



# AMITY UNIVERSITY

— UTTAR PRADESH —

## FORMAT FOR COURSE CURRICULUM

**Course Title: Front Office Operations II**

**Course Code: HOSM133**

L	T	P/ S	SW/ FW	TOTAL CREDI T UNITS
1	--	2	-	2

### **Course Objectives:**

- Know the techniques of up-selling rooms and promotional activities involved in Front Office
- Coordination with other departments of the hotel
- Knowledge of tariff structure for different segments of hotel
- Acquire effective communication skill while dealing with guest.

**Pre-requisites: Basic knowledge about Hotel Industry.**

**Student Learning Outcomes:** After completing this course student would be able to

1. Identify the importance of up-selling rooms and promotional activities involved in Front Office.
2. Explain and discuss the standards of service and amenities provided by a hotel.
3. Demonstrate knowledge of calculation of tariff structure for different segments of clients of hotel.
4. Learn how to deal with the guest while working in Front Office

**Course Contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module I: Room Selling Techniques</b>	<b>10%</b>
Up Selling, Discounts.	
<b>Module II: Arrivals</b>	<b>20%</b>
Preparing for guest arrivals at Reservation and Front Office, Receiving Guests, Pre-registration, Registration (non-automatic, semi automatic and automatic), Relevant records for FITs, Groups, Aircrews and VIPs.	
<b>Module III: Bell Desk</b>	10%
Functions, Procedures and records.	
<b>Module IV: During the Stay Activities</b>	20%
Information services, Message and Mail handling, Key handling, Room selling technique, Hospitality desk, Complaints handling, Guest handling, Guest history.	
<b>Module V: Front Office Co-ordination with other Departments of Hotel</b>	<b>10%</b>
Co-ordination with other Departments of Hotel	
<b>Module VI: Tariff Structure</b>	
Basis of charging, plans, competition, customer's profile, standards of services & amenities, Hubbart	

formula, different types of tariff, rack rate, discounted rate for corporate, Airlines, Group & travel agents.	
<b>Module VII: Guest accounting (manual)</b>	<b>10%</b>
Guest Weekly Bill, Visitors Tabular Ledger	
<b>Module VIII: Communication Skills</b>	<b>10%</b>
<p><b>Business Communication</b></p> <ul style="list-style-type: none"> <li>• Need</li> <li>• Purpose</li> <li>• Nature</li> <li>• Models</li> <li>• Barriers to communication</li> <li>• Overcoming the barriers.</li> </ul> <p><b>Listening on the Job</b></p> <ul style="list-style-type: none"> <li>• Definition</li> <li>• Levels and types of listening</li> <li>• Listening barriers</li> <li>• Guidelines for effective listening</li> <li>• Listening, computerization and note taking</li> </ul> <p><b>Effective Speaking</b></p> <ul style="list-style-type: none"> <li>• Restaurant and hotel English</li> <li>• Polite and effective enquiries and responses</li> <li>• Addressing a group</li> <li>• Essential qualities of a good speaker</li> <li>• Audience analysis</li> <li>• Defining the purpose of a speech, organizing the ideas and delivering the speech.</li> </ul>	

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**Pedagogy for Course Delivery: Lectures, PPT's, Role play and situation handling.**

**Lab/ Practical details, if applicable:**

**Course Contents:**

<b>Module I</b>	
<b>Room Reservation</b>	<b>25%</b>
<b>Module II</b>	<b>25%</b>
Arrival procedure - Group, FIT Luggage handling - left luggage, Group, FIT	
<b>Module III</b>	<b>25%</b>
Message and Mail handling, Paging	
<b>Module IV</b>	<b>25%</b>
Forms & Formats	

**List of Experiments:**

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**Assessment/ Examination Scheme:**

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>Total</b>
<b>50%</b>	<b>50%</b>	<b>100</b>

**Theory Assessment (L&T):**

<b>Continuous Assessment/Internal Assessment</b>					<b>End Term Examination</b>
<b>Components (Drop down)</b>	<b>H</b>	<b>P</b>	<b>CT1</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	05	05	15	5	70

**Lab/ Practical/ Studio Assessment:**

	<b>Continuous Assessment/Internal Assessment</b>				<b>End Term Examination</b>		
<b>Components (Drop down)</b>	<b>JE</b>	<b>LE</b>	<b>VV</b>	<b>A</b>	<b>LE/VV</b>	<b>GP</b>	<b>LE</b>
<b>Weightage (%)</b>	05	15	05	05	20	10	40

**Text & References:**

- **Front Office Management by Mr. S. Bhatnagar.**
- **Front Office Management by Bardi, John Willy and Sons**
- **Hotel Management by Dr. Jagmohan Negi, Himalaya Publishing House, New Delhi.**

**References:**

- **Front Office by Abbott, Butter Worth Hiemann.**  
**Front Office Manual by Sudhir Andrew, Tata McGraw Hill. Text:**