TQF. 3 Course Syllabus

Course Title : HIM 2304
Front Office Operations and Management

Credits : 3 (3-0-6)
Semester : 2 Academic Year : 2017
Bachelor of Arts in Hotel management
International College,
Suan Sunandha Rajabhat University
(SSRUIC)

Revised on 15ᵗʰ December, 2017

Section 1 General Information

1. Code and Course Title:
    Course Code: HIM 2304
    Course Title (English):   Front Office Operation and Management
    Course Title (Thai):   การดำเนินงานและการจัดการส่วนหน้า

2. Credits : 3(3-0-6)

3. Curriculum and Course Category :

   3.1 Curriculum: Bachelor of Arts in Hotel Management Program

   3.2 Course Category:
   ❏ General Education   ☑ Required Course
   ❏ Elective Course   ❏ Other

4. Lecturer Responsible for Course and Instructional Course Lecturer:

   4.1 Lecturer Responsible for Course: Aj.Nuntana Ladplee
   Room Number : 305 Tel. 034-964946 Ext. 330
   E-mail : nantana.la@ssru.ac.th

   4.2 Instructional Course Lecturer (s):
   (1) Aj.Nuntana Ladplee
   (2) ……….N/A……………..

5. Semester/Year of Study

   5.1 Semester 2   Year of Study 2017

   5.2 Number of the student enrolled 8 persons (HM59)

6. Pre-requisite Course (If any)

   None

7. Co-requisite Course:

   None

8. Learning Location

   Building: International College, Nakhon Pathom Education Center

9. Last Date for Preparing and Revising this Course:

   15th December, 2017

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Ethics and Morals

(1) Be able to deliver or to complete a required task at or the appointed time.
(2) Be able to do the right thing according to the values, beliefs and principles they claim to hold.
(3) Be able to make decisions in business according to moral concepts and judgments.

1.2 Knowledge

(1) Understanding the business theories and important case studies taught
(2) To be able to provide an analysis and provide the solution to real world problems
(3) To be able to use business knowledge integrated with other disciplines

1.3 Cognitive Skills

(1) The ability to gather and summarize information, and conduct research
(2) Self-study and sharing information to the class
(3) The ability to solve problems from case studies

1.4 Interpersonal Skills and Responsibilities

(1) Be able to communicate with foreigners in English
(2) Be able to use English to solve business problem
(3) Initiate some new business ideas and have leadership

1.5 Numerical Analysis, Communication and Information Technology Skills

(1) Be able to use basic ICT skills and apply them to daily.
(2) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

Assessments are revised by changing group presentation topics to be updated with current hotel situations, and then to help them develop the speaking skills they need to succeed in their college and hospitality work.

Section 3 Course Structure

1. Course Outline

(English) Front desk operation; guest service cycle; hotel terminology; systems; techniques for dealing with guest; departmental structure and management; reservations; check-in and check-out; guest requests and issues.

(Thai) การดำเนินงานส่วนหน้า วงจรการให้บริการลูกค้า คำศัพท์เฉพาะที่ใช้ในโรงแรม ระบบงานส่วนหน้า เทคนิคการบริการจัดการลูกค้า โครงสร้างและการจัดการแผนกการต้อนรับส่วนหน้า การสำรองห้องพัก ลงทะเบียนเข้าพักและออกจากห้องพัก การจัดการกับข้อเรียกร้องต่างๆของลูกค้า

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/Internship (hours)	Self Study (hours)
45	Upon request	0	90

3. Time Length per Week for Individual Academic Consulting and Guidance

1 hour/ week

      3.1 Self consulting at the lecturer's office; Room no. 305 International College
      3.2 Consulting via mobile phone 095-953-6924
      3.3 Consulting via E-mail : nantana.la@ssru.ac.th
      3.4 Consulting via Social Media : Line id : nuntanaladplee
      3.5 Consulting via Computer Network : Moodles (E-Learnning)

Section 4: Developing Student's Learning Outcomes

1. Moral and Ethics
1.1 Moral and Ethics to be developed

- (1) Be able to deliver or to complete a required task at or the appointed time.

- (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold

○ (3) Be able to make decisions in business according to moral concepts and judgments.

