



Hospitality 303 – Online, Sp 2014  
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February 10, 2014 - June 9, 2014  
**Hotel Front Office Operations**

Syllabus, Course Description, Objectives, Activities Schedule, SLOs

**Introduction:** The front office is where a hotel guest’s stay physically begins and, usually, ends. It is the start of the physical image and service quality of a property.

Our Hospitality Management text introduces concepts of organization, communication, ethics, and policy within a hotel. The primary guest focus is the front office, housekeeping, reservations and never night audit department. Other departments are discussed to provide an understanding of how these departments relate to the front office and how they operate to enhance the guest experience. An introduction of basic analyses, techniques and trends both in policy and technology are reviewed as they relate to management and the guest. The text gives you a “real world” understanding of the hotel industry, balancing its past, present, and future.

Our outline of topics portrays the nature and operation of hotels as they exist today. It reveals the inner workings of a hotel in a way that will hopefully promote both learning and interest while preparing you for what to expect in the current and future hotel market. You will find that the computerized *Property Management System* has dramatically changed hotel operations; based on this, time has been devoted to covering this technology. Additional topics feature analysis of the physical makeup of hotels, yield management, and operational techniques. Performance measurements and analysis of what makes a truly successful hotel are discussed in detail. Finally, because hotel management is and will always be about people, we will cover both the hotel guest and the hotel employee. The chronology of a guest’s stay is discussed from arrival through departure.

NOTE: This document has two parts. Part I is WLAC course information. Part II is additional information.

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PART I – WLAC Course Information (numbers 1-7):

**1. Welcome:**

This semester you will work to develop an understanding the workings of a hotel front office operation. The goal will be for you to have an overview of a front office operation. By the end of

the course you will know more about how the hotel front office interacts with guests, employees, and other departments. Following the course you should feel confident in accepting an entry level hotel front office position, and, if you already have hospitality/hotel experience, you should feel comfortable accepting additional responsibilities.

The skill you learn here will help you to succeed both in and out of the class. However, your education is ultimately YOUR responsibility. YOU determine your level of success. Successful college students are self-motivated. Success college students understand the importance of studying the material, coming to class prepared and practicing skills learned (if class is online this means engaging in the class discussions, chats, etc.).

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## 2. Course Description:

Exciting and rewarding careers are available in the ever growing hotel industry, and in this course students will become familiar with the nature of hotel front office operations including the scope of the industry. The relationship of hotels to other parts of the tourism, travel, and hospitality industries will be included. Among the many sectors will be front desk operations, departmental organization, industry terminology, front office accounting, customer service, interpersonal skills, decision-making skills, and teamwork.

This course will give you a practical overview of the front office operations in the hotel industry, including such topics as front desk, reservations, customer service, night audits, and human resources, as well as information on career opportunities, both full-time and part-time.

This course is scheduled entirely online. All content and tests will be online, on the Etudes platform.

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## 3. Required Text

Available in the campus bookstore or online

Managing Front Office Operations – NINTH Edition (must be Ninth Edition)

By: Michael L. Kasavana, Ph.D.

Published 2013

American Hotel & Lodging – Educational Institute

2113 N. High Street

Lansing, Michigan 48906-4221

ISBN: 978-0-86612-412-6

Also available via the publisher's website

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#### **4. Recommended Materials:**

Internet resources to research items or topics mentioned in class.

Dictionary

Thesaurus

List of hotels in your area for possible visitation throughout the semester

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#### **5. Required Materials:**

(1) Three-ring binder if you wish to collect hard copies of some of the materials, tests, fliers, rosters, email addresses, etc.

Stapler

Staples

3-ring hole-punch

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#### **6. Course Objectives:**

A. Describe the scope of front office operations in the hotel sector of the hospitality industry.

B. Compare and define the differences between various types and categories of hotels.

C. Describe the hierarchy found within hotel organizations.

D. Identify the various elements of running the front office.

E. Explain availability, customer service, confirmation, maintenance and reporting.

F. Describe registration, room assignments, methods of payment, room keys, overbooking and various front desk procedures.

