GURU KASHI UNIVERSITY

Diploma in Front Office

Session: 2025-26

Department of Hotel Management

Faculty of Management & Commerce

Diploma Attributes of the Programme: -

Type of learning outcomes	The Learning Outcomes Descriptors
Diploma Holder should be able to demonstrate the acquisition of:	
Learning outcomes that are specific to disciplinary/interdisciplinary areas of learning	Appling advanced techniques in Front office and Hospitality operations to maintain high standards of cleanliness, hygiene, and presentation in hospitality and residential settings, integrating practical skills from hands-on training.
	Demonstrating proficiency in guest Management and Software application skills, enhancing the level of service provided that meet client specifications and industry standards.
	Execution of effective Auditing and Hotel Operations, optimizing inventory control, resource allocation, and guest services to enhance operational performance and customer satisfaction.
Generic learning outcomes	Analyzing and resolve practical challenges across Front office, Lobby and Hotel Operations, adapting to diverse scenarios with innovative and efficient solutions.
	Communicating effectively with team members, clients, and stakeholders, using clear and professional verbal, written, and visual methods tailored to hospitality and facility management contexts.
	Collaboration in Multidisciplinary teams, demonstrating leadership and interpersonal skills to coordinate tasks in Front office and Hotel operations.

Programme Learning outcomes:

Element of the Descriptor	Programme learning outcomes relating to the Diploma
The graduates should be able to demonstrate the acquisition of:	
Knowledge and Understanding	Fundamental knowledge of Front office Operations in Hospitality settings.
	Understanding of Front office practices relevant to Hospitality and guest well-being.
	Basics of Hospitality technical skills for professional Interactions.
	Familiarity with Guest service and Management skills needed for Hospitality Operations.
General, technical and professional skills required to perform and accomplish tasks	Practical skills in Front office operations through hands-on training.
	Effective use of basic Equipment of Front office Department for operational efficiency.
	Development of personality, grooming, and communication skills for guest-facing roles.
Application of knowledge and skills	The ability to apply foundational hospitality knowledge and soft skills to perform tasks in real or simulated hotel environments.
Generic learning Outcomes	Basic problem-solving, teamwork, and interpersonal skills required to function in hospitality service environments.
Constitutional, humanistic, ethical, and moral values	An understanding of human values, environmental responsibility, and professional ethics in the context of hospitality.
Employability and job-ready skills, and entrepreneurship skills and capabilities/qualities and mindset	The essential job-ready skills and work attitude required for entry-level roles in hospitality operations, with an emerging understanding of entrepreneurial thinking.
Credit requirements	Completion of required credits as per the National Higher Education Qualifications Framework (NHEQF) Level 4, covering core subjects and practical training. Total Credits required are 40.
Entry requirements	Completion of High School (10th) or higher with minimum 45% with English as a compulsory subject.

Program Structure

Course Code	Course Title	Type of Courses	L	T	P	No. of Credits	Int.	Ext.	Total Marks
		SEMESTER – 1st							
DFO101	Basics of Front Office	Major	4	0	0	4	30	70	100
DFO102	Customer Relationship Management	Major	3	0	0	3	30	70	100
DFO103	Hospitality Communication	Minor	3	0	0	3	30	70	100
DFO104	Computer Applications	Minor	2	0	0	2	30	70	100
DFO105	Basics of Front Office (Practical)	SEC	0	0	8	4	30	70	100
DFO106	Computer Applications (Practical)	SEC	0	0	2	1	30	70	100
DFO107	Personality Development and Soft skills	SEC	3	0	0	3	30	70	100
Total			**15**	**0**	**10**	**20**	**210**	**490**	**700**

			**2nd SEMESTER**						
Course Code	**Course Title**	**Type of Courses**	**L**	**T**	**P**	**No. of Credits**	**Int.**	**Ext.**	**Total Marks**
DFO201	Advance Front Office Operations	Major	4	0	0	4	30	70	100
DFO202	Hotel Accounts	Major	3	0	0	3	30	70	100
DFO203	Property Management System	Major	2	0	0	2	30	70	100
DFO204	Hotel Operations	Minor	3	0	0	3	30	70	100
DFO205	Front Office Sales and Marketing	Minor	3	0	0	3	30	70	100
DFO206	Advance Front Office Operations (Practical)	SEC	0	0	8	4	30	70	100
DFO207	Property Management System (Practical)	SEC	0	0	2	1	30	70	100
Total			**15**	**0**	**10**	**20**	**210**	**490**	**700**
Sub Total			**30**	**0**	**20**	**40**			

After completion of 2nd Semester, the student will undergo an On-the-Job Training in hotel in the Front Office Department for a duration of 6 months and submit the certificate of completion in the University.

