

Course Syllabus

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| 1. Program of Study | B.B.A. (Tourism and Hospitality Management) |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICTM 323 |
| Course Title | Front Office Management |
| 3. Number of Credits | 4 (4-0-8) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | ICTM 212 |
| 5. Type of Course | Elective Course |
| 6. Session | Trimester 1, 2, 3 / Every academic year |
| 7. Conditions | Maximum number of students is 30 |

8. Course Description

The essential knowledge and skills required for management in hiring front office employees and renting rooms within the hospitality industry; property management systems, reservations, yield management.

9. Course Objectives

After successful completion of this course, students will be able to

- 9.1. Classify hotels in terms of their ownership, affiliation, and levels of service.
- 9.2. Describe how hotels are organized and explain how functional areas within hotels are classified.
- 9.3. Summarize front office operations during the four stages of the guest cycle.
- 9.4. Discuss the sales dimension of the reservations process and identify the tools managers use to track and control reservations.
- 9.5. List the six steps of the registration process and discuss creative registration options.
- 9.6. Identify typical service requests that guests make at the front desk.
- 9.7. Explain important issues in developing and managing a security program.
- 9.8. Describe the process of creating and maintaining front office accounts.
- 9.9. Identify functions and procedures related to the check-out and account settlement process.
- 9.10. Summarize the steps in the front office audit process.
- 9.11. Apply the ratios and formulas managers use to forecast room availability.
- 9.12. Explain the concept of revenue management and discuss how managers can maximize revenue by using forecast information in capacity management, discount allocation, and duration control.
- 9.13. Identify the steps in effective hiring and orientation.

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	Course Introduction and Overview	2	-	4	Yuwanond, P.
	The Lodging Industry	2	-	4	
2	Hotel Organization	2	-	4	
	Front Office Operations	2	-	4	
3	Reservations – Part I	2	-	4	
	Reservations – Part II	2	-	4	
4	Registration – Part I	2	-	4	
	Registration – Part II	2	-	4	
5	Front Office Responsibilities	2	-	4	
	<i>Review for the Midterm Exam</i>	2	-	4	
6	<u>Midterm Examination</u>	2	-	4	
	Front Office Accounting	2	-	4	
7	Check-out and Settlement	2	-	4	
	The Night Audit (Guest Speaker – Compulsory)	2	-	4	
8	Field Trip	2	-	4	
9	Planning & Evaluating Operations	2	-	4	
	Revenue Management	2	-	4	
10	Managing Human Resources	2	-	4	
	<i>Review for the Final Exam</i>	2	-	4	
11	<u>Project Presentations – Part I</u>	2	-	4	
	<u>Project Presentations – Part II</u>	2	-	4	
Total		44	0	88	
Final Examination					

NB. The course is subject to change without prior notice to fit the changing tourism circumstances.

11. Teaching Method (s)

- 11.1 Lectures
- 11.2 Case studies
- 11.3 Assignments
- 11.4 Field trip

12. Teaching Media

- 12.1 LCD overhead projector
- 12.2 PowerPoint
- 12.3 Multimedia resources
- 12.4 Handouts
- 12.5 Text books

13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1. the ability in classifying hotels in terms of their ownership, affiliation, and levels of service.
- 13.2. the ability in describing how hotels are organized and explain how functional areas within hotels are classified.
- 13.3. the ability in summarizing front office operations during the four stages of the guest cycle.
- 13.4. the ability in discussing the sales dimension of the reservations process and identify the tools managers use to track and control reservations.
- 13.5. the ability in listing the six steps of the registration process and discuss creative registration options.
- 13.6. the ability in identifying typical service requests that guests make at the front desk.
- 13.7. the ability in explaining important issues in developing and managing a security program.
- 13.8. the ability in describing the process of creating and maintaining front office accounts.
- 13.9. the ability in identifying functions and procedures related to the check-out and account settlement process.
- 13.10. the ability in summarizing the steps in the front office audit process.
- 13.11. the ability in applying the ratios and formulas managers use to forecast room availability.
- 13.12. the ability in explaining the concept of revenue management and discuss how managers can maximize revenue by using forecast information in capacity management, discount allocation, and duration control.
- 13.13. the ability in identifying the steps in effective hiring and orientation.

Ratio of mark

1. Class attendance, participation & assignments	10 %
2. Team presentation	10 %
3. Unannounced quiz	10 %
4. Midterm Examination	35 %
5. Final Examination	35 %
Total	100 %

14. Course evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference (s)

Kasavana, M. and Brooks, R. (2001). *Managing Front Office Operations* (6th ed.), New York: Educational Institute of the American Hotel.

