HFT 3414 Managing Front Office Operations Jan 5 - Apr 30, 2016

Course Credit Hours: 3.0

Course Title: Managing Front Office Operations

Class meets: Wednesday at 5:30 PM - 8:15 PM - Room 836 Building 8*

Instructor: Marcia Dove, MBA, CHIA

Office: FWB Campus Room 468/Bldg. 4

Office Hours: Mon. 1:30 to 2:30 PM Wed. 4:30 to 5:30 PM Online Mon. – Thurs. 9:00 to 10:00 AM

or call for an appointment

Contact Information: Office Telephone: 850-863-6572 Cell: 850-830-1950 Email: mdove@uwf.edu

Prerequisites or Co-Requisites: HFT 2000

*Blended learning course information:

*This course is structured as a blended learning course. What that means is you will receive your instruction from me both in the classroom and online. Blended learning is student centered learning which allows students to take a little more control over their own learning; affording the instructor an opportunity to make better use of classroom allotted time through field trips, guest lecturers and community based projects. Thus said, there will be times that this class will not meet in the classroom and it will be important for students to check the course schedule and assignments AT THE BEGINNING OF EVERY WEEK. I would like to dispel the fallacy that “blended learning courses are easier and students can complete assignments when they want to.” This is simply not true. Students need to be disciplined in order to meet due dates and not fall behind. The amount of work required for blended and face to face (F2F) courses is the same. The advantages of taking blended learning courses are: they cut down F2F time and afford students the flexibility of completing weekly assignments and taking quizzes during the week when the time is right for them. Blended learning also affords students opportunities to network and demonstrate their abilities through connections made with industry professionals.

Course Description and Goals

Students will learn a systematic approach to front office procedures by detailing the flow of business through a hotel, from the reservations process to check-out and account settlement. Various elements of effective front office management will be examined, paying particular attention to the planning and evaluation of front office operations and to human resources management. Front Office procedures and management are discussed within the context of the overall operation of a hotel.
Program Goals

The Hospitality, Recreation, and Resort Management (HRRM) program incorporates classroom instruction, field experiences, internships and community involvement, to provide students with the core competencies necessary to be successful in a broad array of service venues: convention and visitors bureaus, resorts, commercial recreation, restaurants, tourism services, spas, community recreation centers, hotels, amusement parks, private clubs, and more.

The curriculum map Instructional Goals for this course:

- **Content**: Identify and apply concepts and principles in the major hospitality operational areas. (Exam)
- **Communication**: Exhibit effective interpersonal communication skills. (Project)
- **Integrity Values**: Make and defend decisions based on appropriate ethical principles. (Project)

Link to [Academic Learning Compact for Hospitality, Recreation and Resort Management](#).

Topics

- The Lodging Industry
- Hotel Organization
- Front Office Operations
- Reservations
- Registration
- Communications and Guest Services
- Security and the Lodging Industry
- Front Office Accounting
- Check-out and Account Settlement
- The Role of Housekeeping in Hospitality Operations
- The Front Office Audit
- Planning and Evaluating Operations
- Revenue Management
- Managing Human Resources

Course Learning Outcomes

Upon completion of this course students can expect to have acquired skills and knowledge that will translate to workforce readiness in the areas outlined below:

1. Differentiate between classes of hotels and explain how they are organized; including a marketing perspective.
2. Create a front office procedures manual that includes the responsibilities handled by front office personnel.
3. Evaluate the responsibilities of the housekeeping department and discuss its relationship to other departments.
4. Examine important issues in managing a security program.
5. Explain the concept of revenue management and illustrate how managers can maximize revenue by using forecasting information in capacity management, discount allocation, and duration control.
6. Propose effective hiring and orientation procedures including the forms and staffing tools used in the process of managing human resources.
Texts / Materials

Required text:

Managing Front Office Operations, Ninth Edition Author: Michael L. Kasavana, Ph.D. I recommend purchasing new, shrink wrapped books that contain additional course material inside. Used books, must be the same edition and it is your responsibility to make sure you have a scantron from the American Hotel and Lodging institute (AHLI) for your final exam. Please weigh the costs of each option carefully ... scantrons can be pricey!

ISBN: 9780133430783

This textbook was chosen because it represents up to date material on the subject matter, is designed for competency based instruction, and provides students with an opportunity to earn course certification through the American Hotel and Lodging Educational Institute. The reading assignments and assessments I have chosen using this textbook; chapter review questions, quizzes, and discussions, are all tied to specific measurable outcomes identified in the textbook. The group and individual projects are designed to afford the students an opportunity to apply the textbook theory and network with industry professionals.

Required Materials

- Internet Access (broadband is recommended)
- Activated UWF ArgoNet E-mail Account

Report Writing Instructions

Reports should be double spaced, with one inch margins, using a 12 pt. readable font like Verdana or Times New Roman; a cover sheet is also required.

