

HOTEL MANAGEMENT AND FRONT OFFICE MANAGEMENT

1	Course Title:	HOTEL MANAGEMENT AND FRONT OFFICE MANAGEMENT
2	Course Code:	TRBS006
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	1.00
9	Practice (hour/week):	2.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. BİLGE GÖKIRMAK
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları
16	Contact information of the Course Coordinator:	Öğr. Gör. Bilge GÖKIRMAK Tel: 02242615540 / 60532 Mail: gbilge@uludag.edu.tr Sosyal Bilimler MYO
17	Website:	
18	Objective of the Course:	To learn accomodation industry, front desk organization structures, front desk systems, documents which is used in front desk, working hours in front desk, reservation, front desk management
19	Contribution of the Course to Professional Development:	It is ensured that the importance, organization, management and functioning of the front office department in accommodation businesses are learned.
20	Learning Outcomes:	
	1	To be able to understand the organizational structure of the front office.
	2	To analyse the importance of the front office for hotels and also as well for the travel operators and agencies.
	3	To make the students gain a perspective to evaluate the importance of the relations between hotels, tour operators and agencies and the govermental institutions
	4	To learn the importance of the front office in hotel management setting
	5	To be able to understand the functions of the front office management
	6	To be able to understand the dimentions and the importance of interdepartmental relationships of the front office, as well as with other departments
	7	To be able to gain managerial skills on new trends of international tourism activities and to enhance the abilitiy on awareness of the threats and opputunities for hospitlaity business
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21	Course Content:	

	Course Content:				
Week	Theoretical		Practice		
1	Course Introduction and Overview; The Lodging and the Travel Industry				
2	The importance and the place of the front office in hotel organizations. Classifying hotels in terms of their ownership, affiliation, and levels of service				
3	The tasks and duties of the front office management in an hotel organization				
4	The systems that are used in hotel organizations, particularly in their front office operations. Explaining the manual, mechanical and electronic property management systems.				
5	The guest cycle in hotel front office operations. Explaining the front office operations during the four stages of the guest cycle.				
6	Describing how hotels are organized and explain how functional areas within hotels are classified and related.				
7	The types of reservation for hotels and the relationship with the travel agencies and tour operators.				
8	Repeating courses and midterm exam				
Activites			Number	Duration (hour)	Total Work Load (hour)
Theoretical			14	2.00	28.00
Practicals/Labs			0	0.00	0.00
Self study and preparation for EU lands and its			14	4.00	56.00
Homeworks			0	0.00	0.00
Projects			0	0.00	0.00
Field Studies			0	0.00	0.00
Midterm exams			1	1.00	1.00
Others			0	0.00	0.00
Final Exams			1	2.00	2.00
Total Work Load					88.00
Total work load/ECTS					2.90
ECTS Credit of the Course					3.00
22	Textbooks, References and/or Other Materials:		Gökdeniz, Ayhan ve Dinç Yakup, Önbüro Operasyonları ve Yönetimi, Detay Yayıncılık, 2005, Ankara. All the World Wide Web resources.		
23	Assesment				
TERM LEARNING ACTIVITIES		NUMBE R	WEIGHT		
Midterm Exam		1	40.00		
Quiz		0	0.00		
Home work-project		0	0.00		
Final Exam		1	60.00		
Total		2	100.00		

Contribution of Term (Year) Learning Activities to Success Grade	40.00
Contribution of Final Exam to Success Grade	60.00
Total	100.00
Measurement and Evaluation Techniques Used in the Course	Measurement and evaluation is carried out according to the principles of Bursa Uludağ University Associate and Undergraduate Education Regulation.
24	ECTS / WORK LOAD TABLE

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	5	5	4	4	4	4	4	4	4	4	4	4	0	0	0	0
ÖK2	4	4	3	3	3	3	3	2	3	2	2	2	0	0	0	0
ÖK3	3	3	3	3	3	3	2	2	2	3	2	3	0	0	0	0
ÖK4	2	2	3	2	2	2	2	3	2	2	2	1	0	0	0	0
ÖK5	3	3	3	3	3	3	3	2	2	3	3	3	0	0	0	0
ÖK6	3	3	3	3	3	3	2	2	1	1	1	1	0	0	0	0
ÖK7	4	3	3	3	3	2	2	2	1	1	1	1	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low		2 low		3 Medium		4 High		5 Very High							