

Title of the Module / Unit	6 – Front Office Operations Management
Module / Unit Description Provide a brief description of the module.	<p>The aim of the unit is to provide learners with an understanding of how the Hotel Front Office is managed and its importance within the accommodation services.</p> <p>This unit will explore the Front Office and learners will learn about day-to-day management of the Front Office. Learners will gain an understanding of what is involved in each phase of the guest experience as well as an understanding of room sales revenue and the importance of yield management in maximising revenue.</p>
	<p>Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <ul style="list-style-type: none"> a) Evaluates the role of the Front Office Department within various accommodation organisations. b) Discuss the importance of managing the reservation process to ensure maximisation of profit. c) Manages the unexpected. Crisis management, planning and troubleshooting emergency situations d) Assesses how Front office operations manage the quality-of-service delivery. <p>Knowledge – at the end of the module/unit the learner will have been exposed to the following:</p> <ul style="list-style-type: none"> a) Familiar with use of tablets and smartphones by front office staff to ease the check in and out process, retrieve details, engage with guest and manage operations. b) Understands the role of total quality management towards effective communication between various departments. c) Understanding the reservation process, accepting reservations, rejecting reservations, cancelling reservations, occupancy management.

Learning Outcomes	<p>d) understands legal requirements, data protection, GDPR and consumer law.</p>
	<p>Skills – at the end of the module/unit the learner will have acquired the following skills:</p>
	<p>Applying knowledge and understanding</p> <p>The learner will be able to:</p> <p>a) Managing the four stages of the guest cycle pre-arrival, arrival, occupancy and departure</p> <p>b) Manage sales and financial details</p> <p>c) Assess how Front office operations manage the quality of service delivery</p> <p>d) Generate reservation reports (occupancy, arrivals report, revenue forecasts report, turn away report) occupancy forecasting, trend analysis</p>
	<p><i>Judgment Skills and Critical Abilities</i></p> <p>This section has been made sufficiently open to accommodate both vocational and academic orientations. Applicants can refer to Judgement Skills, or Critical Abilities (critical skills, dispositions, values and actions), or both.</p> <p>The learner will be able to:</p> <p>a) Assess how front Office Operations manage quality of service delivery</p> <p>b) Analyse the impact of digital technology and innovative software to enhance the customer experience during each stage of the guest experience journey.</p>

- c) Apply models of service quality
- d) Use the key performance indicators (KPIs) towards measurement of quality.

Module-Specific Communication Skills

(Over and above those mentioned in Section B)

The learner will be able to:

- a)
- b)
- c)
- etc.

Module-Specific Learner Skills

(Over and above those mentioned in Section B)

The learner will be able to

- a)
- b)
- c)
- etc.

Module-Specific Digital Skills and Competences

(Over and above those mentioned in Section B)

	The learner will be able to			
	a) b) c) etc.			
Hours of Total Learning for this Module / Unit 1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. At least 20% (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by NCFHE.	Total Contact Hours ¹ (Contact Hours are hours invested In learning new content under the Direction of a tutor/lecturer (e.g. lectures, participation in online forums, video-lectures).	35	Supervised Placement and Practice Hours (During these hours the learner is supervised, coached or mentored.)	20
	Self-Study Hours (Estimated workload of research and study.)	100	Assessment Hours (Examinations/ presentations/ group work/ projects etc.)	20
Total Learning Hours of this Module	175 - Hours			
Percentage of Total Contact Hours delivered online. In the case of online/blended learning, kindly indicate the total number of contact hours delivered online and those face-to-face.	Contact Hours Delivered Online	20 %	Contact Hours Delivered Face-to-Face	80 %

¹ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.