Please include the following information on all your written reports:

HFT 3414 Managing Front Office Operations Report Date_____________ (Your name and group members names) _______________ Report topic _______________
Grading / Evaluation

Participation 7% - Classroom attendance and online attendance - Worth 70 Points contingent on attending all class meetings and weekly review of information under every tab for each online Module. No partial credit!

Individual Project 11% Revenue Management Project to be determined - Worth 110 Points.

Fourteen Quizzes 14% - Weekly Quizzes are based solely on the material covered in the textbook. The questions are tied to the module’s SLO’s. Each Quiz is comprised of ten questions worth one point each; 140 points total. Quiz dates are listed on the Course Schedule and Assignments under the Important Information Module.

Review Questions 14% - These assignments are based on completion (done or not done). I do read your responses; will comment on them and provide feedback where necessary. There are 14 chapters worth 10 Points each for a total of 140 Points. Review questions are to be dropped in the designated chapter drop box located in the drop box section under Assessments. The amount of effort you put into these questions is in direct proportion to your quiz scores and final exam score. Please see the Course Schedule and Assignments for details and dates.

Discussions 14% – There are 14 Case Study Discussions worth 10 points each for a total of 140 points. Discussions will be evaluated using a grading Rubric which is located in the discussion section under the Communication tab. Discussions satisfy Curriculum Map Program Instructional Goal:

- **Integrity Values:** Make and defend decisions based on appropriate ethical principles.

Group Project 20% – Group community based projects will be determined during the first two weeks of the course. Projects are worth 200 points; Students will be provided with a grading rubric. Projects satisfy Curriculum Map Program Instructional Goal:

- **Communication:** Exhibit effective interpersonal communication skills.

Final Examination 20% - Students will be given The American Hotel and Lodging Institute’s (AHLI) Final Exam consisting of 100 multiple choice questions worth two points each for a total of 200 points. **It is your responsibility to make sure you have an AHLI scantron for this exam.** A grade of 70% or better must be achieved in order to receive course certification. This exam satisfies the Curriculum Map Program Instructional Goal:

- **Content:** Identify and apply concepts and principles in the major hospitality operational areas.

### Final Grade Determination - Point system - 1000 Points

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<th>Component</th>
<th>Points</th>
<th>Percentage</th>
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<tr>
<td>Participation</td>
<td>70</td>
<td>7%</td>
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<tr>
<td>Weekly Quizzes</td>
<td>140</td>
<td>14%</td>
</tr>
<tr>
<td>Weekly Assignments</td>
<td>140</td>
<td>14%</td>
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<tr>
<td>Case study/Discussions</td>
<td>140</td>
<td>14%</td>
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<tr>
<td>Individual Project</td>
<td>110</td>
<td>11%</td>
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<tr>
<td>Group Project</td>
<td>200</td>
<td>20%</td>
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<tr>
<td>Final Exam</td>
<td>200</td>
<td>20%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>1000</td>
<td>100%</td>
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Letter grades will be assigned as follows:

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<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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</thead>
<tbody>
<tr>
<td>93% or better</td>
<td>930 - 1000 Points</td>
<td>A</td>
</tr>
<tr>
<td>90% to 92%</td>
<td>900 - 929 Points</td>
<td>A -</td>
</tr>
<tr>
<td>87% to 89%</td>
<td>870 - 899 Points</td>
<td>B +</td>
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<tr>
<td>83% to 86%</td>
<td>830 - 869 Points</td>
<td>B</td>
</tr>
<tr>
<td>80% to 82%</td>
<td>800 - 829 Points</td>
<td>B -</td>
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<tr>
<td>77% to 79%</td>
<td>770 - 799 Points</td>
<td>C +</td>
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<tr>
<td>73% to 76%</td>
<td>730 - 769 Points</td>
<td>C</td>
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<tr>
<td>70% to 72%</td>
<td>700 - 729 Points</td>
<td>C -</td>
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<tr>
<td>60% to 69%</td>
<td>600 - 699 Points</td>
<td>D</td>
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<tr>
<td>50% or less</td>
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**Attendance, Late Assignment Policy and Classroom Behavior**

Your attendance does matter. Suit up and show up for all F2F classes. Participation/attendance points are contingent on attending all class meetings and weekly review of information under every tab for each online Module. No partial credit! Good grades are a direct correlation to participation and timely completion of assignments. Students are expected to treat their Instructor and fellow students in the same manner they wish to be treated themselves. Cell phones are not to be used in the classroom. They are to be turned off or left on vibrate while class is in session. Other electronic devices may be used if your Instructor expressly requests that you bring them.

- Late review question assignments are accepted but with a 10% penalty.
- Weekly Quizzes can be taken up to three days after the assigned date with a 10% penalty; permission from your instructor is required.
- Discussions must be made within the specified weekly time frame no makeup accepted ..."you can't play tennis by yourself!"

