

El Paso Community College

Syllabus

Part II

Official Course Description

SUBJECT AREA	<u>Hospitality Operations</u>
COURSE RUBRIC AND NUMBER	<u>HAMG 1313</u>
COURSE TITLE	<u>Front Office Management</u>
COURSE CREDIT HOURS	<u>3 3 : 1</u> Credits Lec Lab

I. **Catalog Description**

Studies the functions of front office operations as they relate to customer service. Includes a study of the front office interactions with other departments in the lodging operation. **(3:1).**

II. **Course Objectives**

A. Unit I. Traditional and Modern Hotel Industry

1. Discuss historical reference of hotel development and explain the industry's vibrancy across the centuries.
2. Discuss the magnitude of the hotel industry and the variety of its products.
3. Discuss the cyclical nature of the lodging industry.
4. Explain the need to understand the technical vocabulary of the lodging industry.
5. Explain how to compute and apply the three basic formulas used in the lodging industry.
6. Describe the changing structural patterns.
7. Discuss the consequences of dealing with guests through a third party and how the host-guest relationship is affected.
8. Analyze the operating business of a hotel.
9. Use hotel terminology.
10. Discuss the guest cycle and reservation process.
11. Identify the duties of a front desk clerk.

B. Unit II. Hotel Structure and Forecasting

1. Analyze the organizational structure of a hotel.
2. Discuss the interaction among departments in a hotel.
3. Discuss the importance of department cooperation with other departments.
4. Discuss the different types of room products as they relate to size, shape, content, and exposure.
5. List the various bed types and room types.
6. Forecast the number of rooms available for sale.
7. Discuss overbooking.
8. Discuss the relationship of forecasting to overbooking.
9. Discuss how the hotel's reputation suffers when overbooking occurs.
10. Define occupancy forecast data.

C. Unit III. Global Reservations and Individual/Group Bookings

1. Discuss the flow of the global distribution system.
2. Analyze the role of the airline reservations systems.
3. Explain last room availability.
4. Discuss online reservations.
5. Describe the model of a yield management system.
6. Use reservation jargon.
7. Discuss the mechanics of handling prepaid reservations.
8. Explain the need for third parties in the reservation process.

D. Unit IV. Managing Guest Services and Operations

1. Discuss quality management in hotels.
2. Describe the links between expectations and satisfaction.
3. Identify how guests develop expectations.
4. Describe the dimensions of service quality.
5. Analyze the role of "Service Guarantees."
6. Describe the role of the hotel industry in relation to the disabled.
7. Identify the requirements of the Americans with Disabilities Act.
8. Discuss the complaint process.
9. Discuss the check-in process.
10. Explain the role self-check-in terminals.
11. Discuss the role of the front desk clerk in the overall arrival and check-in process.
12. Explain the differences in the check-in process at a full-service hotel as opposed to a limited-service hotel.
13. Define the terms used in the arrival process.
14. Explain the role of the registration card.
15. Describe the duties of the bell staff in the arrival and rooming process.
16. Select and assign guests to specific rooms.

E. Unit V. Room Rate and Guest Folio

1. Discuss the market factors that affect room rate.
2. Explain the negative impact of discounting on revenues.
3. State the room rate formula.
4. Identify the building cost room rate formula.
5. Describe the ideal average room rate.
6. Define terms specific for room rate factors and calculations.
7. Explain viewing a guest as an account receivable.
8. Use the jargon for accounting practices at the front desk.
9. Identify the role and systems of communication in account management.
10. Discuss the role of the front office as the centralized hub of guest accounts.
11. Estimate future room revenue.
12. Describe group "Master" reservations.
13. Explain room rates to be charged.
14. Arrange room attendant schedules.
15. Discuss room assignments as they relate to scheduling room attendants.
16. Explain the importance of communicating with room attendants.

F. Unit VI. Credit and Cash Transactions

1. Discuss the role of credit in business.
2. Utilize the various credit card systems.
3. Discuss the role of management in developing and implementing credit policies and procedures..
4. Use the terms and jargon pertinent to credit issues.
5. Describe the nature of cash transactions at the front desk.
6. Reconcile a cashier's drawer.
7. Discuss the risks associated with accepting cash and cash equivalents.

8. Evaluate the risks and procedures related to accepting a personal or company check.
9. Evaluate the risks associated with accepting foreign currency.
10. Evaluate the risks and procedures related to accepting traveler's checks.
11. Discuss revenue management principles.

G. Unit VII. Night Auditor and Hotel Technology

1. Discuss the role of the night auditor for a hotel.
2. Summarize the day's accounting activities.
3. Create reports for management.
4. Discuss data for permanent entry into accounting books.
5. Use terms and jargon for the night audit.
6. Create a housekeeper's report and explain its relationship to the night audit.
7. Explain the differences between a manual audit and a computerized audit.
8. Describe the Property Management System.
9. Explain how PMS interfaces with other systems.
10. Discuss the changing role of the hotel telephone department.
11. Describe an electronic locking system.
12. Describe the Energy Management Systems.
13. Describe the networked Fire Alarm Systems.
14. Discuss the automated minibars and in-room safes systems.
15. Describe the communication systems and in-room entertainment systems.
16. Discuss technology in the guest room.
17. Determine how the different systems interface with each other.
18. Discuss the costs and benefits of systems.

III. THECB Learning Outcomes (WECM)

1. Discuss the various service levels and market segments in the lodging industry as they pertain to the front office area of the hotel.
2. Identify front office responsibilities, accounting procedures, revenue management, checkout and settlement procedures, and night audit functions and verification.

IV. Evaluation

A. Unit Assignments

1. Unit assignments are designed to give the student the practice needed to become competent with front desk duties.
2. Activities will be graded on the basis of being correct and complete.
3. Assignments are due at the beginning of class unless otherwise instructed.
4. It is the responsibility of the students to complete assignments as outlined in the syllabus.
5. Activities will require time outside of the classroom.

B. Unit Written Exams, Lab Hours, Assignments, and Attendance

1. There will be written exams.
2. A minimum of 15 Lab hours will be assigned.
3. Completion of assignments and satisfactory attendance will be part of the evaluation of the competence of a student.

C. Final Evaluation

1. The course grade will be based on a point scale for each item used in the evaluation.
2. The final grade will be determined by the percent of the total points accumulated during the course.

D. Grading Scale:

900-1000 points (90 – 100%)	=	A	Incomplete	=	I
800-899 points (80 – 89%)	=	B	Withdrawal	=	W
700-799 points (70 – 79%)	=	C			
600-699 points (60 – 69%)	=	D			
000-599 points (0 – 59%)	=	F			

E. Remediation

Students seeking additional help may obtain tutoring assistance from the instructor as time permits.

V. Disability Statement (Americans with Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.