G. Define departments such as concierge, sales, marketing, engineering, and housekeeping.

h. Recognize the importance of public relations and various guest service operations.

I. Recognize the elements of accounting such as accounts/folios, ledgers, occupancy status, cash advances and account corrections.

J. Explain departure procedures, checkout options and guest history records.

K. Recognize various types of security and safety requirements and government regulations.

L. Identify the various employment opportunities in the industry, procedures for writing a successful resume and proper interviewing skills.

M. Appraise the operation of hotel front offices by applying the topics and skills listed above

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## 7. Student Learning Outcomes (SLO)

West Los Angeles College is committed to student success through a set of core institutional Student Learning Outcomes.

### Student Learning Outcomes

Core Institutional SLOs	Outcome of Communication	Method/ Source of Communication	Method of Assessment	Analysis of Assessment & Change for Improvement
<b>Critical Thinking</b>	<ul style="list-style-type: none"> <li>Student ability to read and listen to internalize written and lecture information for understanding needed to evaluate and apply legal practices, principles and procedures related to the hospitality and travel industries</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Text</li> <li>Handouts</li> <li>Emailed information</li> <li>National, regional, local government and commercial web sites</li> <li>Library resources</li> <li>Trade publications</li> </ul>	<ul style="list-style-type: none"> <li>Participation in class discussions</li> <li>Identification of correct choices on tests</li> </ul>	<p>Evaluation for effectiveness is continuously made through in-class and/or online monitoring of student feedback and test accomplishment.</p> <p>Ability to select functions in a multilayered hospitality setting providing direction for individual guest needs</p>
<b>Communication</b>	<ul style="list-style-type: none"> <li>Effective use of written English language</li> <li>Successful written and verbal communication</li> </ul>		<ul style="list-style-type: none"> <li>Ability to effectively communicate, in writing and verbally, with other students and the instructor in discussions and tests.</li> </ul>	
<b>Quantitative Reasoning</b>	<ul style="list-style-type: none"> <li>Understanding legal issues through relationships relative to risk and business profitability</li> </ul>		<ul style="list-style-type: none"> <li>Ability to correctly determine legal needs and risks for the sale and service of lodging and travel arrangements</li> </ul>	
<b>Self-Awareness / Interpersonal / Diversity</b>	<ul style="list-style-type: none"> <li>Ability to place ones self in the total scheme of a tourism business relationship, in a new destination, country and new culture</li> <li>Learning to interact with other cultures</li> </ul>		<ul style="list-style-type: none"> <li>Ability to show confidence and sensitivity to other cultures in client counseling and sales simulations related to providing legally binding and non-compromising sales</li> </ul>	
<b>Civic Responsibility / Ethics</b>	<ul style="list-style-type: none"> <li>Application of knowledge of American culture, ethics, academic &amp; business</li> </ul>		<ul style="list-style-type: none"> <li>Student application of knowledge of the American and other culture</li> </ul>	

	standards <ul style="list-style-type: none"> <li>Familiarization with and application of American and foreign legal standards for hospitality and travel rules and laws</li> </ul>		ethics, and legal systems resulting in positive outcomes for clients in legally binding and contractual situations	
<b>Technological Awareness</b>	<ul style="list-style-type: none"> <li>Use of computers and internet for communication</li> </ul>		<ul style="list-style-type: none"> <li>Use of the computer internet for research and communication</li> </ul>	





## PART II – Additional Information (numbers 8-16):

### **8. Important Dates and Requirements**

Please contact the instructor with any questions.

In addition to the Quizzes, there are two requirements and one voluntary (free) Special Event:

#### **Required:**

##### **Your choice of:**

1. **May 15, 2014: Participate in the “4<sup>th</sup> Annual West Los Angeles Student Poster Showcase Fair”** on May 15, 2014 at West Los Angeles College.” (The deadline to register is March 30). Learn more and register at [www.wlacpostershowcase.weebly.com](http://www.wlacpostershowcase.weebly.com)  
Or:
2. **June 5, 2014 or sooner: Self-planned field trip to a hotel Front Office Operation**  
Your task is to interview a Front Office Manager, and then write an essay on your findings.

