

**BASIC FRONT OFFICE****Course Code : 321316****Programme Name/s : Hotel Management & Catering Technology****Programme Code : HM****Semester : First****Course Title : BASIC FRONT OFFICE****Course Code : 321316****I. RATIONALE**

RATIONALE: Front Office plays critical part in tourism and hospitality Industry. Front Office is the first and last point which interacts with the client. Front Office is called as because it is situated in the lobby area, located around the entrance of the hotel and is visible easily to the guest, patrons, and visitors. For this students need to imbibe the social and soft skills in them. This is where the grooming aspects need to be developed and shaped to make them fit for the industry. Along with this the basic product knowledge, tariff and skills of telephone handling is imparted on students as the department is crucial in providing the ideal guest experience. The Front Office department is the face and as well as the voice of a business. it is not only confined to hotels only, but a well-established front office is a must in all organizations to improve their clientele.

**II. INDUSTRY / EMPLOYER EXPECTED OUTCOME**

The aim of this course is to help the student to attain the following industry identified outcome through various teaching learning experiences: IEO 1 Develop social and soft skills to become a good front office professional

**III. COURSE LEVEL LEARNING OUTCOMES (COS)**

Students will be able to achieve & demonstrate the following COs on completion of course based learning

- CO1 - Categorize and Classify types of hotels
- CO2 - Demonstrate the qualities and etiquettes to become a good receptionist
- CO3 - Apply product knowledge to handle the inquiries
- CO4 - Use the selling aids Brochures and tariff cards. Handle and identify new technologies in telephones

**IV. TEACHING-LEARNING & ASSESSMENT SCHEME**

Course Code	Course Title	Abbr	Course Category/s	Learning Scheme						Assessment Scheme										Total Marks	
				Actual Contact Hrs./Week			SLH	NLH	Credits	Paper Duration	Theory			Based on LL & TL				Based on SL			
				CL	TL	LL					FA-TH	SA-TH	Total	Practical		SLA					
							Max	Min	Max	Min				Max	Min	Max	Min				
321316	BASIC FRONT OFFICE	BFO	DSC	3	-	2	1	6	3	3	30	70	100	40	25	10	25#	10	25	10	175

**BASIC FRONT OFFICE****Course Code : 321316****Total IKS Hrs for Sem. : 4 Hrs**

Abbreviations: CL- ClassRoom Learning , TL- Tutorial Learning, LL-Laboratory Learning, SLH-Self Learning Hours, NLH-Notional Learning Hours, FA - Formative Assessment, SA -Summative assessment, IKS - Indian Knowledge System, SLA - Self Learning Assessment

Legends: @ Internal Assessment, # External Assessment, \*# On Line Examination , @\$ Internal Online Examination

Note :

1. FA-TH represents average of two class tests of 30 marks each conducted during the semester.
2. If candidate is not securing minimum passing marks in FA-PR of any course then the candidate shall be declared as "Detained" in that semester.
3. If candidate is not securing minimum passing marks in SLA of any course then the candidate shall be declared as fail and will have to repeat and resubmit SLA work.
4. Notional Learning hours for the semester are (CL+LL+TL+SL)hrs.\* 15 Weeks
5. 1 credit is equivalent to 30 Notional hrs.
6. \* Self learning hours shall not be reflected in the Time Table.
7. \* Self learning includes micro project / assignment / other activities.

