Name of Faculty	:	Faculty of Hospitality & Tourism
Name of Program	:	Bachelors in Hotel & Tourism Management (BHTM)
Course Code	:	1BHT01
Course Title	:	Introduction to Front Office Operations
Type of Course	:	Professional Core (PC)
Year of Introduction	:	2023-24

Prerequisite	:	A basic understanding of the hospitality industry or a foundational course in hospitality management. Proficiency inEnglish.
Course Objective	:	Develop a comprehensive understanding of front office operations in the hospitality industry, applying knowledge and skills at various cognitive levels, including analyzing hotel organization, evaluating guest service strategies, applying reservation and registration procedures, solving guest problems, and recalling relevant front office terminology.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Explain the basic elements of the hospitality industry and classify hotels based on levels of service, ownership, and guesttypes.
	CO2	Demonstrate an understanding of hotel organization by describing the functional areas within the front office department and the roles performed by positions within the department.
	CO3	Summarize the guest cycle and apply front office operations during each stage of the cycle.
	CO4	Develop the skills to discuss various types of reservations, use tools for reservation tracking and control, and execute the guestroom registration process effectively.
	CO5	Demonstrate the ability to handle and resolve guest problems through the application of appropriate follow-up procedures, using case studies as illustrative examples.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
				Theory Marks		Practical Marks		Total Marks
L	T	P	C	SEE	CIA	SEE	CIA	
3	0	2	4	50	25	50	25	150

*Legends: **L**-Lecture; **T**–Tutorial/Teacher Guided Theory Practice; **P**–Practical, **C** – Credit, **SEE** – Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

Unit No.	Topics	Teaching Hours	Weightage	Mapping with COs
1	**Lodging Industry** Introduction to Hospitality Industry: Understanding of the hospitality industry, Discuss the basic elements of tourism. Classification of Hotels & Guests: Classifying hotels in terms of their levels of service and ownership and affiliation, Describe characteristics of business, pleasure/leisure, group, and international travelers. Room Rates: Understanding of Room rates & Tariff structure	8	20%	CO1
2	**Hotel Organization** Front Office Department: Describe how hotels are organized, Explain how functional areas in a hotel are classified, Identify functions performed by positions within the department. Managing Human Resources: Discuss the advantages and disadvantages of internal and external recruiting, Discuss the selection tools used by the managers, Identify the steps in effective hiring	9	20%	CO2
3	**Front Office Operations** Front Office Operations: Explain Guest Cycle, Summarize front office operations during the four stages of the guest cycle. Communications and Guest Services: Describe front office procedures for communicating with guests, Understand the importance communication between the front office and other hotel areas, Discuss guest services and guest relations issues	9	20%	CO3

4	**Hotel Reservation & Registration** Guestroom Reservation: Discuss the sales dimension of the reservations process, Outline the different types of reservations, Identify the tools managers use to track and control reservations. Guestroom Registration: List the seven steps of the registration process, Explain the function of preregistration activities, Outline procedures for establishing the guest's method of payment, Explain the importance of verifying guest identity	13	30%	CO4
5	**Quality Guest Services** Dealing with guest problems: Explain Follow-up Procedures to guest problems, Illustrate situations with case studies, Terminology, List down the terms that are commonly used in the front office department.	6	10%	CO5

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	**20**	**35**	**20**	**10**	**10**	**5**

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Suggested List of Practicums

Sr. No.	Name of Practicum	Teaching Hours
1	NATO Phonetic Alphabets	4
2	Usage of Standard Phrases	4
3	Filling up of different forms	2
4	Welcoming of Guests	2
5	Telephone Handling	4
6	Handling Reservation for different guests	5
7	Registration process	5
8	Handling Guest Complaint	4

Reference Books

Sr. No.	Name of Reference Books
1	Front Office Management in Hotel, Chakravarti B.K., CBS Publishers and Distributers,1999.
2	Front office: Procedures, Social Skills, Yield Management, Abbott, Peter and Lewry, Sue, New Delhi: Butterworth-Heinemann.
3	Principles of Hotel Front Office Operations, Baker Sue, Huyton Jeremy, Bradley Pam, London, and New York: Continuum, 2000.
4	Case Studies in Rooms Operations and Management, Huyton, Jeremy and Baker, Sue, Melbourne: Hospitality Press, 2001.
5	Managing Front Office Operations, Michael L. Kasavana, Richard M. Brooks, Educational Institute of American Hotel & Lodging Association, (EI-AH&LA, USA).
6	"Hotel Front Office Management" by James A. Bardi, Publisher: Wiley

Suggested Learning Websites

Sr. No.	Name of Website
1	https://www.hotelmanagement.net/
2	https://www.setupmyhotel.com/
3	https://www.hotelschool.cornell.edu/research/chr/
4	https://www.hotel-online.com/
5	https://www.hotelmanagement.net/