Semester – I

Course Title: Basics of Front Office	L	T	P	Cr.
Course Code: DFO101	4	0	0	4

Total Hours: 60

Learning Outcomes: After completion of this course, the learner will be able to:

1. Describe the organization of the tourism and hospitality industry from the perspective of a hotel's Front Office Operations.
2. Explain the organization structure of a hotel, the delegation of authority to various levels and interdepartmental coordination and team work necessary for the smooth operation of a hotel.
3. Enumerate the different sections of Front Office and describe their respective duties.
4. Describe the various steps involved in the hotel guest cycle.

Course Content

Unit-I   **18 Hours**

Tourism, Travel, Hotel Industry and Front Office organization

Introduction to tourism, travel and hotel industry, Interdependency of tourism, travel and hospitality industry, Acronyms and terminology of hotel industry.

Introduction to front office, Standard layout of Front Office department and its sections, Organization structure of hotel with special reference to Front Office department, Duties and responsibilities of front office employees, Personality traits of front office employees, Front office equipment, Coordination of front office with other departments and sections.

Unit-II   **14 Hours**

Hotels, Rooms and Tariff

Classification of hotel: On the basis of star category, service, size, number of rooms, clientele, Supplementary accommodations, Definition of room and its characteristics, Different categories of Room, Definition of room tariff and its fixation basis, Different room rates.

Unit-III   **13 Hours**

Guest Cycle (Pre Arrival and Arrival)

Introduction to guest cycle, Different Stages of Guest Cycle and involved activities,

Reservation

Definition and importance of Reservation, Modes and Sources of reservation, Tool and process of reservation, System of reservation, Types of reservation, Reservation amendment/modification and cancellation policy, Reservation supply chain.

Registration

Define registration and importance of Registration, Concept of registration, Activities of registration stage, Process of registration under various situations, Modes of registration, Registration terminology, Documentation Check-in procedure of VIP, Group, Airline crew member and transient guest.

Unit-IV

During Stay Activities, Check-out and settlement

Information services, Message and Mail Handling, Key Handling, Room selling technique, Hospitality desk, Complaints handling, Guest handling, Guest history, Guest accounts settlement - Cash and credit - Indian currency and foreign currency - Transfer of guest accounts - Express check out, Control of Cash and Credit.

Transactional Mode:

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Peer Teaching.

Suggested Reading:

- *Andrews, S. (2013). Food and beverage service: A training manual (3rd ed.). Tata McGraw-Hill Education.*

- *Lillicrap, D., Cousins, J., & Smith, R. (2014). Food and beverage service (9th ed.). Hodder Education.*

- *Roday, S. (2011). Food and beverage service. Oxford University Press.*

- *Singaravelavan, R. (2011). Food and beverage service. Oxford University Press.*

- *Negi, J. (2015). Food and beverage service. S. Chand Publishing.*

Course Title: Customer Relationship Management	L	T	P	Cr.
Course Code: DFO102	3	0	0	3

Total Hours: 45

Learning Outcomes: After completion of this course, the learner will be able to:

1. Explain the concept and evolution of CRM and its relevance to the hospitality industry.
2. Develop strategic approaches for customer relationship building and retention.
3. Analyze guest behavior and feedback to improve service delivery and experience.
4. Evaluate and utilize CRM technologies for enhancing customer satisfaction and loyalty.

Course Content

Unit-I   **12 Hours**

Introduction to CRM

Definition and evolution of CRM, Objectives and importance of CRM in the hospitality industry, Types of CRM: Operational, Analytical, Collaborative, Benefits of CRM in Food & Beverage and Hotel operations, CRM vs Traditional Marketing, Understanding customer lifecycle and relationship stages, Role of customer satisfaction and retention

Unit-II   **12 Hours**

CRM Strategy & Implementation

Steps in developing a CRM strategy, Components of an effective CRM system, Customer segmentation and targeting strategies, Customization and personalization in service delivery, Key Performance Indicators (KPIs) in CRM, Case studies of successful CRM implementation in hotels/restaurants, CRM tools and software used in hospitality.