**V. THEORY LEARNING OUTCOMES AND ALIGNED COURSE CONTENT**

Sr.No	Theory Learning Outcomes (TLO's) aligned to CO's.	Learning content mapped with Theory Learning Outcomes (TLO's) and CO's.	Suggested Learning Pedagogies.
1	<p>TLO 1.1 Outline the development of given hotel Industry</p> <p>TLO 1.2 Classify hotels on different basis.</p> <p>TLO 1.3 Enumerate emerging trends in hotel industry.</p> <p>TLO 1.4 Identify different departments of hotels</p>	<p><b>Unit - I The Hotel Industry</b></p> <p>1.1 Origin, growth and development of hotel Industry: Western and Indian</p> <p>1.2 Classification of Hotels-Size, Location, Categories, Length of stay, Chains, Ownership, Independent. Franchise/Affiliate</p> <p>1.3 Emerging trends in hotel industry: Bed and breakfast, Boutique, Service Apartment, Ecotels, Oyo hotels/rooms, Capsule hotels, Zostel</p> <p>1.4 Different Departments in hotels and organizational structure of hotels (small, medium and large)</p>	<p>Video Demonstrations</p> <p>Chalk-Board</p> <p>Site/Industry Visit</p>
2	<p>TLO 2.1 Describe the sections of Front Office department</p> <p>TLO 2.2 Describe the qualities and responsibilities required for the front office staff</p> <p>TLO 2.3 Prepare the job description of Front Office Manager, Lobby Manager</p> <p>TLO 2.4 Discuss the importance of coordination with other departments.</p>	<p><b>Unit - II The Front Office Department</b></p> <p>2.1 The Front Office Department: Importance and functions of Front Office Department. Scope of front office department in allied sectors (Hospitals, Hostels, Club houses, Cruise liners, Corporate office, Layout of lobby and sections of Front Office. Organization Chart of front office Department of large, medium and small hotels</p> <p>2.2 FRONT OFFICE PERSONNEL: Personal Qualities of front office staff. Rules of the house for the front office staff.</p> <p>2.3 Job Description of: A. Front Office Manager B Lobby Manager</p> <p>2.4 Co-ordination of the Front Office with the department of the hotel.</p>	<p>Video Demonstrations</p> <p>Hands-on</p> <p>Chalk-Board</p>

**BASIC FRONT OFFICE****Course Code : 321316**

<b>Sr.No</b>	<b>Theory Learning Outcomes (TLO's) aligned to CO's.</b>	<b>Learning content mapped with Theory Learning Outcomes (TLO's) and CO's.</b>	<b>Suggested Learning Pedagogies.</b>
3	TLO 3.1 Differentiate between different types of guests. TLO 3.2 Describe the given types of rooms and meal plans. TLO 3.3 Elaborate room rate and discounts offered. TLO 3.4 Design Brochure and Tariff Card.	<b>Unit - III Hotel Product and Tariff</b> 3.1 Types of guests - Baby boomers, Corporate, FIT, FFIT, Gen Z, GIT, Health and wellness seekers, Millennial, VIP, Specially Challenged. Rules of the house for the guests 3.2 Types of rooms and services ,Food plans/meal plans 3.3 Type of Room Rates, Discounts Offered and Packages, GST applicable 3.4 Use of Brochure and Tariff card	Video Demonstrations Hands-on Role Play Case Study
4	TLO 4.1 Outline the basic functions of Telephone department in hotel TLO 4.2 Demonstrate telephone techniques. TLO 4.3 Describe the types of telephone calls. TLO 4.4 Illustrate the new technologies of telephones.	<b>Unit - IV The Telephone Department</b> 4.1 Importance and basic functions of Telephone Department, Role and Responsibilities of Telephone handling staff. 4.2 Rules for telephonic techniques 4.3 Types of calls (Internal & external), Screening, holding and transfer of calls. 4.4 New Technologies in telephones	Video Demonstrations Role Play Hands-on
5	TLO 5.1 Infer the Signs & Symbols and abbreviations	<b>Unit - V Signs and Symbols and Abbreviation</b> 5.1 Signs and Symbols used in Front Office Operations and Hotels. 5.2 Abbreviations: A.H.M.A., A.S.T.A., A.P., B.P., C.P., D.G.C.A., D.N.S., D.O.T., D.N.A., E.P., F.E.M.A., F.I.T., F.F.I.T., F.H.R.I.A., G.I.T., P.M.B.X., P.A.B.X., P.A.B.X., S.T.D., H.A.I., H & R.A., I.A.A.I., I.A.T.A., I.A.T.O., I.H.A., I.H.& R.A., I.T.C.,	Collaborative learning Hands-on

