



**EFFECTIVE: JANUARY 2012**  
**CURRICULUM GUIDELINES**

**A.** Division: Academic Effective Date: **January 2012**

**B.** Department / Program Area: Commerce & Business Admin. Hospitality Management Revision  New Course

If Revision, Section(s) Revised: **A, B, C, H, J**

Date of Previous Revision: **November 2009**

Date of Current Revision: **January 2012**

**C:** HOSP 2240 **D:** Front Desk Operations **E:** 3

| C: Subject & Course No.  | D: Descriptive Title   | E: Semester Credits |
|--|--|---------------------|
| <p><b>F:</b> Calendar Description:</p> <p>This course introduces students to the Lodging Operations Front Office. Topics include reservations, front desk, guest services and human resource deployment issues specific to front office operations management. This course familiarizes students with the principles of front desk operational procedures; examines current trends in guest services; discusses on line distribution of room inventory; and introduces students to the principles of revenue management strategies. Students work with a Property Management Software to become familiar with computerized reservations, arrival and charge posting systems.</p> |  |                     |
| <p><b>G:</b> Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p>Lecture and Seminar</p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p>Lecture: 3 Hours<br/>Seminar: 1 Hour</p> <p>Number of Weeks per Semester:</p> <p>15 Weeks X 4 Hours Per Week = 60 Hours</p>   | <p><b>H:</b> Course Prerequisites:</p> <p>(HOSP 1120 or CSIS 1110) and HOSP 1115 and HOSP 1220 and HOSP 1325</p> |                     |
|  | <p><b>I:</b> Course Co requisites:</p> <p>Nil</p>  |                     |
|  | <p><b>J:</b> Course for which this Course is a Prerequisite</p> <p>HOSP 2340 and HOSP 2430 and HOSP 2455</p>     |                     |
|  | <p><b>K:</b> Maximum Class Size:</p> <p>35</p>   |                     |
| <p><b>L:</b> PLEASE INDICATE:</p> <p><input type="checkbox"/> Non-Credit</p> <p><input checked="" type="checkbox"/> College Credit Non-Transfer</p> <p><input type="checkbox"/> College Credit Transfer:</p> <p>SEE BC TRANSFER GUIDE FOR DETAILS (<a href="http://www.bctransferguide.ca">www.bctransferguide.ca</a>)</p>   |  |                     |

**M:** Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. Describe the roles and responsibilities of the Front Office;
2. Describe Front Office Procedures;
3. Identify stages of the guest cycle;
4. Apply principals of customer service;
5. Use Front Office accounting procedures;
6. Apply terminology and basic concepts related to front desk operations;
7. Construct group rate quotes;
8. Formulate package sheets;
9. Do a market share analysis;
10. Do a RevPar analysis;
11. Create AM PM task lists;
12. Prepare a night audit manually and using a computer software application;
13. Create a manual reservation and front office system;
14. Room a guest;
15. Execute property management skills on a PMS;
16. Detail distribution channels;
17. Identify am and pm shift responsibilities;
18. Create a Revenue Management implementation strategy;
19. Do a SWOT analysis on the various booking engines to maximize revenues;
20. Understand e-commerce applications in the hospitality sales sector.

**N:** Course Content:

1. Departmental organization, roles, responsibilities and task lists
2. Current trends in guest services
3. Rating Systems
4. Rate structures, packaging, quoting and up selling strategies
5. Forecasting and statistical analysis
6. Procedures and equipment used by the front office through the guest cycle
  - Individual and Group Reservations
  - Guest Arrival
  - Charge Posting
  - Night Audit
  - Guest Departure
  - Cash Handling
  - Billing Credit
  - Guest History
7. Property management systems related to managing the front desk.
8. Terminology and basic concepts related to front desk operation.
9. The function of all the departments in a hotel and the important role of the front desk in their coordination.
10. Accounting procedures and controls in the front office.
11. Revenue Management.
12. Traditional distribution channels, on line distribution of inventory and E Commerce applications.

|                     |  |               |     |                   |     |               |     |                     |     |                   |            |  |      |
|---------------------|--|---------------|-----|-------------------|-----|---------------|-----|---------------------|-----|-------------------|------------|--|------|
| <b>O:</b>           | <p>Methods of Instruction</p> <p>The course will be conducted on the basis of lectures, discussions and use of a property management system software.</p>  |               |     |                   |     |               |     |                     |     |                   |            |  |      |
| <b>P:</b>           | <p>Textbooks and Materials to be Purchased by Students</p> <p>Vallen, G., Vallen, J. <u>Check In Check Out</u>, Latest Canadian Ed. Toronto Prentice Hall</p> <p>And/Or</p> <p>Kassvana, M. L. and Richard Brooks. <u>Managing Front Office Operations</u>, Latest Ed. New York: Van Nostrand Reinhold.</p> <p>And/Or</p> <p>Steadmon, Charles E. <u>Managing Front Office Operations</u>, Latest Ed. East Lansing, MI: The Education Institute of the American Hotel and Motel Association.</p>   |               |     |                   |     |               |     |                     |     |                   |            |  |      |
| <b>Q:</b>           | <p>Means of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Participation</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Class Assignments</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Term Projects</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Midterm Examination</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;"><u>20%</u></td> </tr> <tr> <td></td> <td style="text-align: right;">100%</td> </tr> </table> | Participation | 10% | Class Assignments | 20% | Term Projects | 30% | Midterm Examination | 20% | Final Examination | <u>20%</u> |  | 100% |
| Participation       | 10%  |               |     |                   |     |               |     |                     |     |                   |            |  |      |
| Class Assignments   | 20%  |               |     |                   |     |               |     |                     |     |                   |            |  |      |
| Term Projects       | 30%  |               |     |                   |     |               |     |                     |     |                   |            |  |      |
| Midterm Examination | 20%  |               |     |                   |     |               |     |                     |     |                   |            |  |      |
| Final Examination   | <u>20%</u>   |               |     |                   |     |               |     |                     |     |                   |            |  |      |
|                     | 100%   |               |     |                   |     |               |     |                     |     |                   |            |  |      |
| <b>R:</b>           | <p>Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>Yes</p>   |               |     |                   |     |               |     |                     |     |                   |            |  |      |

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Course Designer(s): Mark Elliott

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Education Council / Curriculum Committee Representative

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Interim Dean: Julie Crothers

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Registrar