in capacity management, discount allocation and duration control. • Calculate a hotel's potential average rate and explain how managers use this concept as a revenue management. • Calculate a hotel's room rate achievement factor, yield statistic, and revPAR and explain how managers use these concepts as revenue management tools. • Explain how managers use the following revenue management tools: identical yields, equivalent occupancy, and required non-room revenue per guest. <p>Activity: Case Studies</p> <p>Further reading for this lesson: NIL</p>	4
Week 19	<p>Topic: Chapter 13 – REVENUE MANAGEMENT (ELEMENTS OF REVENUE MANAGEMENT)</p> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Explain how revenue management decisions are affected by: group room sales, transient room sales, food and beverage activity, conventions and special events. • Distinguish revenue management and room availability tactics managers implement during high demand periods from those tactics used during low demand periods. <p>Activity: Review Questions</p> <p>Further reading for this lesson: NIL</p>	4
Week 20	<p>Topic: Chapter 14 – MANAGING HUMAN RESOURCES</p>	4

<p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Describe the advantages and disadvantages of both internal and external recruiting methods. • Distinguish open-ended interview questions from closed-ended interview questions. • Identify the steps in effective hiring and orientation. • Identify steps in the job analysis process and describe how they help a front office manager prepare to train staff. • Identify techniques that front office managers can use to schedule and motivate staff members. 		
<p>Activity: Review Questions and Case Studies Trial Examination</p>		
<p>Further reading for this lesson: Society for Human Resource Management (SHRM) http: www.shrm.org</p>		
<p>Total</p>		80
<p>12. Text</p>	<p>Compulsory</p> <p>Michall L. Kasavana PHD, <i>Managing Front Office Operations</i> (6th Edition), Educational Institute of the American Hotel & Motel Association.</p>	
	<p>Reference</p> <p>NIL</p>	