1	**Course title**	**Front Office Management**
2	**Course number**	5302201
3	**Credit hours**	3 hours
	Contact hours (theory, practical)	3 hours
4	**Prerequisites/corequisites**	Non
5	**Program title**	B. A in Hotel Management
6	**Program code**	02
7	**Awarding institution**	University of Jordan
8	**School**	Faculty of Tourism and Hospitality
9	**Department**	Hotel management
10	**Level of course**	Bachelor
11	**Year of study and semester (s)**	First Semester 2020\2021
12	**Final Qualification**	B.A program
13	**Other department (s) involved in teaching the course**	None
14	**Language of Instruction**	English
15	**Teaching methodology**	☐Blended ☒Online
16	**Electronic platform(s)**	☒Moodle ☒Microsoft Teams ☐Skype ☒Zoom ☐Others…………
17	**Date of production/revision**	

18 Course Coordinator:

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19 Other instructors:

Name:
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20 Course Description:

This course provides students with a comprehensive understanding of front office operations and management in a hotel. It presents a systematic approach to front office procedures by detailing the flow of business through a hotel from the reservations process to check-out and account settlement. It also examines the various elements of effective front office management, paying particular attention to the planning and evaluation of front office operations to human resources management. Front office procedures and management are placed within the context of the overall operation of a hotel. Students will learn the details of hotel front office management by studying chapters, completing related home assignments and quizzes, and participating in the online class discussions.

21 Course aims and outcomes:

A- Aims:

The main goal of this course is to equip students with knowledge on front office management, operations and functions.

B- Intended Learning Outcomes (ILOs):
Upon successful completion of this course, students will be able to:

1. Identify roles and functions of the various Front Office sub-departments.

2. Discuss the sales dimension of the reservations process and identify the tools managers use to track and control reservations

3. Describe the main reception duties.

4. Summarize front office operations during the four stages of the guest cycle.

5. Understand the steps in the registration process and discuss creative registration options.

6. Describe the process of creating and maintaining front office accounts.

7. Identify functions and procedures related to the check-out and account settlement process.

8. Apply the ratios and formulas managers use to forecast room availability.

9. Explain the concept of revenue management and discuss how managers can maximize revenue by using forecast information in capacity management, discount allocation, and duration control.

22. Topic Outline and Schedule:

Week	Lecture	Topic	Teaching Methods*/platform	Evaluation Methods**	References
1	1.1	Intro. to Front Office Management	On-line Class Meetings	Home works	Text Book
	1.2	Organization of hotels		Activities	
	1.3	Major departments of a hotel		Assignments	

2	2.1	The Role of the Front Office in the Hotel's Organization				
	2.2	Rooms division organization				
	2.3	Organization of the Front office department				
3	3.1	Duties of Front office personnel				
	3.2	Front office Induction and training				
	3.3	Guest Cycle				
4	4.1	Reservation Procedures				
	4.2	Methods of receiving reservation requests The information needed when receiving a request				
	4.3	Use of international terms for rooms and bed types				
5	5.1	Packages offered by hotels and the range of terms used to describe them				
	5.2	Methods used to record bookings. Yield management and overbooking				
	5.3	Confirmation procedures, deposits and guarantees and cancellation procedures Reservation status, release times, guaranteed arrivals				

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		Group reservations				
6	6.1	Check-in Procedures				
	6.2	Registers, registration cards Booking out / walking a guest				
	6.3	Chance arrivals. Key cards and keys, both mechanical and electronic				
7	7.1	Check-in Procedures				
	7.2	Room status records and room allocation.				
	7.3	Bedroom book, room status boards, computers. Group check in				
8	8.1	Electronic Booking Systems				
	8.2	Systems such as Fidelio, which provides hardware and software supporting point-of sale systems.				
	8.3					
9	9.1	Importance of the Notifications and Records				
	9.2	Concerns the Arrivals list, Departures list, Room list, Function list.				
	9.3	Wake up calls and papers and Guest history records				
10	10.1	Guest Accounting				
	10.2	Payment				

		procedures, cash / non cash payment, accepting different methods of payment, recording deposits, prepayment and refunds, processing visitors paid outs (VPO's), disbursements, petty cash,				
	10.3	establishing credit worthiness Banking procedures, reconciling / checking floats, completing banking documentation, security for cash / non-cash payments and transfer to bank.				
11	11.1	Payment Methods				
	11.2	Cash and foreign currency / exchange Cheque such as the travellers cheque				
	11.3	Credit cards which include charge card and debit card Vouchers Ledger accounts Advance deposits and pre-payments, Refunds				
12	12.1	Front office Statistics and Reports				

	12.2	Occupancy rates including double, sleeper, average room rate, revenue achieved,				
	12.3	REVPAR and GOPPAR. Guest statistics including length of stay, origin, average expenditure, source of bookings				
13	13.1	Selling Methods used by Front Office Staff				
	13.2	Benefits to organization, increased occupancy, repeat business, brand loyalty,				
	13.3	customer loyalty, new business, increased market share, keeping within budget, resources and support, staff training				
14	14.1	Selling techniques, product knowledge, communication skills				
	14.2	up-selling, selling other services, using sales leads, repeat sales, referred sales, maximum occupancy and room revenue				
	14.3	Procedures, enquires, reservation, status, cancellations, amendments, records and				