**VI. LABORATORY LEARNING OUTCOME AND ALIGNED PRACTICAL / TUTORIAL EXPERIENCES.**

<b>Practical / Tutorial / Laboratory Learning Outcome (LLO)</b>	<b>Sr No</b>	<b>Laboratory Experiment / Practical Titles / Tutorial Titles</b>	<b>Number of hrs.</b>	<b>Relevant COs</b>
LLO 1.1 Identify different categories of hotels.	1	Classification of hotels (Observe the video clips of hotels)	2	CO1
LLO 2.1 Perceive and associate the hotels with the Logos	2	Identify the hotels on basis of logos of international and Domestic hotels (Observe the video clips/Pictures of Logos of Hotels)	2	CO1
LLO 3.1 Imbibe the grooming standards to improve grooming as required by the Industry	3	Grooming standards for the Front office staff (Observe and Practice)	2	CO2
LLO 4.1 Inculcate the social skills required to become a good Front Office employee	4	Social Skills (posture, expression, eye contact, speech and non- verbal speech elements) with respect to guest and employees (Observe and practice)	2	CO2

**BASIC FRONT OFFICE****Course Code : 321316**

<b>Practical / Tutorial / Laboratory Learning Outcome (LLO)</b>	<b>Sr No</b>	<b>Laboratory Experiment / Practical Titles / Tutorial Titles</b>	<b>Number of hrs.</b>	<b>Relevant COs</b>
LLO 5.1 Adapt the skills for using furniture, fixtures and equipment.	5	Identify the furniture, fixtures, and equipment used in the front office also prepare and handle equipment for work/ shifts.	2	CO2 CO3
LLO 6.1 Distinguish different types of rooms	6	Identify types of rooms available in hotel as a product (Observe videos and pictures).	2	CO2 CO3
LLO 7.1 Demonstrate social skills and Identify different types of guests.	7	Types of guest visiting hotel (Roleplay)	2	CO2 CO3
LLO 8.1 Handling of Brochures and Tariff cards.	8	Inform different meal plans (Perform mock to present brochure and tariff cards to the guests)	2	CO2 CO3
LLO 9.1 Practice the telephone manners required.	9	Telephone manners and techniques adopted in hotels (Perform mock).	2	CO2 CO4 CO5
LLO 10.1 Handle the incoming calls	10	Internal and external telephone calls.	2	CO2 CO4 CO5
LLO 11.1 Apply different telephone technique.	11	Practice Screening the call, holding the call, transferring the call.	2	CO2 CO4 CO5
LLO 12.1 Deliver the information (Hotel facilities) to the guest.	12	Information about the hotel facilities (Practice on telephone & in person).	2	CO1 CO2 CO3 CO4 CO5
LLO 13.1 Deliver the information (City) to the guest.	13	Information about the City (Practice on telephone and in person)	2	CO2 CO4 CO5
LLO 14.1 Handle the telephone.	14	Role play the various telephone calls received in hotel and use alphabetical codes during telephonic conversation.	2	CO1 CO2 CO3 CO4 CO5
LLO 15.1 Apply the appropriate skills related to Front office.	15	Role plays to handle guest coming in hotel.	2	CO2 CO3

**Note : Out of above suggestive LLOs -**

- '\* Marked Practicals (LLOs) Are mandatory.
- Minimum 80% of above list of lab experiment are to be performed.
- Judicial mix of LLOs are to be performed to achieve desired outcomes.