1.2 Teaching Strategies
(1) The team of students will help to remind other team members to be on time.
(2) Provide an example of integrity in classroom such as no plagiarism.

(3) Provide a case study that explains business ethics.

1.3 Assessment Strategies
(1) Checking student attendance every class
(2) Evaluate from how many students cheating in exam.
(3) Evaluate from students' responsibility on their contribution on group project.

2. Knowledge
2.1 Knowledge to be developed

- (1) Understanding the business theories and important case studies taught

○ (2) To be able to provide an analysis and provide the solution to real world problems

○ (3) To be able to use business knowledge integrated with other disciplines

2.2 Teaching Strategies
(1) Use Problem-based learning
(2) Use cooperative learning techniques
(3) Invite guest speaker who is an expert in real world business

2.3 Assessment Strategies
(1) Use Problem-based learning
(2) Use cooperative learning techniques
(3) Invite guest speaker who is an expert in real world business

3. Cognitive Skills
3.1 Cognitive to be developed

○ (1) The ability to gather and summarize information, and conduct research

- (2) Self-study and sharing information to the class

○ (3) The ability to solve problems from case studies

3.2 Teaching Strategies
(1) Group Presentations
(2) Participate in real competitions.
(3) Problem-based learning

3.3 Assessment Strategies
(1) Presentation
(2) Peer review
(3) Check list
(4) Portfolios
(5) Self Evaluation

4. **Interpersonal Skills and Responsibilities**
   4.1 Interpersonal Skills and Responsibilities to be developed

● (1) Be able to communicate with foreigners in English

○ (2) Be able to use English to solve business problem

○ (3) Initiate some new business ideas and have leadership

4.2 Teaching Strategies
(1) Allow students with work in unfamiliar situation with new team members
(2) Practice business manner and how to deal with customers
(3) Use advance business English to communicate in class and with lecturers

4.3 Assessment Strategies
(1) How students participate in teamwork
(2) How students use advance business English in their presentation.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology Skills to be developed

○ (1) Be able to use basic ICT skills and apply them to daily.

● (2) Be able to use statistics and mathematics to solve business problems.

○ (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences

5.2 Teaching Strategies
(1) Use activities such as encouraging students to show their work in an exhibition.
(2) Students will form a team and do the group projects that require two-ways communication and develop their social skills.
5.3 Assessment Strategies
(1) Evaluate their ability to present their work in at a exhibition.
(2) Evaluate their ability to use software computer such as Photoshop doing their work.

Remark:
Symbol ● means "major responsibility"
Symbol ○ means "minor responsibility"
No Symbol means "no responsibility"

Section 5 Lesson Plan and Assessment

1. **Lesson Plan**

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer(s)
1	**Introduction** - Explanation of course syllabus	3	(1) Cooperative learning (2) Group Work (3) Pre-Test	Aj.Nuntana L.
2	**Chapter 1 : Front Office Operation** - Front Office Operation work flow - Front Office Service Cycle	3	(1) Problem-based learning (2) Cooperative learning techniques (3) Problem solving	Aj.Nuntana L.
3	**Chapter 2 : Reservation** - Type & Source of reservation - Problem of reservation	3	(1) Group Work (2) Student Research (3) Problem-based learning	Aj.Nuntana L.
4	**Chapter 3 : Arrival Procedure** - Registration & Check in	3	(1) Performance Activity (2) Discussion (3) Problem-based learning	Aj.Nuntana L.
5	Individual Presentation (1)	3	(1) Performance Activity (2) Discussion (3) Student Research	Aj.Nuntana L.
6	Individual Presentation (2) – *Continued*	3	(1) Performance Activity (2) Discussion (3) Student Research	Aj.Nuntana L.
7	Quiz (1)	3	(1) Problem solving (2) Problem-based learning (3) Cooperative learning techniques	Aj.Nuntana L.
8	**Midterm Examination**			

