MODULE DESCRIPTION

Module Title	Front Office Operations				
Module Code	HTL-112				
Module Type	Compulsory				
Level	Undergraduate				
Year/Semester	Year 1/Semester 1				
Instructor's Name	**TBA**				
ECTS	6	**Lectures/week**	3 academic hours	**Laboratories/week**	N/A
Module Overview	**Aim:** The aim of this module is to illustrate the effects of the front office on the overall operation of a hotel and works step by step through the front office guest cycle. The front office is the 'hub' of the property's communications and operations systems and usually the first point of contact for a hotel guest. **Objectives:** ▪ Emphasis is given on the guest service operation. ▪ The module details policies and procedures that address the department's critical role of serving guests, coordinating employee communication and utilizing technology to benefit guests, staff and owners. ▪ It features information on today's front office computer technology, yield management and reservation systems. ▪ It quotes and examples are from industry and bring key points to life. ▪ The front office and the sale of guest rooms is the lodging industry's largest income producer and one of its most profitable operating departments. ▪ The success of this critical department determines the success of the entire hotel.				
Learning Outcomes	Upon successful completion of the module, students should be able to: ▪ Assess the role of the front office department with the greatest attention paid on sustainable development practices. ▪ Learn the front office operation procedures and implement the step-by step process of the guest cycle. ▪ Acquire skills to prioritize tasks, manage workloads, and handle multiple responsibilities simultaneously, to provide excellent service to guests from diverse backgrounds. ▪ Develop and enhance communication skills, both verbal and written, necessary for effective front office operations and for promoting responsible tourist behavior.				

	▪ Acquire essential knowledge and skills in relation to forecasting, revenue management, reservation technologies, advance reservations and sales, as well as to realize the impact it has on a hotel operation. ▪ Operate the various service systems, techniques and utilize computerized systems commonly used for the basic functions of the front office; reservations, check-in/out, booking and the night audit process. ▪ Gain fundamental customer service skills and the confidence level to handle customer complaints professionally, ensuring guest retention and positive resolution outcomes. ▪ Follow basic hotel accounting procedures ranging from posting accounts to conducting cash and check transactions at the front desk. ▪ Understand the importance of sustainable supply chain management in front office operations, including sourcing products and services from environmentally and socially responsible suppliers. ▪ Learn about security protocols, guest confidentiality, and data protection measures to maintain a safe and secure environment for guests. ▪ Explore the emerging trends and technologies in front office operations, such as mobile check-in/out, self-service kiosks, and digital concierge services, to adapt to the evolving needs of the industry.	
Prerequisites	N/A	
Module Content	▪ Overview of the lodging industry ▪ Front office and the guests: planning for quality service ▪ Overview of the Front Office Department ▪ The Front Office Property Management System (PMS) ▪ Managing Forecast Data ▪ Revenue Management ▪ Distribution Channel Management ▪ Reservation, Reception and Room Assignment Management ▪ Front Office and the Guests: Delivering Quality Service ▪ Guest Charges, Payments and Check-Out ▪ Night Audit and Report Management ▪ Front Office: The Hub of the Hotel ▪ Managing Human Resources	
Teaching Methodology	Lectures	Class notes, discussion/written questions, cases studies discussion, computerized systems demonstration and practicing, guest speakers.
	Multimedia	PowerPoint, audio and visual
	Class Assignments	Quizzes, group exercises, computerized practicing, sample problems and solutions provided
Bibliography	Required	▪ Woods, R., Ninemeier, J. D., Hayes, D. K., Austin, M. A., 2014. *Professional Front Office Management*. Pearson.

		▪ Vallen, G., K., Vallen, J., J., 2018. *Check-in Check-Out: Managing Hotel Operations (What's New in Culinary & Hospitality) 10th Edition*, Pearson.
	Recommended	▪ Kasavana, M., L., 2017. *Managing Front Office Operations, 10th Edition*. American Hotel & Lodging Educational Institute (AHLEI). ▪ Shiells, J., M., 2012. *How to be a Hotel Receptionist*, Lulu. ▪ Shoff, D., 2019. *Professional Hotel Organization and Front Office Management*, Amiga Press Inc. ▪ Andrews, Sudhir, 2013. *Hotel Front Office: A Training Manual,* McGraw Hill.
Language of Instruction	English	
Assessment	The assessment of students is made up of two components: ▪ continuous assessment (40 marks) ▪ final written exam (60 marks) The 40 marks of the continuous assessment are allocated as follows: ▪ the midterm exam (20 marks), ▪ attendance (5 marks), ▪ 2 assignments / projects (15 marks) The final written exam carries 60 marks and takes place at the end of each academic semester. This exam tests the whole content of a module taught in the current semester. The final mark for each module is the sum of the continuous assessment mark and the final written exam. Continuous Assessment + Final Exam = 100 marks 40 marks + 60 marks = 100 marks **THE PASSING MARK FOR EACH MODULE IS 50/100**	

Mark's Description	MARK RANGE	GENERAL CHARACTERISTICS
Excellent	96 - 100	Exceptional breadth and depth of knowledge and understanding of the area of study; evidence of extensive and appropriate selection and critical evaluation/synthesis/analysis and of reading/research beyond the prescribed range, in both breadth and depth, to advance work/direct arguments; exceptional demonstration of relevant skills; excellent communication; performance deemed to be beyond expectation.
	91 - 95	Outstanding/excellent knowledge and understanding of the area of study as the student is typically able to go beyond what has been taught; evidence of extensive and appropriate selection and critical evaluation/synthesis/ analysis of reading/research within the prescribed range, to advance work/direct arguments; excellent demonstration of relevant skills; excellent communication; performance deemed according to expectation of the level.
Very good	88 - 90 84 - 87 81 - 83	Very good knowledge and understanding of the area of study as the student is typically able to relate facts/concepts together with some ability to apply to known/taught contexts; evidence of appropriate selection and evaluation of reading/research, some beyond the prescribed range, may rely on set sources to advance work/direct arguments; demonstrates autonomy in approach to learning; very good demonstration of relevant skills; strong communication skills.
Good	76 - 80 71 - 75 66 - 70	Good knowledge and understanding of the area of study balanced towards the descriptive rather than analytical; evidence of appropriate selection and evaluation of reading/research but generally reliant on set sources to advance work/direct arguments; good demonstration of relevant skills, though may be limited in range; communication shows clarity but structure may not always be coherent.
Satisfactory	61 - 65 56 - 60 50 - 55	Knowledge and understanding is satisfactory to deal with terminology, basic facts and concepts but fails to make meaningful synthesis; some ability to select and evaluate reading/research however work may be more generally descriptive; strong reliance on available support set sources to advance work; arguments may be weak or poorly constructed; adequate demonstration of relevant skills over a limited range; communication/presentation is generally competent but with some weaknesses.
Fail	21 - 49	Unsatisfactory in knowledge and understanding of the area of study; some ability to select and evaluate reading/research however work is more generally descriptive; fails to address some aspects of the brief; a limited use of sources to advance work; arguments may be weak/poor or weakly/poorly constructed; demonstration of relevant skills over a reduced range; communication shows limited clarity, poor presentation, structure may not be coherent.
	0 - 20	Highly unsatisfactory or no evidence of knowledge or understanding of the subject or taught concepts; facts reproduced in a disjointed or decontextualised manner; fails to address the outcomes addressed by the brief; typically ignores important sources in development of work and data/evidence inappropriately used; weak technical and practical competence hampers ability to demonstrate/communicate achievement of outcomes.