Bardi, J. (2002). *Hotel Front Office Management* (3rd ed.). New York: Wiley.

Ismail, A. (2001). *Front Office Operations and Management*. (1st ed.). New York: Thomson Delmar Learning.

16. Instructor (s)

Mr. Pisut Yuwanond
Lecturer
Travel Industry Management Division
Mahidol University International College

17. Course Coordinator

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18. Additional Information

Expectations from Students

As a student, you are expected to be reflective, courteous, respectful, and empathetic to classmates, instructor, and other college staff assisting you in your learning.

- Turn in all assignments on due dates specified under Course Outline.
- Students are required to do their own reading before each class period begins.
- Computer-produced work must be easily readable. Topics must be in order and clearly delineated from each other.
- All written work should exhibit complete sentences, and proper punctuation, grammar and spelling.
- If your schedules prevent from attending and participating in specific class periods or activities, take steps now to arrange to be able to attend. Alternatively, check with the instructor well in advance of the assignment to determine if you might be able to participate in that same activity at another time.
- Both midterm and final exams will be a set of essay questions. Exam questions

may be taken from, or based on any material from lectures, referenced texts, and other assigned reading/activities, including video tapes/VCDs and the field trip.

- Both exams are to be taken at the scheduled time unless prior arrangements are made in consultation with the instructor. Make-up exams/quizzes/presentations will be at the discretion of the instructor.

Teaching Philosophy

My teaching philosophy is to effectively facilitate creation of a positive multi-way learning environment, and application of classroom theory into real-world practice.

Team Presentation

Your team is required to select a four- or five-star hotel, and conduct a detailed research on the eight following areas. It is a must that your team conduct an interview with a representative of the selected hotel.

1. Reservations
2. Registration
3. Front office accounting
4. Check-out and settlement
5. Telephone switchboard (PBX)
6. Uniformed service
7. Night audit
8. Computer / information systems

During week 11, your team must give a 15-minute presentation, using the PowerPoint program, on your findings. Your inability to give a presentation when your turn arrives will result in deduction of your team's score. Please note that all members in your team must participate in the presentation, and will receive the same score respectively. If your team seems unable to give your presentation during week 11 or has any problem, please notify me before week 10.

Please note that if your group needs an official letter requesting an interview to be sent to your selected hotel, let me know the followings (in English).

- 1) Contact person's name
- 2) His / her position
- 3) Department / division
- 4) Organization's name
- 5) Fax's number

Classroom Policies

Class Attendance & Participation

Attendance and participation in class discussion and activities are expected of all students enrolled in this class. Attendance will be taken regularly and at any moment during each class meeting. Students must be present and participating in class discussion and activities in order to obtain credits. If an emergency arises forcing you to be absent from a class period or an activity, it is your responsibility to contact the instructor (in advance if possible) so that an alternative plan can be developed.

If you have trouble turning in an assignment to the instructor on time, it is your responsibility to inform your instructor of this fact before the due date. If you don't, you may be subject to point loss. Late work may be refused or accepted with some point loss at the discretion of the instructor.

There might be a tendency to procrastinate with college education, and I want to encourage you to stay on top of things and anticipate computer problems. Work early in the week to ensure that you can get things done in a timely manner. If you plan to become a leader in the tourism and hospitality industry, it is important that you learn some of the essential values of the industry. Three of the most important industry values are those of self-motivation, dependability, and participation.

Tardiness

If a student shows up in class late for more than 15 minutes, it will be considered as a tardiness. Tardiness twice will equal to one unexcused absence. Students should note that absence from class, excused or unexcused, does not give students the right to postpone turning in assignments. Unexcused absences and tardiness may negatively affect the final grade.

Food and Drinks

All kinds of food and drinks will not be allowed in class at all times.

Cell Phones

Cell phones have a definite use in everyday life, but not in the classroom. Make sure you switch your phone "OFF" before class starts. Cell phones should never be seen in class. The appearance of a cellphone in class constitutes an interruption and an infringement on civility toward your classmates and your instructor. I reserve the right to remove any student using a cellphone in class.

Dress Code

The College's policy requires all students to properly wear a college uniform during the school day and the field-trip day. The uniform is to be worn correctly each school day unless a special exception has been announced. The uniform should be neat, clean, pressed, in good condition, and worn to standard while at the College.

Special Consideration

Please advise me if you have any type of documented disability so that I may be able to assist in accommodating any special needs you may have. Special-need students may also contact Office of Academic Services.