



Course Code HOSP 245	Course Title Front Office Management	ECTS Credits 6
Department HTS management	Semester Fall 2010	Prerequisites Hosp 110, Junior
Type of Course Major	Field Hospitality	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 2nd	Lecturer Yianna Orphanidou
Mode of Delivery face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

- Provide the ability to analyze and evaluate the guest cycle with the aim of exceeding guest expectations.
- Develop skills in the management and implementation of guest service.
- Develop the ability to evaluate the significance of the hotel revenue cycle in order to optimize revenues.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. **Describe the critical role of the front office in hotel operations**, focusing on communication and customer service both within the front office and with other departments.
2. **Articulate the responsibilities of a front office manager** (students should be able to understand the responsibilities of the different front office positions
3. **Discuss daily operations of the front office** (students should be able to design departmental organization scheduling).
4. **Identify the traits and skills needed for by front office employees** (students should acquire the necessary skills needed for front office positions)

5. **Trace the flow of information**(students should be able to control and critical evaluate information from reservations through the night audit)
6. **Use software's for front office applications**(students should acquire the necessary knowledge in order to be able to use front office software's that requires a set of communication and computer skills and be familiar with the GDS and CRS)
7. **Describe the application of yield management** (students should be able to use room revenue maximization techniques).
8. **Discuss the role of the front office in security and loss prevention**(students should acquire knowledge on security systems and policies)
9. **Define hospitality terms and phrases** (students should be able to use hospitality front office terminology leading to effective and efficient communication)
10. **Analyze real-world case studies that relate to the front office** (students should be able to critical analyse given front office scenarios and provide solutions leading to practical implementation of their supervisory skills).
11. **Describe the requirements for promotion into front office supervision and management** (students should acquire knowledge and ability on evaluate skills and competencies needed for career development in front office management)

Course Contents:

1. **The Context of Front Office Operations:** Overview of the Lodging Industry, Front office is one of the main hotel departments responsible for room reservation , Overview of the Lodging Industry, trends and case studies.
2. **Front Office and the Guests:** Planning for Quality Service ,Overview of the Front Office Department, communication skills, problem-solving scenarios
3. **Front Office Operations Technology :** Global distribution systems, The Front Office Property Management System (PMS), Fidelio, reservation software's practical implementations

4. **Managing Forecast Data:** use and understand front office forms- decision making
5. **Revenue Management:** Utilization of pricing formulas , maximizing profits, management decisions
6. **Distribution Channel Management:** Management of Data Generating Front Office Sub-Systems, links and communication with other hotel departments e.g accounting, housekeeping, maintenance
7. **Front Office and the Guest Cycle** Reservation, Reception and Room Assignment Management Front Office and the Guests, delivering Quality Service ,Guest Charges, Payments and Check-Out procedures
8. **Night Audit and Report Management:** the role of the night audit, responsibilities and duties, balance sheet, trial balance reports
9. **Special Front Office Concerns** The Front Office Manager and the Law , security and safety policies

Learning Activities and Teaching Methods:

Lectures, Case Studies Analysis and Discussion, Academic/Industry journals Paper Discussions, In-Class Exercises, and Presentations.

Required Textbooks/Readings:

Authors	Title	Publisher	Year	ISBN
David K. Hayes, P Alisha A. Miller	Simulation Student CD for Professional Front Office Management (FOMS)	Prentice Hall	2008	ISBN-10: 0131352318 ISBN-13: 9780131352315

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
James A. Bardi,	Hotel Front office Management	The Pennsylvania State	2007	978-0-471-68710-8

Baker, S., Huyton, J. & Bradley, P.	<i>Principles of Hotel Front Office Operation</i>	University London: Thomson Learning	2000	978-0826447098
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