Front Office Management   TH 215
 Course Title   Dept. and Course No.

I.   COURSE DESCRIPTION

This course will be a practical guide to the operations of the front of the hotel and the
hospitality accounting practices. Reservations, check in, check out, and night auditor
functions will be covered through role-play, case studies, and practical applications.
Both manual and computer reservations and front desk operations will be presented.

II.   SEMESTER CREDITS: 3

III.   CONTACT HOURS PER WEEK: 3   0   3
                                        Lecture   Lab   Total

IV.   PREREQUISITES: TH100 & BA130

V.   STUDENT LEARNING OUTCOME   VI. COURSE CONTENT:

Upon completion of the course, the student will be able, with 65% accuracy, to:

1. Explain the functions and roles of the   A. Functions and roles of the front office
    front office operations.   operations in:
                                                     1. The traditional hotel
                                                     2. The Modern hotel
                                                     3. The structure of the hotel
                                                     4. Job specification and responsibilities

2. Identify/explain the Reservation Process.   B. The Reservation Process:
                                                     1. Global reservations technologies.
                                                     2. Individual and Group reservations
                                                     3. Forecasting availability and overbooking

3. Explain guest service and rate structures.   C. Guest service and rate structures:
                                                     1. Managing guest service.
                                                     2. The guest cycle arrival, registration, and
                                                         rooming.
                                                     3. The role of room rate(s)
                                                         a. check –in
                                                         b. check – out

c. departure/post departure

4. Discuss the hotel revenue cycle.

D. The Hotel Revenue Cycle:
   1. Billing the guest folio
   2. Cash transactions
   3. Credit and the City Ledger

5. Describe the Night Audit including duties.

E. The Night Audit & duties:
   1. Posting room charges
   2. Verify Revenue
   3. Reconcile and balancing books.

6. Discuss Technology and the effectiveness of integrated communication systems in solving complaints.

F. Technology and Communication systems:
   1. Automated call accounting system.
   2. Hotel telephone service
   3. Guest room locking systems

VII. MATERIALS & EQUIPMENT

   A. Routine classroom materials
   B. TV & VCR
   C. DVD & Videos

VIII. TEXT & REFERENCE:

   A. Text:
      Michael L. Kasavana and Richard M. Brooks, Front Office Procedures, Educational Institute of the American Hotel and Motel Association., USA 1995.

   B. Reference
      Michael L. Kasavana and Richard M. Brooks, Managing Front Office Operations, Educational Institute of the American Hotel and Motel Associations, 2002

IX. METHOD OF INSTRUCTION

   A. Lecture
   B. Guest speakers
   C. Field trips
   D. Role plays
   E. Class discussions

X. METHOD OF EVALUATION

A.	Tests/quizzes	40%
B.	Final exam	30%
C.	Journal	10%
D.	Reaction paper	10%
E.	Participation	10%
	Total	**100%**

Transmutation of percent to letter-grade is as follows:

90 - 100%	=	A
80 - 89%	=	B
70 - 79%	=	C
65 - 69%	=	D
Below 64%	=	F

Student's Name: _____   Semester Year:_____

Instructor_____

OUTCOME RATING SCALE:
5 = EXCELLENT
4 = ABOVE AVERAGE
3 = AVERAGE
2 = BELOW AVERAGE
1 = UNACCEPTABLE

Competency #1: Explain and perform established front office standard procedures to operate and manage the front office.

5	Students are able to explain and perform established front office standard procedures needed by associates to operate and manage the front office with 90% accuracy.
4	Students are able to complete the above with 80-89% accuracy.
3	Students are able to complete the above with 70-79% accuracy.
2	Students are able to complete the above with 65-69% accuracy.
1	Students are able to complete the above with less than 65% accuracy.

Competency #2: Discuss and perform the standard procedures in receiving and documenting Reservations.

5	Students are able discuss and perform standard procedures in receiving and documenting reservations with 90% accuracy.
4	Students are able to complete the above with 80-89% accuracy.
3	Students are able to complete the above with 70-79% accuracy.
2	Students are able to complete the above with 65-69% accuracy.
1	Students are able to complete the above with less than 65% accuracy.

Competency #3: Prepare and perform the tasks involve in registration of guests.

5	The students are able to prepare and perform tasks involve in registration of guests with 90% accuracy.
4	The students are able to complete the above with 80-89% accuracy.
3	The students are able to complete the above with 70-79% accuracy.
2	The students are able to complete the above with 65-69% accuracy.
1	The students are able to complete the above with less than 64% accuracy.

Competency # 4: Discuss and perform functions require doing an audit at front office.

5	The students are able to discuss and perform functions require doing an audit at the front office with 90% accuracy.
4	The students are able to complete the above with 80-89% accuracy.
3	The students are able to complete the above with 70-79% accuracy.
2	The students are able to complete the above with 65-69% accuracy.
1	The students are able to complete the above with less than 65% accuracy.

Competency# 5: Discuss and use both manual and automated computer technology systems.

5	The students are able to discuss and use both manual and automated technology computer systems with 90% accuracy.
4	The students are able to complete the above with 80-89% accuracy.
3	The students are able to complete the above with 70-79% accuracy.
2	The students are able to complete the above with 65-69% accuracy.
1	The students are able to complete the above with less than 65% accuracy.

I certify that the student has completed all the competencies in this course and has achieved ratings as shown in each respective competency.

_____   _____

Instructor's Signature   Date