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		documentation, room allocation, overbooking, releasing rooms, deposits, paying commission.				
15	15.1	Course Review				
	15.2	Course Review				
	15.3	Course Review				

- Teaching methods include: Synchronous lecturing/meeting; Asynchronous lecturing/meeting
- Evaluation methods include: Homework, Quiz, Exam, pre-lab quiz…etc

23 Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	Period (Week)	Platform
Home works	10%	Main duties of front office agents	6	Microsoft Teams
Assignment	10%	Competencies of successful front office employees	10	Microsoft Teams
Midterm exam	30%	1. Intro. to Front Office Management 2. The Role of the Front Office in the Hotel's Organization 3. Reservation Procedures 4. Check-in Procedures		JU E-learning platform / Google+ Form
Final	50%		All subjects	On Campus paper-based exam
Total	**100%**			

24 Course Requirements (e.g: students should have a computer, internet connection, webcam, account on a specific software/platform…etc):

Students should have a computer and/or smart mobile phone, and good internet connection.

25 Course Policies:

A-   Attendance policies:

Students are expected to attend all classes of this online course (without exception). A prior approval is required for class absence except for emergencies. However, any student with 7 Classes short attendance will receive F grade in his/her transcript for this course.

I will monitor student attendance and participation during each week online class via Microsoft Teams. Students are required to participate in their online course each class as verified by activity within the Microsoft Teams and E-learning Management System.

2. There will be at least one activity (usually more!) in this course that is due every week of the semester. These may include, homework, discussion forum posts for class participation, quizzes, and exams - or a combination of these.

3. Simply logging into the online classroom without active participation or submitting any of the assignments due is not sufficient to count for attendance purposes.

B- Absences from exams and handing in assignments on time:

-Failure in attending a course exam will result in zero mark unless the student provides an excuse acceptable to the Dean who approves a re-sit exam. Failed courses will normally be assessed in the scheduled semester. It is your responsibility to attend the exam at the correct time and place.

-Exam Attendance/Punctuality:
In the event that a student is up to ten minutes late, he/she will be permitted to attend/sit the exam. However, there will not be any extra time allowances made in favour of this student.
In the event that a student is more than 10 minutes late, he/she will not be permitted to attend/sit the exam.

-Re-sit Exams:
The student will not be allowed to re-sit an exam unless he/she finishes the institute with written evidence as follows:
Sickness by providing a medical report stamped by the Ministry of Health.
Death of a member of his/her family.
Accidents (e.g. car accident).
Natural causes such as heavy storms.
-Assignments & Projects:

Assignments and projects should be handed over to the instructor on the due date. Zero mark will follow late submission of an assignment unless the student has an acceptable reason approved by the instructor.
-Attendance at exams is required for all students.
-Unexcused absence will be reported as a failure (F).
-Make-up exams only will be offered with acceptable excuse.

C- **Health and safety procedures:** Since this course will be taught online, no physical interaction will be involved.

D- Honesty policy regarding cheating, plagiarism, misbehavior:

Cheating is an attempt to gain marks dishonestly and includes:
     -Copying from another student's work.
     -Using materials not authorized by the institute.
     -Collaborating with another student during a test, without permission.
     -Knowingly using, buying, selling, or stealing the contents of a test.

Penalty of Cheating:

The minimum penalty for cheating is an automatic zero for the test or assignment leading to a possible "F" for the subject. The student will be expelled from the examination room so that he/she doesn't disturb other students. The exam invigilator will produce a report on the case. The report will be kept in the student file.

A second offense will result in the immediate suspension of the student for the remainder of the current semester. A copy of the decision will be kept in the student file, while another one will be passed to the Dean.

Procedures that taken against those individuals who commit the cheating and plagiarism, forgery and breach of classroom system, or constitute obstacle the normal functioning of the process of learning and teaching, will be transferred to commissions of inquiry and the denial of the material in some cases

E- Grading policy:

Mid Term Exam = 30%
Online Class activities and participation = 20%
Final Exam = 50%

F- Available university services that support achievement in the course:

26 References:

A- Required book(s), assigned reading and audio-visuals:

Kasavana, M.L., Brooks, R.M., Managing Front Office Operations. Eight Edition. AHLAEI, Michigan, 2009.

B- Recommended books, materials and media:

27 Additional information:

Teaching (T) Strategies: This class is 3 Hours per week in an Online basis . The Course will be delivered using different means like lecture, videos, online discussion and case studies.

Learning (L) Methods: Students attend online classes, ask questions and participate in discussions, do the home works, present the assignments and demo their works. Students will access the **Microsoft Teams** platform for more instruction and supported learning materials.

Assessment (A) Methods: There will be several assessment methods of evaluation the performance of the students such as attendance and class participation, graded homework's, assignments; Midterm and Final Exams. Each student is expected to completely adhere to the assignments strict instructions and deadlines, no exceptions will be given.

Name of Course Coordinator: Dr. Aahed Khliefat------------Signature: ----------------- Date: -----------

Head of Curriculum Committee/Department: Dr. Aahed Khliefat   Signature: -------------------------

Head of Department: Dr. Aahed Khliefat --------------------------------Signature: -------------------------

Head of Curriculum Committee/Faculty: Dr. Aahed Khliefat---------Signature: -------------------------

Dean: --- Signature: -------------------------