And:

**June 5, 2014 or sooner:** One industry essay worth 15 points

You may choose a topic relating to Hotel Front Office Operations. The paper is due any time during the semester, but must be turned by or before June 5, 2014.

NOTE: See #4 and #5 below for more information.

#### **Voluntary**

##### **Free – Special Event:**

**April 19, 2014, 10:00am-1:00pm: WLAC Open House –**

Voluntary Special Event (Free) and Free Parking with RSVP by March 7, 2014)

For: Current students, potential students, parents, veterans, and volunteers -

Zumba – all levels – bring your kids. Music, Popcorn, and Bouncers for the Kids

30-minute sessions include: “Succeed in College – Options: Degrees, Certificate, University

Transfer, Scholarships, Grants, Loans,” and more – Great opportunity to learn what WLAC can do for YOU!

Learn more and RSVP at: [www.wlac.edu/2014OpenHouse](http://www.wlac.edu/2014OpenHouse).

NOTE: Instructor will be there and would love to meet you!



### **9. The Online Challenge**

You have selected an online course that offers the advantage of reading course information at any time from anywhere you have access to a computer and the internet. To overcome the lack of personal contact, I will check class email almost every day. You are also invited to email, telephone, or personally visit me at your convenience. My official office hours are posted below.

However, since I work at UCLA Conference Services in Westwood, I invite you to join me for lunch (my treat, of course) and a chat about the hospitality industry and your role in it.

In addition, in order to help make the online nature feel a little friendlier, you will have a couple of assignments the first week of class. You will create an Avatar, which can be a picture of yourself (as mine will be), or any image of your choosing (so long as it is in good taste). Some students put a picture of their pet or a favorite flower, or vacation spot, etc. The other assignment is to write a short introduction of your self.

This course will offer concepts and information not contained in our text book. Each week you will see as part of your module a PDF with supplemental information. You are encouraged to read this regularly. However, only information from the textbook will be on the Quizzes. References and direction will be made to current industry trade publications (magazines, journals, trade papers and other publications' online websites.) Some may be copied and sent to you via the Etudes course system or to your email address; for others, you may be directed to the publications' web site. You will learn and know what working travel professionals know.

### **Un-Block Your Pop-Up Blocker**

You **MUST** have your pop-up blocker turned OFF!  
If this is not done, you will not be able to see the modules.

In the online Etudes program, lectures are called "Modules." For our purposes, each module is a chapter in the textbook. This is the chapter that is due to be read and "discussed" online. A topic of discussion surrounding the chapter will be listed as part of the module. You are encouraged to respond at least once during the week regarding this chapter.

Each module will be open each Monday morning at 12:01am, beginning the week of June 10, 2014. See the schedule of activities below. All modules will remain open for the duration of the semester and close at the semester end date.

### **Professional Conduct in Our Virtual Classroom Community**

There are a few recommended online formalities to keep-in-mind. These are for your security and to maintain a standard of ethics that will not compromise anyone in either cyberspace or a business relationship:

One of the unifying objectives in this course is to familiarize you and give you practice in becoming a member of the professional hospitality and travel community. We also have the responsibility to insure that our virtual community is a positive learning environment for all students. The instructor will remove any distasteful content, language, or image.

As such, you are asked to please follow these policies of our classroom community for all emails, discussion groups and chat rooms:

- Please address everyone politely by their name

- Do not post personal information about yourself
- Do not ask for a classmate's personal contact information or in any way ask for a personal meeting or date
- Do not post pictures of yourself or others, except for your Avatar, unless specifically asked to do so as part of professional activities
- Do not use profanity or less than business and civil language in discussing subjects and the activities of others
- Do not demean destinations. While having personal or political views about destinations, remember that tourism is apolitical. One person's paradise is another person's least desired destination
- Unless the instructor specifically ask you to do so as a proper part of an assignment, do not include in your email signatures or other material in your messages any kind of sales solicitation or a political or religious message of any kind. Do not include a blind or other kind of hyperlink to such information
- Please use common sense and common courtesy and professionalism. Please feel free to ask the instructor first if you have any questions about what is appropriate
- Academic honesty and ethics of the highest level will be maintained at all times.