**Attendance Information for Students Who Receive Financial Aid:**

If you miss class or do not complete the attendance record or task, you are absent. Only those absences that are defined in the University class attendance policy will be considered excused absences (http://catalog.uwf.edu/undergraduate/academicpolicies/general/).

To receive financial aid on the normal distribution timeline, attendance must be confirmed within seven calendar days of the course start date. A student may review confirmed attendance status by using the "My Classes" app in MyUWF. A student who stops attending class for any reason will not automatically be withdrawn and will still be responsible for any missed work. A student who stops attending class may be awarded a grade of NF. This grade may affect financial aid eligibility or require repayment of funds awarded.

**Expectations for Academic Conduct / Plagiarism Policy**

The Student Code of Conduct (PDF) sets forth the rules, regulations, and expected behavior of students enrolled at the University of West Florida. Violations of any rules, regulations, or behavioral expectations may result in a charge of violating the Student Code of Conduct. It is the student’s responsibility to read the Student Code of Conduct and comply with these expectations. The Academic Misconduct Policy (2009) defines various forms of academic misconduct and describes the procedures an instructor should follow when he or she suspects that a student has violated the Academic Misconduct Policy. | UWF Plagiarism Policy

Academic Conduct Policy: (Web Site) | (PDF Format) | UWF Library Online Tutorial: Plagiarism |
Minimum Technical Skills and Special Technology Utilized by Students

This course is a Blended Learning course where part of the instructional content and interaction takes place over the WWW. In addition to baseline word processing skills and sending/receiving email with attachments, students will be expected to search the internet and upload / download files. In addition, students may need one or more of the following plug-ins:

- Real Player: [http://www.real.com/realplayer/search](http://www.real.com/realplayer/search)
- eLearning's Accessibility Resource Guides for users: [http://www.desire2learn.com/access/resources/](http://www.desire2learn.com/access/resources/)

Assistance for Students with Disabilities

The University of West Florida supports an inclusive learning environment for all students. If there are aspects of the instruction or design of this course that hinder your full participation, such as time-limited exams, inaccessible web content, or the use of non-captioned videos and podcasts, reasonable accommodations can be arranged. Prior to receiving accommodations, you must register with the SDRC by filling out an [Enrollment Application](mailto:sdrc@uwf.edu). Appropriate academic accommodations will be determined based on the documented needs of the individual. For information regarding the registration process, e-mail sdrc@uwf.edu or call (850) 474-2387.

Accessibility Resources

- Follow this link for information on [accessibility features in UWF's Learning Management System (LMS), Desire2Learn](http://uwf.edu/militaryveterans/).
- Adobe accessibility statement can be found at this link: [http://www.adobe.com/accessibility.html](http://www.adobe.com/accessibility.html).
- Firefox accessibility statement can be found at this link: [http://download.cnet.com/Firefox-Accessibility-Extension/3000-11745_4-10747246.html](http://download.cnet.com/Firefox-Accessibility-Extension/3000-11745_4-10747246.html).
- Google accessibility statement can be found at this link: [https://www.google.com/accessibility/](https://www.google.com/accessibility/).
- Windows accessibility statement can be found at this link: [http://www.microsoft.com/enable/products/windows7/](http://www.microsoft.com/enable/products/windows7/).
- Apple accessibility statement can be found at this link: [https://www.apple.com/accessibility/](https://www.apple.com/accessibility/).
- YouTube's Accessibility Information (specifically states how videos can be used with assistive technologies): [https://support.google.com/youtube/answer/189278?hl=en](https://support.google.com/youtube/answer/189278?hl=en).

Assistance for Military and Veterans:

The University of West Florida (UWF) is excited to have a center dedicated to supporting our military and veteran students. With the growing number of veterans returning to school, UWF will continue to grow support through additions such as this Military & Veteran Resource Center. The goal of this center is to provide a “one-stop” location for all military and veteran students to simplify the transition process from the military to an academic environment. You may contact the MVRC at 850.474.2550 or visit [http://uwf.edu/militaryveterans/](http://uwf.edu/militaryveterans/).
TurnItIn

UWF maintains a university license agreement for an online text matching service called Turnitin. At my discretion, I may use the Turnitin service to evaluate the originality of student papers. I may employ other services and techniques to evaluate your work for evidence of appropriate authorship practices as needed.

Weather Emergency Information

In the case of severe weather or other emergency, the campus might be closed and classes cancelled. Official closures and delays are announced on the UWF website and broadcast on WUWF-FM.

- WUWF-FM (88.1MHz) is the official information source for the university. Any pertinent information regarding closings, cancellations, and the re-opening of campus will be broadcast.
- In the event that hurricane preparation procedures are initiated, the UWF Home Web Page and Argus will both provide current information regarding hurricane preparation procedures, the status of classes and the closing of the university.

Emergency plans for the University of West Florida related to weather or other emergencies are available on the following UWF web pages: