

**Arkansas Tech University
Department of Parks, Recreation and Hospitality Administration
HA 2043 Front Office Management
Spring 2012**

Hospitality Administration Mission Statement



The mission of the Hospitality Administration Program is to provide quality education in Hospitality Administration and provide a foundation for professional growth and development. This is achieved by:

- Providing knowledge, skills and abilities through a comprehensive academic curriculum
- Demonstrating professionalism, leadership and high ethical standards by a competent faculty and administration
- Promoting community service and outreach
- Emphasizing the importance of research and continuing education
- Encouraging life-long learning

Catalog Description: HA 2043 Front Office Management

A survey of the lodging industry to include its history, growth and development, and future direction. Emphasis on front office procedures and interpersonal dynamics from reservations through the night audit.

Class Times: 10:00 – 10:50 M/W/F

Location of Class: Williamson Room 125

Instructor Susan West
106 Williamson
479-356-6205 Office
Email: swest7@atu.edu

Office Hours: Tuesday 9:00 AM – 2:00 PM
Thursday 9:00 AM – 2:00 PM
****Or by Appointment**

Course Materials

Required Text:

Foundations of Lodging Management Hayes/Ninemeier

ISBN: 0-13-170055-3

Learning Outcomes and Artifact

HA Course	HA Course Title	ACPHA Standards	Learning Outcomes	Artifact(s)
HA 2043	Front Office Management	The operations relative to the provision of hospitality goods and/or services, including foodservice management and/or lodging management and related services	<i>Analyze</i> lodging operations and related services	Exam questions Project Manual
		Quantitative methods	<i>Measure</i> guests satisfaction as well as calculate formulas relative to the lodging industry	Night audit, homework assignments
		Organization theory, behavior, and interpersonal communication	<i>Differentiate</i> organization theory, behavior, and interpersonal communication needed for lodging operations	Role playing, exam questions

Course Format

Classroom procedure for this class may include all of the following formats: lectures, discussions, group assignments, class demonstrations, student demonstrations, PowerPoint presentations, outside readings, field trips, and/or guest speakers.

EVALUATION AND GRADING

Methods of Evaluation:

5 Exams @ 100 points	500 points
Workbook Exercises	200 points
Project Manual	200 points
Group/Case Studies/Role Play	400 points
Lab Assignments	<u>600 points</u>
Total Points	1900 points

Grading Scale: A = 90% and above

B = 80-89%

C = 70-79%

D = 60-69%

F = 59% or below

Exams

There will be 5 exams worth 100 points given in this course, including the final. They will be taken from your text as well as discussion and lecture. If you miss a test, you will need to contact me BEFORE the next class to schedule a time to take the test during my office hours. **I WILL NOT GIVE MAKE-UP EXAMS WITHOUT WRITTEN MEDICAL OR JUDICIAL EXCUSE!!** The exams will include: multiple choice, True/false, fill-in-the-blank, short-answer, or essay. Total available points will be 500.

Workbook Exercises

I will be providing sheets from a workbook to complete a MANUAL night audit-there will also be a few more assignments from this workbook to understand the theory behind the PMS systems 200 points.

Project Manual

This manual will be a Front Office Procedure Manual for a lodging operation of your choice. You will include all information for staff and procedure pertaining to your property. All sections in the manual will be given at a later date. **This manual will be due APRIL 23rd IN CLASS NO LATE MANUALS WILL BE ACCEPTED!!!!**
Total points 200.

Group Work/Case Studies/Role Play

I will also have you work in groups occasionally. Learning to work together as a team is a valuable tool that will be used beyond this class. You will also be expected to participate in many role-play scenarios. There will be assignments given in these groups and the points given will go to the entire group. Total points available from group work and case studies are 400 points.

Lab Assignments

There will be 2 out-of-class lab assignments, one at The Lodge at Mount Magazine and another at property yet to be determined. These assignments will be discussed further in detail later in the semester. The lab assignments are required for this class. Total points available from lab assignments are 600 points.

Extra Credit

I may offer extra credit or bonus points throughout the semester. Including, but not limited to, assistance with special events, papers, newscasts and other opportunities that will arise throughout the semester.

CLASS POLICIES

Field Trips

It is Arkansas Tech University policy that students are NOT required to attend field trips. However, in lieu of the field trip, a substitute project/paper may be required to be completed by the student not attending the field trip.

Field Trip Etiquette

I expect you to dress in a professional manner and carry yourself as professionals. No shorts or tank tops will be accepted. Shoes must be cleaned and polished. You are representing Arkansas Tech University, the Hospitality Department and yourself.

Course Requirements

The following are course requirements for Front Office Manager:

- Attendance and participation in each class lecture.
- Completion of all assignments in a timely manner. All late homework will decrease in value by 10% each day the assignment is late.
- Completion of five exams as well as assigned readings.
- No use of any type of tobacco products.
- Please turn cell phones to VIBRATE or SILENT-phones are a great tool for communication, but within a class environment, it is extremely disrespectful to me and your peers to have your phones ring during class time. Please do not text during lecture or group work.
- No translators will be allowed in class for any reason including exams.