**10. Course Points – 185:** A possible 185 Points can be scored for the class, as follows:

- A. **Tests – worth 140 points total** - Three quizzes will be given during the semester including concepts, glossary words and terms will be included in exams. All tests are online, in the Etudes program.

All quizzes are taken from the textbook. They are open-book research oriented and may be a combination of multiple choice, true/false responses, and fill-in-the-blank. The dates of the exams are listed in this outline.

Make-up examinations must be arranged in advance, will have time limits, and may result in reduced points.

**B. Special Projects – worth 30 points each.**

One Special Project is required. You have your choice.

1. One is the “4<sup>th</sup> Annual West Los Angeles Student Poster Showcase Fair on May 15, on WLAC campus. Show what you know. You might event win a prize \$25-\$100!

Learn more, and register at [www.wlacpostershowcase.weebly.com](http://www.wlacpostershowcase.weebly.com). You may also see video in Photo Gallery 2013. Last year had over 300 posters.

You will enter, either alone, or with a partner or partners from the class. Submit a poster relative to your Hospitality 303 coursework. And write a report by end of semester.

NOTE: If your location prevents on-site attendance, you may create a virtual poster and submit it to me at [kboles@ha.ucla.edu](mailto:kboles@ha.ucla.edu) – won't win \$ but will receive credit!

- 2. One is a self-planned field trip to a hotel that has a Front Office Operation. You will interview a Front Office Manager to understand the aspects of front office operations. You may describe how you might change or improve the system for greater guest satisfaction and increased efficiency. Email this, by the end of the semester, with the heading "Hospitality 303 Front Office Operations Report," to [kboles@ha.ucla.edu](mailto:kboles@ha.ucla.edu) or submit through the Etudes.

**C. One essay - worth 15 points.**

You may choose a topic relating to Hotel Front Office Operations. You will be given instructions. The paper is due June 5, or any time during the semester, but must be turned in by or before June 5, 2014.

Email this, by the end of the semester, with the heading "Hospitality 303 Industry Essay," to [kboles@ha.ucla.edu](mailto:kboles@ha.ucla.edu) or submit through the Etudes platform.

The total scores for the three exams plus other accomplishments will be the numbers on which the final grade will be assigned.

Points: Tests 140 + Special Project/ Report 30 + Essay 15 = 185 points possible

**11. GRADING CRITERIA** - Student grades will be based on a modified curve. The highest score achieved on all tests will be the top of the "A" scale with a 10% separation between letter grades.

Example:	185 points	}	A
	-19 (10%)		
	166	}	B
	-19		
	147		
	Etc.		



Hotel Sahid Jaya Solo,  
Indonesia

**12. DROPPING THE CLASS** – It is hoped that, before dropping this class, you will discuss your reasons with the instructor. There may be alternatives that will help ensure your continuation and success. As a courtesy, please contact your instructor before dropping any course. There may be some real benefit to you for discussing. Remember, we are here to help you. We want you to succeed. We want to help you finish what you started.

<b>Spring 2014 Critical Dates</b>	
Drop a Class, no fee owed	Feb 21
Drop a Class w/o a W	Feb 21
Drop w/ a W	May 9
Last day of regular classes	May 30
Finals	June 2-6
Graduation	June 10
Campus Closed	Presidents' Day: Feb 14 – 17 Cesar Chavez Day: March 31 Spring Break: Apr 7 - 13 Classes resume Apr 14 Memorial Day: May 26 Non-Instruction Day: May 27



See *WLAC Schedule of Classes* for additional information

**13. QUESTIONS, COMMENTS, SUGGESTIONS, or COUNSELING** regarding career direction or other may be discussed by email, phone, or in person with an appointment. Please contact the instructor at: [kboles@ha.ucla.edu](mailto:kboles@ha.ucla.edu), or 310-206-9270 or Cell 310-877-6858.