**VII. SUGGESTED MICRO PROJECT / ASSIGNMENT/ ACTIVITIES FOR SPECIFIC LEARNING / SKILLS DEVELOPMENT (SELF LEARNING)****Micro project**

- Search in the search engines the history of major chain hotels and submit online.
- Visit to the large, medium and small hotels and draw the layout of lobby.
- Search in the search engines emerging trends of types of guests and present presentation.

**BASIC FRONT OFFICE****Course Code : 321316**

- Collect the brochure and Tariff card of different hotels and compare the tariff of the same category hotels. Submit report.
- With the help of the search engines find the new technologies in telephone Department. Make presentation.
- Search in the search engines of FHRAI and submit the report on establishment, duties and responsibilities and operations.
- Perform a street show on how the social skills and values add on to the person. Record and upload on social media

**Assignment**

- Search in the search engines the information on the logos of international and domestic hotel at least 10 each and submit the report.
- Collect the information of identified local city.
- Prepare chart or a scrap book on grooming standards videos
- Maintain a diary on common phrases used in Front Office.
- Prepare Brochure and tariff card as assigned by faculty and present in Laboratory.
- Make a chart of alphabetical name codes used in telephonic conversation.
- Prepare a report on Indian States and their Capitals with the languages spoken.
- Prepare a report on Current affairs in India (refer newspapers, magazines)
- Prepare a report on places of tourist interest in and around city

**Activities**

- Collect the pictures and develop the scrapbook of different categories of rooms
- Perform a skit highlighting the importance of grooming for developing one's personality
- Prepare the chart depicting the co-ordination of front office department with other departments.
- Organize the role play to identify types of guests (Gen Z, Baby boomers, Corporate, Millennials etc.)

**VIII. LABORATORY EQUIPMENT / INSTRUMENTS / TOOLS / SOFTWARE REQUIRED**

Sr.No	Equipment Name with Broad Specifications	Relevant LLO Number
1	Furniture-Reception counter Bell Desk Sofa set with coffee Table. 3+2+2 sitting Capacity sofa Standard size reception counter with pigeon holes Bell desk counter. All the furniture should be made up of wood ( teak wood, engineered compressed wood)	All
2	Telephone with intercom system. entire institute should be connected with intercom, should have PA system facility, alarm facility	4,5
3	Computer Processor IV, windows 10 updated, Printer Printer having scanning and printing facility	3,4,5
4	Function Board made of brass Display Board made of brass or stainless steel, wood etc.	2,3,4,5
5	Newspaper stand made of wood or any other material with proper sockets to place newspaper and magazines	2

**IX. SUGGESTED WEIGHTAGE TO LEARNING EFFORTS & ASSESSMENT PURPOSE (Specification Table)**

**BASIC FRONT OFFICE****Course Code : 321316**

Sr.No	Unit	Unit Title	Aligned COs	Learning Hours	R-Level	U-Level	A-Level	Total Marks
1	I	The Hotel Industry	CO1	10	8	4	4	16
2	II	The Front Office Department	CO1,CO2	12	4	6	8	18
3	III	Hotel Product and Tariff	CO1,CO3	8	4	6	4	14
4	IV	The Telephone Department	CO2,CO3,CO4	10	4	4	8	16
5	V	Signs and Symbols and Abbreviation	CO1,CO2,CO3,CO4	5	0	0	6	6
<b>Grand Total</b>				<b>45</b>	<b>20</b>	<b>20</b>	<b>30</b>	<b>70</b>

**X. ASSESSMENT METHODOLOGIES/TOOLS****Formative assessment (Assessment for Learning)**

- Mid term test, Assignments, Self Learning, Work Seminar and Presentation

**Summative Assessment (Assessment of Learning)**

- End of Term Examination Rubric for CO's, Viva Voce, Laboratory Performance

**XI. SUGGESTED COS - POS MATRIX FORM**

Course Outcomes (COs)	Programme Outcomes (POs)							Programme Specific Outcomes* (PSOs)		
	PO-1 Basic and Discipline Specific Knowledge	PO-2 Problem Analysis	PO-3 Design/ Development of Solutions	PO-4 Engineering Tools	PO-5 Engineering Practices for Society, Sustainability and Environment	PO-6 Project Management	PO-7 Life Long Learning	PSO-1	PSO-2	PSO-3
CO1	3	3			3		2			
CO2	3	3	3		3	3	3			
CO3	2	2	3	2	2	2	2			
CO4	2	1	2	2	2	3	3			

