

COURSE OUTLINE

HMG-140 Front Office Management 3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

This course focuses on a detailed study of front office management systems by detailing the flow of operational procedures for the total hotel organization. The student will examine the various elements of effective front office management, paying particular attention to the planning and evaluation of front office operations, human resources management, and guest services. Course content will include interdepartmental communications, computer applications, managerial reporting and a review of the current and future trends in technology. The student will be able to interpret statistical analyses in areas of price structure, occupancy patterns and income. These analyses will serve as the bases for improving decision making and for policy and procedure implementation. (3 hours weekly)

Overall Course Objectives

Upon completion of this course, the student will be able to:

1. Develop an organizational chart detailing the relationship of hotel departments with the front office and discuss responsibilities of each front office position.
2. Demonstrate the ability to operate the Micro computer system.
3. Discuss the significance of the maintenance and housekeeping departments with the front desk.
4. Describe the functions and responsibilities of the security department.
5. Analyze procedures for hotel security with emphasis on key control and emergencies.
6. Explain the function and operation of the various systems, forms, equipment, and computer applications, including Point of Sale and Property Management Systems, and CRS.
7. Describe the function of the Private Branch Exchange (PBX) telephone system.
8. Create efficient reservation and check-in procedures that ensure the hotel's profitability while meeting the needs of the guests.
9. Develop a standards list for handling guest complaints.
10. Define and describe the functions of yield management.
11. Describe the procedures for handling front office technical problems.
12. Demonstrate basic front desk accounting procedures.
13. Explain and perform the steps involved in the night audit process.
14. Analyze data relevant to establishing room rates, forecasting room availability, budgeting for operations, and evaluating front office operations.
15. Apply concepts of yield management.
16. Outline important elements for acquiring and training front office personnel.

Major Topics

- I. Hotel Organization
- II. Hotel Security
- III. Front Office Operations and Related Technology
- IV. Front Office Responsibilities
- V. Operation Planning and Evaluation
- VI. Human Resources

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following: final grades will be calculated on the basis of exams, class projects, and written papers.

Other Course Information

The course will include:

- Field trip to a large hotel to observe front and back of the house operations.
- Field trip to a hotel to observe their computerized property management systems.
- Use of a computerized reservation software program that may be purchased for student training from The American Hotel and Lodging Educational Institute.
- Guest speakers from the industry to speak on effective ways to resolve guest complaints.