

<b>COURSE TITLE</b>	<b>FRONT OFFICE MANAGEMENT - II</b>
<b>COURSE CODE</b>	<b>04AH0502</b>
<b>COURSE CREDITS</b>	<b>4</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Apply the role and functions of the front office in the hospitality industry, including the processes of check-out and bill settlement.
- 2 Develop strong communication skills, both verbal and non-verbal, essential for interacting with guests, addressing inquiries, handling complaints, and maintaining customer satisfaction.
- 3 Apply computerized reservation systems (CRS) and Property Management Systems (PMS) to manage bookings, guest data, and room availability, optimizing operational efficiency and over booking management.
- 4 Ability to manage daily front desk operations smoothly, including coordination with other hotel departments and guest room selling target audience.
- 5 Evaluate how to provide personalized guest services, learning to anticipate and meet the diverse needs and preferences of guests to enhance satisfaction and loyalty.

**Pre-requisite of course:**NA

#### Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	25	30	20	25	0

Contents : Unit	Topics	Contact Hours
1	<b>Check Out Procedures and Bill Settlement</b> Importance of Check-out Time and Notifications, Process for clearing room and Luggage Handling, Overview of Bill Settlement and Room Key Return Procedures, Ensuring feedbacks and Guest Experience before departure	15
2	<b>Room Selling Techniques</b> Understanding of Target Audience, Leverage Online Travel Agencies, Offers on Special Packages and Promotions, Up sell and Cross-sell	15
3	<b>Planning and Evaluating Front Office Operations</b> Strategic Planning, Technology Integration, Overbooking Management, Handling Complaints	15
4	<b>Guest Safety and Property Safety Procedures</b> Identify threats, Fire and Drills, Murder in room, Unruly and toxic guest	15
<b>Total Hours</b>		<b>60</b>

**Textbook :**

- 1 Front office training Manual, Sudhir Andrews, McGraw Hill Education, 2022
- 2 Accommodation Management, J.R Tiwari, McGraw Hill Education, 2021
- 3 Hotel front office: operations and management, Jatashankar Tewari, Oxford University Press, 2023

**References:**

- 1 Front Office Management in Hotel, Front Office Management in Hotel, B.K Chakravarti, Asian Books, 2017
- 2 Textbook of Front Office Management and Operations, Textbook of Front Office Management and Operations, Sudhir Andrews, McGraw Hill Education, 2018

**Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

**Instructional Method:**

- 1 PPT, Board work, Case study.