Legends :- High:03, Medium:02,Low:01, No Mapping: -  
\*PSOs are to be formulated at institute level

**XII. SUGGESTED LEARNING MATERIALS / BOOKS**

Sr.No	Author	Title	Publisher with ISBN Number
1	S.K. Bhatnagar	Front Office Management	Frank Bros & Co. ISBN : 9788171706525.
2	Peter Abott	Front Office Procedure, social Skills and Management	Butterworth Heinemann Ltd.Halley Courts, Jordan Hill Oxford ISBN 9780750600248
3	Sudhir Andrews	Hotel Front Office Training Manual	Tata McGraw Hill Publications Co. Ltd. ISBN 0-07-451513-6
4	Sue Baker, James Bardi Jeremy Huyton	Principle of Hotel Front Office Operations	Cassell Wellington House, 125 Strand London, WC 2R OBB

**BASIC FRONT OFFICE****Course Code : 321316**

<b>Sr.No</b>	<b>Author</b>	<b>Title</b>	<b>Publisher with ISBN Number</b>
5	Jatashankar Tiwari	Hotel Front Office Operations and Management	Oxford University Press ISBN-10:0-19-569919-X

**XIII . LEARNING WEBSITES & PORTALS**

<b>Sr.No</b>	<b>Link / Portal</b>	<b>Description</b>
1	<a href="https://asianhotelandcateringtimes.com/">https://asianhotelandcateringtimes.com/</a>	Asia's most respected and reliable hospitality industry E-magazine.
2	<a href="https://www.magzter.com/IN/The_Indian_Express_Ltd/Food_&amp;_Hospitality_World/Business/">https://www.magzter.com/IN/The_Indian_Express_Ltd/Food_&amp;_Hospitality_World/Business/</a>	E magazine, available offline also
3	<a href="https://infoline.com/express-hotelier-caterer">https://infoline.com/express-hotelier-caterer</a>	Express hotelier and caterer magazine
4	<a href="https://dir.indiamart.com/indianexporters/gen_consum.html">https://dir.indiamart.com/indianexporters/gen_consum.html</a>	Furniture and equipment information
5	<a href="https://www.foodhospitality.in/">https://www.foodhospitality.in/</a>	Reliable source of information for the Indian hospitality industry.
6	<a href="https://www.cvent.com/en/blog/hospitality/types-of-hotels">https://www.cvent.com/en/blog/hospitality/types-of-hotels</a>	A Guide to 21 of the Most Popular Types of Hotels
7	<a href="https://blog.smarthotel.nl/en-us/room-rate-types-for-your-hotel">https://blog.smarthotel.nl/en-us/room-rate-types-for-your-hotel</a>	13 Room Rate Types For Your Hotel
8	<a href="https://www.si.edu/object/chndm_1997-19-136">https://www.si.edu/object/chndm_1997-19-136</a>	Signs and symbols
9	<a href="https://www.mitel.com/articles/telephone-etiquette-tips">https://www.mitel.com/articles/telephone-etiquette-tips</a>	Telephone Etiquette Tips
10	<a href="https://setupmyhotel.com/job-description-for-hotels/front-office/84-telephone-operator.html">https://setupmyhotel.com/job-description-for-hotels/front-office/84-telephone-operator.html</a>	TELEPHONE OPERATOR DUTIES AND RESPONSIBILITIES

**MSBTE Approval Dt. 09/08/2023****Semester - 1, K Scheme**