

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT**University of Rajshahi****BBA Program****3rd Year 1st Semester 2021**

Course Code	: THM 311
Course Title	: Front Office Operations and Reservation
Course Instructor	: Sazu Sardar
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Mode Teaching & Learning	: Synchronous & Asynchronous (Online & Offline)

The rationality of the Course

This course introduces students to the Lodging Operations Front Office. Every multi-departmental physical business needs to have a front office or reception to receive visitors. Front Office Department is the face and as well as the voice of a business regardless of the star rating of the hotel or the hotel type. The Front Office department is a common link between the customers and the business. It is one of the many departments of the hotel business which directly interacts with the customers when they first arrive at the hotel. The staff of this department is very visible to the guests. The front office staff handles the transactions between the hotel and its guests. The staff receives the guests, handles their requests, and strikes the first impression about the hotel into their minds. This course familiarizes students with the principles of front desk operational procedures; examines current trends in guest services; discusses the online distribution of room inventory and introduces students to the principles of revenue management strategies. Students work with Property Management Software to become familiar with computerized reservations, arrival, and charge posting systems

Objectives of the Course

To attain a thorough understanding of the overall concepts of Front Office Management and operation. Understand the vital role of Front Office Management in hotel operation, customer service relations, and revenues.

Learning Outcomes:

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

1. Identify the range of front office operations and their functions.
2. Determine the need of the guests with other sections within the hotel.
3. Determine the role front office plays in selling the hotel and all its facilities.
4. Demonstrate reception procedures and explain how they contribute to customer satisfaction.
5. Implication of key legislation for reception operations.
6. Demonstrate and explain the suitability of reception procedures for different types of hotel outlets.
7. Develop an efficient communication system to operate within the front office and between the front office and other departments such as housekeeping and maintenance.

<p>Course Contents</p>	<ol style="list-style-type: none"> 1. Introduction: Overview of hotel management, Types of hotels, Hotel classification, Types of Hotel Guest rooms, Front office operation 2. Front office operation: front office systems, front office documents, front desk, property management systems, Guest cycle 3. Reservation: types of Reservation, reservation inquiry, Group Reservation, Reservation availability, Reservation record 4. Registration: Registration process, Selling the guest room communication and guest service, front office communication, guest service, and relation 5. Security and lodging industry: Security program, Management role in the security program, setting up a security program 6. Check out and account settlement: Check out and account settlement process, Departure procedure, Check out option 7. Planning and evaluation operations: Management functions, establishing room rate, forecasting room availability, Evaluation operations 8. Revenue Management: Concept of Revenue management, measuring yield, Elements of revenue management, Using Revenue.
<p>Teaching Learning Strategy</p>	<p>Teaching will be tailor-made to address the need of the students. The session will be more interactive, practical, and lecture based. Some selective teaching methods, such as video presentation, role play, listening, case study, etc. will be used to enhance the business policy and strategy for learners.</p>
<p>Assessment Strategy</p>	<ol style="list-style-type: none"> 1. Class Participation is assessed by a student's engagement in discussions, software application facilitated by the lecturer, or general questions asked during lectures or tutorials. Participation is expected to be well-considered and relevant to the topic at hand. 2. Two class tests, demonstration sessions, and a final examination are designed to assess a student's body of knowledge and critical thinking skills. Examinations consist of questions requiring written responses. These questions may be in multiple-choice formats or require short answers or short easy responses. 3. A quiz is an online or class-based assessment designed to assess a student's knowledge, skills, or capabilities, and typically consists of a short series of questions requiring brief responses. 4. Software demonstration sessions may be conducted by the group. They involve the oral description of an area of software application and may utilize presentation technologies or be accompanied by handouts or other supplementary materials. Presentations typically provide the opportunity for the audience to ask questions to which the presenter/s is expected to an informative respond. 5. An assignment may take a variety of formats ranging from critical analysis of guest handling or a brief written response to relevant topics. Assignments are typically modest in scope. 6. Demonstration and practical sessions on Guest check-in & check-out, Registration, Reservation, Responding to Guest complaints, etc. will be conducted several times for providing hands-on training experience for the students. A guest lecture session will be conducted by a Front Office professional of any Star Ranking hotel.

Recommend Books	Hotel Front Office: Management and Operations by <u>Manoj Kumar Yadav</u>
Reference Books	1. Front office operation by C. Dix and C. Baird. 2. Managing Front office procedures by Michael L. Kasavana.

Home Assignment and Practical Exercise (Individual & Group):

The course Instructor will deliver home assignments and practical exercises to the students in each class. The given tasks must be properly submitted and completed before the deadline. Moreover, a practical exam/demonstration session will be taken at the end of the course.

Communication with Course Instructor

You should feel free to see me outside of class if you have any confusion about any of the material covered in class or if you would like to know more about a particular topic. I will be glad to suggest additional readings or discuss any other issues with you. You can e-mail to sazu.thm@ru.ac.bd for an appointment.

Course Materials

The course materials are available on google classroom and the department website.

Students Assessment Details: Your grade will be based on the following weights:

Marks Distribution

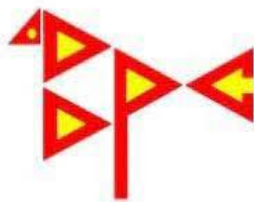
1	Class attendance	10%
2	Practical/Presentation/Class Test/Assignment etc.	20%
5	Final Examination	70%

Class Participation: 10% of your grade will come from your class participation. At various times, I will ask you to comment on intercultural issues and challenges. As I expect you to have read the material assigned for the class, a good level of preparedness is essential to obtain a good participation grade.

Practical Exercise, Class Test, Presentation/Assignment/solving case etc.: 20% of your grade will come from the practical exercise, class tests, presentation, Assignment etc. These will be based on class lecture and referred chapters from the book/s. The exam will mainly focus on multiple choice/true/false/short questions/elaborate questions from a large number of questions etc.

Final Exam: 70% of your grade will come from the final exam and duration is 3 hours.

“Following Entities Will Cooperate to Complete the Course as Industry-Academia Collaboration”



Parjatan Motel, Rajshahi



Grand Riverview Hotel, Rajshahi
