



Diploma in Hospitality Management (610) – Front Office Management

Pre-requisites: Knowledge of business organisation.	Co-requisites: A pass or higher in Certificate in Business Studies or equivalence.
Course Description: The course introduces the principles of effective front office management. The course will cover the front office's significance to hotel keeping; describing the roles and functions of the office staff as well as the forms, machines and procedures used from the guests' arrival to departure. The course presents a systematic approach to front office procedures by detailing the flow of business through a hotel, beginning with the reservation process and ending with check-out and settlement. The course examines the various elements of effective front office management, paying particular attention to planning and evaluating front office operations and to personnel management. Front office procedures and management are placed within the context of the overall operation of a hotel.	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
Special Requirements: The course requires a combination of lectures, demonstrations and classroom discussions.	
Intended Learning Outcomes:	Assessment Criteria:
1. Describe a historical overview of the hotel industry	1.1 Define the hotel classification system 1.2 Identify trends that foster growth and employment in the hotel industry 1.3 Demonstrate career development
2. Describe hotel organisation and the Front Office	2.1 Describe the organisation of lodging properties 2.2 Describe the organisation of the front office department 2.3 Analyse the front office staffing 2.4 Describe the functions of the front office manager
3. Identify the advantages of effective interdepartmental communications	3.1 Describe the role of the front office in establishing and maintaining effective communications with other departments 3.2 Discuss the application of Total Quality Managements in improving interdepartmental communication
4. Define a reservation system. Give an overview of reservation system	4.1 Analyse the importance of guest reservations to travelers and lodging establishments 4.2 Describe sources of reservations 4.3 Demonstrate forecasting reservations process 4.4 Identify overbooking (occupancy management) problems 4.5 Describe the guest reservation process
5. Define Revenue Management. Identify the review occupancy percentage and its effectiveness	5.1 Analyse average daily rate and its effectiveness 5.2 Discuss the history of revenue management 5.3 Discuss the use of revenue management

<p>6. Describe the Guest Registration process, including processing Guest Charge Payments. Describe the importance of the guest contact. Define the process of capturing guest data and the entire guest registration procedures</p> <p>7. Describe the Guest checkout process.</p> <p>8. Demonstrate the importance of regular training for Front Office staff.</p> <p>9. Describe the importance of a security department to effective front office management.</p>	5.4	Identify components of revenue management
	5.5	Demonstrate applications of revenue management
	6.1	Describe common booking practices performed in Front Office
	6.2	Analyse forms used to process guest charges and payments
	6.3	Describe account ledgers
	6.4	Describe the procedures for processing guest charges and payments
	6.5	Describe the procedures for transferring guest and ledgers to accounts receivable
	6.6	Demonstrate the importance of standard operating procedures for posting and the night audit
	7.1	Describe the procedures necessary to perform the guest checkout
	7.2	Identify checkout reports available within the management system
	7.3	Describe the importance of guest histories
	7.4	Describe the importance of hospitality to the hotel guest and the hotel management
	8.1	Determine employee hospitality qualities and how to screen for hospitality qualities
	8.2	Develop a Front Office training program
	8.3	Describe the importance of cross-training employees
	8.4	Describe the role of the front office in a hotel's marketing program
	8.5	Analyse the importance of a point-of-sale front office
	9.1	Describe the organisation of a security department
9.2	Discuss in-house security department versus contracted security services	
9.3	Design hotel policy laws regarding to (i) room key security system (ii) fire safety (iii) emergency communication procedures (iv) employee safety programs	




Recommended Learning Resources: Front Office Management

- | | |
|--|--|
| | <ul style="list-style-type: none"> • Front Office: Procedures, Social Skills and Management by P. Abbott and S. |
|--|--|

Tel: 0044 7423211037

Email: info@londoncomputercollege.co.uk Website: www.londoncomputercollege.co.uk

Registered No: 3267009 (England)

<p>Text Books</p>	<p>Lewry. ISBN-10: 0750642300</p> <ul style="list-style-type: none"> • Hotel Front Office Management by James Socrates Bardi. ISBN-10: 0471687103 • Front Office Management and Operations by Ahmed Ismail. ISBN-10: 0766823431 • Professional Front Office Management by Robert Woods, Jack D. Ninemeier, David K. Hayes and Michele A. Austin. ISBN-10: 0131700693
<p>Study Manuals</p> 	<p>BCE produced study packs</p>
<p>CD ROM</p> 	<p>Power-point slides</p>
<p>Software</p> 	<p>None</p>