

**SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
NORTHERN ONTARIO HOSPITALITY AND TOURISM INSTITUTE
SAULT STE. MARIE, ONTARIO, CANADA**

COURSE OUTLINE

COURSE TITLE: FRONT OFFICE MANAGEMENT

CODE NO.: HMG 101 SEMESTER: 3

PROGRAM: HOTEL AND RESTAURANT MANAGEMENT

**AUTHOR: PROFESSOR DERON B. TETT
HRM Dip., B.A.H., B. Ed.**

INSTRUCTOR: Joanne Kinnunnen

Office: L 140

DATE: 06/01 PREVIOUS OUTLINE DATED: 05/00

APPROVED:

**_____
DEAN, SCHOOL OF BUSINESS DATE
& HOSPITALITY**

TOTAL CREDITS: 3

PREREQUISITES: NONE

HOURS / WEEK: 3

I. COURSE DESCRIPTION:

This course will provide students with the opportunity to develop knowledge and skills of front desk operations from a management perspective. The student will study key components such as reservations, registration, accounting, night audit, check-out, and front desk responsibilities. This will provide the student with a solid understanding of the importance of effective front desk management to the overall success of the hospitality business. The students will apply their newly-acquired knowledge and skills through the completion of group and individual projects, tests and assignments.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course the student will demonstrate the ability to:

- 1) Identify the components of the lodging industry and hotel organization.

Potential elements of the performance:

- define and classify hotels, levels of service, hotel ownership, and reasons for travel
- discuss the organization of an accommodation facility
- examine the importance of front desk operations within the lodging industry

This learning outcome will constitute approximately 10% of the final mark.

- 2) Research and identify the key elements to front desk operations.

Potential elements of the performance:

- define and discuss the internal workings of the front desk including; the guest cycle, systems, forms, equipment and types of computer software
- identify and discuss the reservations system of front desk operations
- identify and explain the registration system of front desk operations
- identify and discuss the check-out and settlement process of front desk operations
- outline and discuss all roles and responsibilities of the front office in an accommodations facility

This learning outcome will constitute approximately 30% of the final mark.

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- 3) Apply accounting and financial knowledge and skills to front desk operations.

Potential elements of the performance:

- perform front office accounting procedures
- determine the function and process of the night audit
- examine and discuss the concept and application of yield management
- apply computer skills to assist in the recording and compiling of financial information
- discuss strategies of cost control to front office operations

This learning outcome will constitute approximately 30% of the final mark.

- 4) Perform effectively as an accommodation operations team member

Potential elements of the performance:

- follow procedures for front office operations related to each stage of the guest cycle and use front office terminology
- assess human resources procedures for the management of recruitment, selection, hiring, training, scheduling, motivating and dismissal of employees
- apply knowledge of the organization of an accommodation facility, including guest service departments, to interact appropriately with coworkers and to anticipate and effectively respond to guest needs
- evaluate front office effectiveness in selling rooms
- evaluate accommodation operations, including pre-arrival, arrival, and departure procedures, and recommend changes to improve efficiency and guest satisfaction
- adapt knowledge of front office roles and systems, including reception, reservation, registration and concierge functions, to the procedures of a particular hospitality enterprise
- apply legislation and policies related to the provision of accommodation, and guest property safety and security

This learning outcome will constitute approximately 25% of the final mark.

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- 5) Develop ongoing personal professional development strategies and plans to enhance leadership and management skills for the hospitality environment.

Potential elements of the performance:

- solicit and use constructive feedback in the evaluation of her/his knowledge and skills
- identify various methods of increasing professional knowledge and skills
- apply principles of time management and meet deadlines

This learning outcome will constitute approximately 5% of the final mark.

III. TOPICS

Note: These topics sometimes overlap several areas of skill development and are not necessarily intended to be explored in isolated learning units or in the order below.

- The Lodging Industry and Hotel Organization
- Front Office Operations
- Reservations
- Registration
- Front Office Roles and Responsibilities
- Front Office Accounting
- Check-Out and Guest Settlement
- Night Audit
- Planning and Evaluating Front Office Operations
- Yield Management
- Managing Human Resources

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Kasavana, Brooks, Front Office Procedures. 5th ed. Educational Institute of the American Hotel and Motel Association, 1998.

IV. EVALUATION PROCESS/GRADING SYSTEM

FINAL GRADE REPORTING

A+	90% - 100%	Consistently outstanding
A	80% - 89%	Outstanding Achievement
B	70% - 79%	Consistently Above Average
C	60% - 69%	Satisfactory
R	Below 60%	Repeat - objectives have not been met
CR	Credit exemption	
X	A temporary grade, limited to extenuating circumstances, giving a student additional time to complete course requirements	

NOTE: Students may be assigned an "R" grade early in the course for unsatisfactory performance.

EVALUATION

Tests	45%
Project / assignments	45%
Student professionalism (Dress code, attendance, conduct)	10%
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Total	100%

GUIDELINES RE GRADING:

ASSIGNMENTS:

Since one of our goals is to assist students in the development of proper business habits, assignments will be treated as reports one would provide to an employer, i.e. in a timely and businesslike manner. Therefore, assignments will be due at the beginning of class and will be 100% complete. All work is to be word processed, properly formatted, assembled and stapled prior to handing in. No extension will be given unless a valid reason is provided in advance.

TESTS:

If a student is not able to write a test because of illness or a legitimate emergency, that student must contact the instructor prior to the test or as soon as possible and provide an explanation which is acceptable to the instructor. In cases where the student has contacted the instructor and where the reason is not classified as an emergency, i.e. slept in, forgot, etc., the highest achievable grade is a "C". In cases where the student has not contacted the instructor, the student will receive a mark of "0" on that test.

VI. SPECIAL NOTES**Dress Code**

All students are required to wear their uniforms while in the hospitality and tourism institute, both in and out of the classroom.

Special Needs

If you are a student with special needs (eg. physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to discuss required accommodations with the instructor and/or contact the Special Needs Office, Room E1204, Ext. 493, 717, 491 so that support services can be arranged for you.

Retention of Course Outlines

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other post-secondary institutions.

Disclaimer for meeting the needs of learners:

The Professor reserves the right to change information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information: available at Registrar's Office.

Plagiarism

Students should refer to the definition of "academic dishonesty" in the "Statement of Student Rights and Responsibilities." Students who engage in "academic dishonesty" will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course outline amendments:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the instructor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.