

THM-103 FRONT OFFICE OPERATIONS AND MANAGEMENT (THEORY)

(02 Credit hrs)

PRE-REQUISITE

Intermediate: F.A/ F.Sc. / I.Com or equivalent

LEARNING OUTCOMES:

The student will be able to:

1. Identify the independent components of the lodging front desk/front office system.
2. Identify and explain the impacts of the front desk/ front office on the overall lodging operation.
3. Apply and explain skills necessary to seek employment in front desk/ front office supervision and management.
4. Explain and perform the night audit function.

CONTENTS

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.

Module-1: Hotel History, Concepts and Classification:

- Historical Perspective, Market Place Consistency, Lodging Management Association
- Hotel Sizes, Hotel Location Classification (Down Town, Resort, Airport, Suburban etc)
- Hotel product Types, Service Level, Target Market, hotel Rating (Star System),
- Case Study of Pearl Continental Hotels Pakistan

Module-2: Care for Customer and communication:

- Hotel security, Health & safety, the concept of hospitality and service
- The customer care triangle, care of the customer, roles, responsibilities and attributes of a receptionist,
- Communication, verbal communication, non-verbal communication, written communication, visual communication, telecommunication

Module-3: Reservations and Check in:

- Sources of reservation, modes of reservation, types of reservation, methods of reservation, close outs,
- Yield management, overbooking, control of reservation, confirming reservation and status of reservation, revision and cancellations, Registration, Room status,
- The check in process, walk-in or chance booking, VIP Check in, Group arrivals, Selling rooms- departure

Module-4: Room Rate Structure:

- Rate Structure, Hubbart Formula, Cost Rate Formula
- Market Tolerance, Room rate Designations, Rate Measurement Averages.

Module-5: Guest Accounting and Methods of Payment:

- Principles of hotel billing, Type of system, Machine billing,
- Property Management System, Control procedure, Night Audit, Cash Floats,
- Methods of Payment, Foreign Exchange, Petty cash and paid outs, rapid/speedy check outs.

Module-6: Selling Techniques:

- Reception as a sales department, Purpose of selling, ABC of selling,
- The hotel product
- Selling methods

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:

1. Bardi, J. A. (2021). Hotel-Front-Office-Management.
2. Abbott, P., & Lewry, S. (2010). *Front office*. Taylor & Francis.
3. South Asia Tourism Secretariat, (2007).Front Office, SATS.
4. Huyton, J., Baker, S., & Bradley, P. (2001). Principles of hotel front office operations.
5. Dix C., and Baird C., (1998). Front Office 4th Edition, Harlow Longman.

THM-103 FRONT OFFICE OPERATIONS AND MANAGEMENT (PRACTICAL)

(01 Credit hr)

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CONTENTS

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.

Module-1: The Property Management System

- Selecting The PMS, Guest Account, Guest registration Menu, Guest Accounting Menu, The Check In, Before PMS, PMS Hierarchy, PMS System Interface, The Evolution to PMS. Industry Perspective: Technology in Hospitality

Module-2: Statistics and Reports

- Business Statistics, Key Room statistics, Occupancy reports, Guest Statistics, Operational reports, Forecasts, Financial reports.

Module-3: Practical:

- Perform/Work at Front office for not less than 15 days, Field visits.

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