#### 14. OFFICE HOURS

Monday	Tuesday	Wednesday	Thursday
12:00pm-1:00pm Or online any time			

**15. TOPICS TO BE COVERED– HOSP 303 – Hotel Front Office Operations - Sp 2014**  
 Modules will open at 12:01 AM on Mondays. Each chapter is a module.

WEEK	Date	ACTIVITIES*
1	<b>Feb</b> 10	Introduction, course objectives; tests & grading, special projects Avatars, Introductions on Etudes Ch 1 - The Lodging Industry
2	17	Ch 2 – Hotel Organization
3	24	Ch 3 – Front Office Operation
4	<b>Mar</b> 3	Ch 4 – Reservations
5	10	<b>Quiz #1 on Chapters 1-4 ... 40 points</b> Ch 5 – Registration
6	17	Ch 6 – Communications and Guest Services
7	24	Ch 7 – Security and the Lodging Industry
	30	<b>Deadline to register: “4<sup>th</sup> Annual Student Poster Showcase Fair ” at WLAC</b>
8	31	Ch 8 – Front Office Accounting
9	<b>Apr</b> 07	<b>Spring Break – Go Somewhere!</b>
10	14	Ch 9 – Check-Out and Account Settlement
	19	Event: West LA College Open House–Attend or Volunteer at the Info Tables
11	21	Ch 10 – The Role of Housekeeping in Hospitality Operations
12	28	<b>Quiz #2 on Chapters 5-10 ... 60 points</b> Ch 11 – The Front Office Audit
13	<b>May</b> 5	Ch 12 – Planning and Evaluating Operations
14	12	Ch 13 – Revenue Management.
	15	Special Project: “4 <sup>th</sup> Annual Student Poster Showcase” at WLAC... 30 points
15	19	Ch 14 – Managing Human Resources
16	26	<b>Hotel visit/Report can be conducted this week. 30 points.</b> Time allocated for property onsite inspections and report writing.
17	<b>June</b> 2-5	<b>Final Quiz #3 on Chapters 11-14 ... 40 points</b> Submit Special Project Report- Poster Showcase or Hotel Visit...30 points Submit Industry Essay ... 15 points

\* Subject to change.

NOTE: Students with disabilities who believe they may need accommodations in this class are encouraged to contact Disabled Students Programs and Services, HLRC 119 or call 310 287-4550 as soon as possible to better ensure such accommodations are implemented in a timely fashion.



You are encouraged to experience activities related to different cultures, from foods to foreign destinations and to study related subjects: anthropology, architecture, history, sociology and more. These will broaden your knowledge base and enable you to work with increasingly more travelers, with more interests, wanting different levels of service.



**16. Brief bio of your instructor:**



**Kay Boles, MS, CMP, CMM, CHE** (Certified Hospitality Educator)  
Adjunct Assistant Professor - Hospitality/Travel  
West Los Angeles College’s Associate of Arts Degree in Hospitality/Travel program

With a master degree and a veteran engagement in hospitality management, Kay has extensive experience strategically managing conferences and conventions for groups in the business, medical, scientific, and educational fields as well as leisure travel and tourism events. Kay is a Certified Meeting Professional (CMP), global Certified Meeting Manager (CMM), and Certified Hospitality Educator (CHE). Prior to joining UCLA, she held the role of Director of Conference Services and Conference Services Manager in Texas, in addition to being a Meeting Manager for the University of Texas Medical Branch.

Kay is Adjunct Assistant Professor for WLAC’s Associate of Arts Degree programs in Hospitality/Travel. Regardless of the class she is teaching, she approaches it from a business, management, and career path perspective. She wants students to not only learn the course information but to be able to apply it to their own personal and professional goals.

Kay is past president of UCLA Staff Assembly (a 25,000-employee association) and Vice-President of Education for Meeting Professionals International (MPI) Southern California Chapter. Her community service work includes volunteering with the UCLA True Bruin program, having served as task manager, project manager, and ambassador for UCLA volunteer program involving over 6,000 students, faculty, and staff annually.

