

SARDAR PATEL UNIVERSITY
Programme: BBA (Hospitality Management)
Semester: V
Syllabus with effect from: June-2013

Theory

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| Paper Code: UM05CBBH03 | Total Credit:3 |
| Title Of Paper: Front Office & Accommodation Management- II -(T/P) | |

| Unit | Description in detail | Weighting (%) |
|------|--|---------------|
| I | Establishing Room Rates & Budgeting Cost Based Pricing Market Based Pricing Hubert's Formula For Fixing Room Rates Roi & History Method Of Budgeting | 25 % |
| II | Promotion Mix , Liaison & Sales Techniques Promotion As An Element Of Marketing Mix Elements Of Promotion Mix Sale Promotion & Sales Techniques Personal Selling Public Relation Liaison (Internal And External) | 25 % |
| III | Handling Unusual Events & Situations Defining Problem As An Opportunity Types Of Problems Faced By Guest In Hospitality Industry. General Principles Of Solving Problems Dealing With Guest Complaint Handling Unusual Event Such As Fire, Theft, Drunken Guest, Death, and Bomb Threat. Writing Report Regarding Unusual Event Occurred In The Hotel. Case Studies And Situations | 25 % |
| IV | F.O. Reports & Administration Room Forecasting Report Day Revenue Report Monthly Revenue Report Yearly Revenue Report Night Auditor's Hotel Statistics Report Front Office Administration | 25 % |

Practical

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| Paper Code: UM05CBBH03 | Total Credit:3 |
| Title Of Paper: Front Office & Accommodation Management- II -(T/P) | |

| Unit | Description in detail | Weighting (%) |
|------|--|---------------|
| I | Preparing Reports | |
| II | Arrival to Departure of a Guest on PMS/HMS | |



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| III | Situations Handling | |
| IV | F.O. Administration | |

Laboratory:

Practicing the real Guest cycle, Case studies, Situations handling, reporting and administrative procedures in the subject area and same would be recorded in as theory in the prescribed format in the journals.

Evaluation: Situation handling, reporting, Salesmanship, Service Skill administrative skill and Knowledge of Software (HMS/PMS). Journal will be evaluated by concerned faculty on the basis of practical & theoretical aspect.

Basic Text & Reference Books:

- Sudhir Andrews- Text Book of Front Office Operation & Management
- Daniel Foster - Rooms at Inn: Front Office Operation and Administration
- Grey K. Vallen & J.K. Vallen -Check-in & Check-out
- Ahmad Ismail- Front office operation and Management