Student Accommodations

Anyone who has special needs or considerations to assist in learning or test taking should speak with the instructor privately so that adjustments may be made. This should be done within the first two weeks of classes or as soon as the need arises. Students with accommodations needs must register with the Disability Coordinator/University Testing Center at 479-968-0302.

Academic Honesty

Cheating will not be tolerated in this course. From the Student Handbook, “Any student found to have committed misconduct, included but not limited to the following list, is subject to the disciplinary sanctions outlined in Article IV:

1. Acts of dishonesty, including but not limited to the following:
 - a. Cheating, plagiarism, or other forms of academic dishonesty.”

Any student caught cheating or plagiarizing someone else’s work on a test or assignment will be given an “F” for the work. Students may be asked to provide proof of original work if there is a question of cheating or plagiarism.

ATU Attendance Policy

From the 2011-2012 Catalog: “Regular class attendance is considered essential if students are to receive maximum benefit from any course. Control of class attendance is vested in the teacher, who has the responsibility of defining early in each course his/her standards and procedures. A student accumulating an excessive number of unjustifiable absences in a course may be dropped from the course by the instructor with a grade of “FE.” A student who is dropped from three courses in a semester for unsatisfactory class attendance may be immediately suspended.” **It will be your responsibility to sign in each day that you are in class!**

Your Role as a Student

I request that you not come in late as it is disruptive to me as well as your peers. If you leave class before time is up and have not informed me, I will count it as an absence. Discussions will be held periodically in class and I encourage all to participate. However, I will not tolerate inappropriate language including negative terms regarding ones ethnicity, gender, sexual preference or physical difference. I will expect you to keep up with the readings, assignments, quizzes and test dates. In return for your cooperation, I will treat you with mutual respect, try to help and encourage you in anyway possible and together we can have a wonderful semester!! Welcome to the Lodging Industry!!!

ScheduleSubject to change if needed****

Friday January 13	WELCOME TO FRONT OFFICE!!!
Monday January 16	MARTIN LUTHER KING, JR. HOLIDAY – NO CLASS
Wednesday January 18	Chapter 1 Intro to the Lodging and Travel Industries
Friday January 20	Chapter 1 continued
Monday January 23	Chapter 2 The Structure of the Lodging Industry
Wednesday January 25	Chapter 2 continued
Friday January 27	Chapter 3 Guest Service in the Lodging Industry
Monday January 30	Chapter 3 Continued
Wednesday February 1	EXAM 1 over Chapters 1-2-3
Friday February 3	Chapter 4 Managing Lodging Operations
Monday February 6	Chapter 4 continued
Wednesday February 8	Chapter 5 Staffing the Lodging Operations
Friday February 10	Chapter 5 continued
Monday February 13	Chapter 6 The Front Office Department
Wednesday February 15	Chapter 6 continued
Friday February 17	EXAM 2 over Chapters 4-5-6
Monday February 20	Chapter 7 The Sales and Marketing Department
Wednesday February 22	Chapter 7 continued
Friday February 24	Chapter 8 The Housekeeping Department
Monday February 27	Chapter 8 continued
Wednesday February 29	Chapter 9 The Maintenance Department
Friday March 2	Chapter 9 continued

Monday March 5	EXAM 3 over Chapter 7-8-9
Wednesday March 7	Career Opportunity Day-No Class BUT REQUIRED TO ATTEND!!! Chapter 10 Food Service and Meeting Management in Limited-Service Hotels
Friday March 9	Chapter 10 Food Service and Meeting Management in Limited-Service Hotels
Monday March 12	Chapter 10 continued
Wednesday March 14	Chapter 11 Food Service and Meeting Management in Full-Service Hotels
Friday March 16	Chapter 11 continued
Monday March 19	SPRING BREAK!!!!!!! – NO CLASS
Wednesday March 21	SPRING BREAK!!!!!!! – NO CLASS
Friday March 23	SPRING BREAK!!!!!!! – NO CLASS
Monday March 26	Chapter 12 Hotel Accounting
Wednesday March 28	Chapter 12 continued
Friday March 30	Chapter Reviews
Monday April 2	EXAM 4 over Chapters 10-11-12
Wednesday April 4	Chapter 13 Safety and Security
Friday April 6	Chapter 13 continued
Monday April 9	Chapter 14 Safety and Security
Wednesday April 11	Chapter 14 continued
Friday April 13	Chapter 15 FOMS
Monday April 16	Chapter 15 continued
Wednesday April 18	Chapters continued
Friday April 20	Chapters continued
Monday April 23	PROJECT MANUAL DUE

Wednesday April 25	Review
Friday April 27	STUDENT APPRECIATION CELEBRATION!!!! Presentations continue
Monday April 30	Review for final— Final EXAM 5--IS NOT CUMMULATIVE will be over Chapter 13-14-15
May 1	READING DAY – NO CLASS
May 4	FINAL 8:00 to 10:00 AM
May 14	GRADUATION!!!!!!