



Bergen Community College
Division of Business, Arts, and Social Sciences
Department of Business & Hotel/Restaurant Management

HRM 104 Front Office Operations

Date of Most Recent Syllabus Revision:

Course Typically Offered: Fall ___ Spring ___ Summer ___ **Every Semester** ___ Other _____

Syllabus last reviewed by: BCC General Education Committee _____ Date: _____

(Most courses need review Ad Hoc Committee on Learning Assessment _____ Date: _____

by only one of the following) **Curriculum Committee:** _____ Date: SPRING 2019

Basic Information about Course and Instructor

Semester and year:

Course and Section Number: HRM 104 Front Office Operations

Meeting Times and Locations:

Instructor:

Email Address:

Office Location:

Phone:

Departmental Secretary: Linda Karalian, 201-447-7214, lkaralian@bergen.edu

Office Hours:

Course Description:

Official Catalog Course Description

This course identifies the principles of the organization and operation of public lodging facilities. It covers in detail various management systems at the front desk and behind the scenes. It examines the types of communications between the front office and other departments. Managerial reporting, budgeting, modern technology, customer service skills and future trend discussions are incorporated

each session. The course examines the symbiotic relationship between the front office and the rest of the hotel.

Hours: [3 lecture hours]

3 credits

Prerequisites: None

Co-requisites: None

Cross Listed Courses: None

Student Learning Objectives:

As a result of meeting the requirements in this course, students will be able to:

1. Identify the key front office personnel and explain their relationship with the rest of the hotel
2. Explain the proper procedure for checking hotel guests in and out
3. Analyze and describe how to troubleshoot technical problems and handle guest complaints at the front desk
4. Describe the stages of a guest cycle from reservation to check out

Means of Assessment

The major assessment types (means of assessment) utilized in this course are graded lecture and lab participation, objective tests and examinations, presentations, and student research projects (individual).

Course Content

The course is intended to provide students with an clear overview of the dynamics of front office operations and the managing of contemporary hotels. A major course underpinning it to examine the front desk within an establishment in relation to its functions with other departments. Therefore, the course includes the following mandatory components:

1. Describing activities in the front office department of a hotel
2. Explaining the nuances of a hotel's night audit process.
3. Performing a sample night audit of a hypothetical hotel.
4. Examining the different methods of room pricing

Special Features of the Course

The use of learning technologies in the course (Internet, PowerPoint, Prezi, Moodle, etc.) is necessary to help you succeed in this course and in the industry.

Course Texts and/or Other Study Materials

Required

Vallen, G. & Vallen, J. (2013). *Check-In Check-out: Managing Hotel Operations, 9th Ed.* Prentice Hall, N.J.

ISBN: 978 0132706711

Grading Policy

The grading system used for this course will combine the following

Quizzes	20%
Assignments	20%
Midterm Examination	15%
Class Participation	10%
Final Essay	15%
Final Examination	<u>20%</u>
	100%

Attendance Policy

All students are expected to attend every scheduled meeting of each course in which they are registered. It is understandable there are times you may not be able to attend a session, or part thereof. In such cases, you are responsible for checking with the instructor, Moodle, classmates, etc. to be up to date on any work missed. You must also inform the instructor of any missed scheduled tests or presentations before class start time in order to request a make-up. Attendance will be kept by the instructor for administrative and counseling purposes. Assignments that are due by electronic submission are still due at the beginning of the scheduled class even if you are not present in class. A 5% per business day reduction will occur for late work submission, unless you had received an excused extension from your instructor before the assigned due date. (Ex. Monday to Tuesday = 1 business day)

Overall Class Participation (up to 10 performance points)

Class participation by students (including regular and timely attendance and active engagement in class sessions) is an essential part of this course. I expect you to participate actively and constructively in our class sessions in ways that show respect and courtesy to me and to your classmates. As we proceed through the semester, there will be class discussions on all of the major topics covered in the course. You are required to participate actively in our discussions and other class activities. (You are also free to generate online discussions in the Moodle Forum. Such online discussions are not required. They are completely up to you and other members of the class. Online discussion activity will not affect your grade one way or another.)

"Plus" behaviors: To earn points for class participation, you must (1) attend class regularly and on time and not leave early; (2) be well-prepared for class by doing all assigned reading and other out-of-class assignments ahead of time; (3) participate voluntarily, actively, intelligently, and constructively in class discussions; (4) do all in-class assignments; (5) show a positive and serious attitude toward the course; and (6) utilize frequently and actively the materials and facilities on the Moodle site.

"Minus" behaviors: Behaviors such as the following will result in your losing points for class participation: (1) being absent from or late for class; (2) leaving class early; (3) continually walking out of and coming back into class; (4) sleeping in class; (5) being inattentive to class lectures and discussions; (6) behaving inappropriately in class (e.g., acting silly; conducting private conversations in the back of the room; utilizing cell phones, headphones, and other distracting devices in class; eating, drinking, or chewing gum in class; defacing classroom furniture; etc.); (7) being impolite, rude, or discourteous to me or to your classmates; (8) not being adequately prepared for class; (9) showing a negative or frivolous attitude toward the course; (10) Not utilizing the materials and facilities on the course website.

Other College Policy Statements

Code of Student Conduct:

http://bergen.edu/wp-content/uploads/StudentCodeofConduct2016_EngVer12062016.pdf

Statement on plagiarism and/or academic dishonesty:

Please read pages 8 – 9 in the above link. Students are not excused from the penalties for not being aware of or for not having read the policies set forth regarding plagiarism and other forms of academic dishonesty.

ADA Statement:

Students who require accommodations in accordance with the Americans with Disabilities Act (ADA) can request these services from the Office of Specialized Services. To learn more about how to apply for services, please visit <http://www.bergen.edu/oss>.

Note: Those who have completed the OSS paperwork and received accommodations during previous semesters might not be automatically eligible in subsequent semesters in every case.

Course Outline and Calendar

Week	Date(s)	Topics	Chapters
1		Introduction to the Course; The Traditional Hotel Industry	1
2		The Modern Hotel Industry	2
3		The Structures of the Hotel Industry	3
4		Forecasting Availability and Overbooking	4
5		Global Reservations Technologies	5
6		Individual Reservations and Group Bookings	6
7		Managing Guest Services	7
8		Midterm Examination	
9		The Guest Cycle	8
10		Nuances of Calculating Room Rates	9
11		Hotel Technology	13
12		Revenue Management; The Night Audit	11 & 12
13		Developing the Night Audit	
14		Final Essay Presentations	
15		Final Examination	

Notes to Students:

- 1 - Syllabus may change due to unforeseen circumstances or to take advantage of educational opportunities.
- 2 – The instructor will provide Moodle and in-class updates on tests, presentation, and assignment due dates.
- 3 – Please log on to Moodle for handouts that are not distributed in hard copy form.