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer(s)
9	**Chapter 4 : Departure Procedure** - Settle guests account & check out - Handle request & complaint	3	(1) Group Work (2) Student Research (3) Problem-based learning	Aj.Nuntana L.
10	**Chapter 5 : Front Office Strategies** - Develop Front Office Manual - Upselling techniques	3	(1) Group Work (2) Student Research (3) Problem-based learning	Aj.Nuntana L.
11	**Chapter 6 : English Conversation for Front Office Department**	3	(1) Performance Activity (2) Discussion (3) Student Research	Aj.Nuntana L.
12	Quiz (2)	3	(1) Performance Activity (2) Discussion (3) Student Research	Aj.Nuntana L.
13	Group Presentation	3	(1) Problem Solving (2) Group Work	Aj.Nuntana L.
14	Case Study (1) Case Study From **Research** "*Dealing with Difficult Customers*"	3	(1) Problem Solving (2) Group Work	Aj.Nuntana L.
15	Case Study (2) Case Study From **Research** "*Front Office Manual Development Of Hotel Skills & Staff Performance*"	3	(1) Group Work (2) Student Research (3) Problem-based learning	Aj.Nuntana L.
16	Make up Class	3		
17	**Final Examination**			
Total of Hours		48		

2. **Learning Assessment Plan**

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	**Ethics and Morals** To have responsible in fully participate and being on time for classes.	Class attendance checklist	Throughout semester	10%
2	**Knowledge** Able to identify, analyze the subject and able to have the feedback among other students on the course materials.	Midterm examination Final Examination	Week 8, and 17	50% (20%, 30%)
3	**Cognitive Skills** Work on an individual assignment	Individual Assignment Writing Practice	Throughout semester	20%
4	**Interpersonal Skills and Responsibilities** Able to participate in class and work with classmates appropriately.	Class participation	Throughout semester	10%
5	**Numerical Analysis, Communication and Information Technology Skills** Able to demonstrate with communication skills and working as a team.	Group assignment	Throughout semester	10%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

- James A. Bardi (2003), <u>Hotel Front Office Management</u>, 3rd Edition.
- Gary K.Vallen, Jerome J.Vallen (2005), <u>Check-In Check-Out: Managing Hotel Operations</u>, 7th Edition.

2. Important Document for extra study

- Ahmed Ismail (2002), <u>Front Office Operations and Management</u>.
- Sue Baker, Jeremy Huyton and Pam Bradley (2000), <u>Principles of Hotel Front Office Operations</u>, 2nd Edition.
- James A. Bardi (2006), <u>Hotel Front Office Management</u>, John Wiley & Sons Inc., New Jersey.
- Michael L. Kasavana, Ph.D. (2009), <u>Managing Front Office Operations</u>, 8th Edition, University and Richard M. Brooks, Michigan State .

3.Suggestion Information

- http://www.hospitalitynet.org/index.html
- http://www.hoteliermagazine.com/
- http://www.chrie.org/about/index.aspx
- http://lhonline.com/technology/guestservices/
- http://www.roomschronicle.com/content.cfm?fuseaction=dsp_front_office

Section 7 Course Evaluation and Revising

1. **Strategies for Course Evaluation by Students**

   Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of questions:

(1) Content objectives were made clear to the students.
(2) The content was organized around the objectives.
(3) Content was sufficiently integrated.
(4) Content was sufficiently integrated with the rest of the first year curriculum.
(5) The instructional materials used were effectively.
(6) The learning methods appropriate assessed the students' understanding of the content.
(7) Overall, Students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observes the class and discusses the results as follow:

(1) The lecturer is well prepared for class sessions.
(2) The lecturer answers questions carefully and completely.
(3) The lecturer uses examples to make the materials easy to understand.
(4) The lecturer stimulated interest in the course.
(5) The lecturer made the course material interesting.
(6) The lecturer is knowledgeable about the topics presented in this course.
(7) The lecturer treats students respectfully.
(8) The lecturer is fair in dealing with students.
(9) The lecturer makes students feel comfortable about asking question.
(10) Course assignments are interesting and stimulating.
(11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The director / head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching / learning process based on the results from the students' survey questions, the lecturer team's observation, and classroom research.

4. Feedback for Achievement Standards

International College Administrator Committee monitor to assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

(1) Revise and develop course structure and process every three years.
(2) Assign different lecturers teach this course to enhance students' performance.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills			6.Other Domain ie.Learning Management Skills		
Major Requirement Course	● **Major Responsibility**									○ **Minor Responsibility**								
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
HIM 2304 Front Office Operation and Management	●	●	O	O	●	O	O	O	●	O	●	O	O	●	O			