



Module Structure

Module Title : Front Office Management

Module Code : HTPM321

Programme of Study/Year of Study : Hospitality and Tourism Management/Year 3

Group : HTMIID RD

Semester : Fall

Number of Hours Taught : 3 per week

ECTS : 5

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Pre-requisite(s) : Front Office Operations, Front Office Operations II

Module Rationale

This module is designed to prepare students for supervisory and management positions in the front office department. It exposes students to new concepts and allows them to gain insight into front office manager's role in the hotel.

Aims

The module exposes students to the various challenges that front office operations face in recent times as well as to the various management functions and tools available to front office management professionals. The module provides the necessary knowledge, skills and competences required to effectively manage a front office operation in hotels and other contexts.

Intended Learning Outcomes

On successful completion of this module, students will be able to:

1. Understand the responsibility for accurate and timely processing of guest accounts
2. Understand the intention to instill in them a sense of responsibility for providing

hospitality

3. Manage the delivery of hospitality by administering a service management program focusing on customer's needs and allowing the hotel to achieve its financial goals
4. Learn how to develop TQM applications requiring an immense commitment of labor to analyse guest and employee interaction
5. Reallocate responsibilities and authority to foster an improvement in services
6. Gain the ability to recognise positive traits – skills of present employees as well as skills a potential employee should have
7. Develop job analysis and job descriptions of each position in the department
8. Develop and implement a plan to optimise the sales opportunities available to the front office staff. This plan includes focusing on areas for promotion; developing objectives and procedures, incentive programs, training programs for personnel, budgets, and tracking systems for employee feedback: and profitability.

Delivery Methods:

Lectures, Discussion, Coursework, Case Studies

Assessment:

Coursework /Activities	10%
Tests	20%
Group Project and Presentation	30%
Final Examination	40%

Module Requirements

Refer to the students' manual for the module requirements

Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	03/10-07/10	<ul style="list-style-type: none">• Remembering basic front office operations and procedures	
2.	10/10-14/10	Preparation of Night Audit <ul style="list-style-type: none">• Importance of Night Audit• Responsibilities of the night auditor	Chapter 12
3.	17/10-21/10	<ul style="list-style-type: none">• The Night Audit Process• Accurate preparation of a night audit report and manager's report	Chapter 12

Week	Dates	Topics to be Covered	Reference Chapter / Material
4.	24/10-27/10	<ul style="list-style-type: none"> • Reading the Night Audit • Test/Case Study 	Chapter 12
5.	31/10-04/11	Managing Hospitality and Total Quality Management <ul style="list-style-type: none"> • Managing the delivery of Hospitality • Developing the Service Strategy Statement 	Chapter 20
6.	07/11-11/11	<ul style="list-style-type: none"> • Total Quality Management (TQM) Applications • Developing a Service Management Program • Test/Activity 	Chapter 20
7.	14/11-18/11	HR Management and Training for Hospitality <ul style="list-style-type: none"> • Adopting Empowerment into Front Office Management • Case Study 	Chapter 18
8.	21/11-25/11	<ul style="list-style-type: none"> • Job Analysis and Job Descriptions • Developing an Orientation Program 	Chapter 18
9.	28/11-02/12	<ul style="list-style-type: none"> • Developing a Training Program • Cross-Training 	Chapter 18
10.	05/12-09/12	Hospitality Marketing (Promoting In-House Sales) <ul style="list-style-type: none"> • Planning a Point-of-Sale Front Office • Train in Sales Skills 	Chapter 17
11.	12/12-16/12	<ul style="list-style-type: none"> • Budgeting for a Point-of-Sale Front Office 	Chapter 17
12.	19/12-22/12	<ul style="list-style-type: none"> • Budgeting for a Point-of-Sale Front Office • Group Project Presentation 	Chapter 17
13.	09/01-10/01	<ul style="list-style-type: none"> • Revision 	

Essential Reading

- Tewari, Jatashankar R., 2009. *Hotel Front Office Operations and Management*. India: Oxford University Press

Additional Reading

- Abbott P. and Lewry S. 2000. *Front Office: Procedures, Social Skills, Yield and*

Management. 2nd ed. Butterworth-Heinemann: Oxford

- Baker S., Huyton J., and Bradley P. 2000. *Principles of Hotel Front Office Operations*. 2nd ed. Thomson: London
- Clayton W. Barrows and Tom Powers. 2009. *Introduction to Management in the Hospitality Industry*. 9th ed. Wiley: New Jersey
- Michael L. Kasavana and Richard M. Brooks. 2010. *Managing Front Office Operations*. 8th ed., Educational Institute: AH&LA
- James A. Bardi. 2011. *Hotel Front Office Management*. 5th ed. Wiley: New Jersey

