El Paso Community College
Syllabus
Part II
Official Course Description

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

I.   Catalog Description

Studies the functions of front office operations as they relate to customer service. Includes a study of 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 the changing environment's effects on the service culture.
2.   Discuss the cyclical nature of the lodging industry.
3.   Explain how hotels count and measure the cost of hotel operations.
4.   Identify the special characteristics of the hotel business.
5.   Discuss the four traditional classifications and how each category impacts managers' way of managing.
6.   Explain the variations in theme hotels.
7.   Describe the four patterns that structure the hotel industry.
8.   Discuss the dynamic nature of mixed-use projects and other hotel segments.
9.   Explain the purpose of marketing to individual guests.
10. Discuss the various segments of marketing to groups.
11. Describe the new ownership patterns.
12. Analyze the ownership patterns.
13. Explain the management patterns in the various operational structures.

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.   Explain the importance of cooperation with other departments.
4.   Discuss the building structure of the different types of room products as they related 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 between forecasting and overbooking.
9.   Explain the overbooking issues and how they may affect the hotel's reputation.
10. Discuss occupancy forecast data.

C. Unit III. Global Reservations and Individual/Group Bookings
1. Explain the flow of the global distribution system.
2. Analyze the role of the three airline reservations systems.
3. Discuss the traditional reservation channels and the changing role of the travel agent.
4. Explain seamless connectivity and last room availability.
5. Discuss other trends in electronic reservations.
6. Describe the model of yield management systems.
7. List the components of a reservation.
8. Explain the need for training using the various electronic systems used in a hotel.
9. Explain reservation coding.
10. Describe the convention and group tour business, its major players, and how this business affects a hotel.

D. Unit IV. Managing Guest Services and Operations
1. Discuss total quality management (TQM) in the hotel industry.
2. Explain how enhancing the sleep experience for guests affects the customer service experience.
3. Define total quality management.
4. Explain the difference between a buyer's view and the seller's view of a hotel.
5. Discuss customer service relations.
6. Analyze the role of "Service Guarantees."
7. Describe the role of the hotel industry in relation to the disabled population.
8. Identify the requirements of the Americans with Disabilities Act.
9. Discuss the complaint process.
10. Define moments of truth and identify positions that interact first with guests upon their arrival.
11. Discuss check-in process at the front desk.
12. Explain self-check in kiosks.
13. Explain the reservation card process.
14. Describe the room assignment process.
15. Describe the duties of bell staff in the rooming process.

E. Unit V. Room Rate and Guest Folio
1. Explain the factors of supply and demand that affect room rates.
2. Describe how additional costs factor into the room rate.
3. Explain the impact on revenues when hotels discount room rates.
4. Identify other factors that affect room rates.
5. Explain yield management in determining the proper room rate.
6. Identify the building cost room rate formula.
7. Describe the ideal average room rate.
8. Explain why hotel's upsell and benefits derived from upselling.
9. Define terms specific for room rate factors and calculations.
10. Identify the accounts receivable terms used by the hotel industry.
11. Explain the purpose of the folio.
12. Describe the difference between individual and group folios.
13. Explain the importance of understanding accounting principles and procedures.

F. Unit VI. Credit and Cash Transactions
1. Discuss the various types of cash transactions.
2. Explain the difference between a cash receipt and house receipt.
3. Describe the cashier's daily report and how it is utilized.
4. Discuss tour package coupons and foreign currents.
5. Explain the purpose of a credit and city ledger.
6. Explain how debit cards and smart cards are used and processed.
7. Describe master accounts, groups, packaging, and company-sponsored functions and direct bills.
8. Explain the need to manage cash and credit transactions.
9. Explain the need to manage check transactions.
10. Discuss the cost/benefit decision of credit policies.

G. Unit VII. Night Auditor and Hotel Technology
1. Explain the point of sale system's interaction with other areas of the hotel.
2. Discuss the role of the night auditor.
3. Discuss the overview of the audit, including posting room charges and revenue verification.
4. Explain the use of a property management system (PMS).
5. Describe the reports generated from the night audit.
6. Discuss the purpose of the reports generated for the manager.
7. Explain the costs and benefits of technology.
8. Discuss technologies in the guest room.
9. Explain how the energy management and climate control systems interface with other hotel Systems.
10. Describe the fire safety systems used in `hotels.
11. Discuss in-room amenities that have improved operational cost making investment in new technology worthwhile.
12. Discuss cyber-attacks and the future communication systems.
13. Discuss in-room entertainment systems.
14. Explain how technology is impacting the front desk.

III. THECB Learning Outcomes (WECM)

1. Identify the various service levels and market segments in the lodging industry as they pertain to the front office area of the hospitality operation.
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.

VII. Title IX and Sex Discrimination

Title 9 (20 U.S.C. 1681 & 34 C.F.R. Part 106) states the following "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity receiving Federal financial assistance." The Violence Against Women Act (VAWA) prohibits stalking, date violence, sexual violence, and domestic violence for all students, employees and visitors (male and female). If you have any concerns related to discrimination, harassment, or assault (of any type) you can contact the Assistant to the Vice President for Student and Enrollment Services at 915-831-2655. Employees can call the Manager of Employee Relations at 915-831-6458. Reports of sexual assault/violence may also be reported to EPCC Police at 915-831-2200.