Unit-III   **11 Hours**

Customer Service and Guest Relationship Management

Guest expectations and perception management, Handling guest complaints and feedback, Proactive service and recovery strategies, Communication skills for guest relationship building, Creating memorable guest experiences, Role of front-line staff in CRM, Use

of social media and digital tools for customer interaction

Unit-IV   **10 Hours**

Technology in CRM & Future Trends

Role of technology in CRM: CRM software, databases, and automation, Mobile CRM, Cloud CRM, and AI in customer relations, Data privacy and ethical considerations in CRM, CRM and loyalty programs, measuring customer loyalty and satisfaction, Trends shaping the future of CRM in hospitality (e.g., personalization, omnichannel CRM)

Transactional Mode:

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Peer Teaching.

Suggested Reading:

- *Peppers, D., & Rogers, M. (2017). Managing customer relationships: A strategic framework (2nd ed.). Wiley.*

- *Kumar, V., & Reinartz, W. (2018). Customer relationship management: Concept, strategy, and tools (3rd ed.). Springer.*

- *Buttle, F., & Maklan, S. (2019). Customer relationship management: Concepts and technologies (4th ed.). Routledge.*

- *Zeithaml, V. A., Bitner, M. J., Gremler, D. D., & Pandit, A. (2020). Services marketing: Integrating customer focus across the firm (7th ed.). McGraw-Hill Education.*

Course Title: Hospitality Communication	L	T	P	Cr.
Course Code: DFO103	3	0	0	3

Total Hours: 45

Learning Outcomes: After completion of this course, the learner will be able to:

1. Understand the need, purpose, and channels of hospitality communication for effective message delivery.
2. Identify different types of hospitality communication and their role in organizational functions.
3. Develop proficiency in writing business letters, reports, emails, and social media responses.
4. Learn to structure, conduct, and document meetings effectively.

Course Content

Unit-I   **12 Hours**

Hospitality Communication

Introduction, Need and Purpose, Nature, Models, Channels of hospitality communication, Selection of channel.

Unit-II   **12 Hours**

Organizational Communication

Types of hospitality communication, purpose, functions - Written communications, memos, circulars, notices, advertisements, press notes, Inter and intra departmental communication.

Unit-III   **11 Hours**

Communicating With Outside World

Formal letters of different types, social media responses (TripAdvisor, Google Reviews), Report writing (incident reports, shift handovers), email writing and manners - Communicating within groups, nature, purpose, merits, demerits -Role of wit and humor.

Unit-IV   **10 Hours**

Handling Meetings

Types of meetings - Structuring a meeting: agenda and minutes - Conducting a meeting

Transactional Mode:

Video Based Teaching, Panel Discussion, Case Based Teaching,
Brain Storming, Demonstration, Peer Teaching.

Suggested Reading:

- *Sharma, R. C., & Mohan, K. (2017). Business correspondence and report writing (4th ed.). Tata McGraw-Hill Education.*

- *Kaul, A. (2009). Effective business communication. PHI Learning Pvt. Ltd.*

- *Bovee, C. L., Thill, J. V., & Raina, R. L. (2016). Business communication today (11th ed.). Pearson Education.*

- *Raman, M., & Sharma, S. (2015). Technical communication: Principles and practice (3rd ed.). Oxford University Press.*

- *Lesikar, R. V., Flatley, M. E., & Rentz, K. (2009). Business communication: Making connections in a digital world (11th ed.). Tata McGraw-Hill.*

Course Title: Computer Applications	L	T	P	Cr.
Course Code: DFO104	2	0	0	2

Total Hours: 30

Learning Outcomes: After completion of this course, the learner will be able to:

1. Describe the fundamental components and characteristics of computers and operating systems.
2. Differentiate between various programming languages and operating systems used in hospitality and business settings.
3. Apply basic file management and computer security practices in a Windows environment.
4. Demonstrate the use of Microsoft Office applications for creating documents, spreadsheets, and presentations.

Course Content

Unit-I   **09 Hours**

Computers

Introduction to computers, Characteristics of computers: Speed, Accuracy, Diligence, Versality, Power of remembering, Computer components, Computer software.

Unit-II   **07 Hours**

Language and OS

Introduction to computer languages, Machine language, Assembly language, High level language, Complier & interpreter, Open-source software, Introduction to Operating system, Windows Linux

Unit-III   **07 Hours**

Windows and Security

Introduction to windows, Desk top elements, File management in windows, Renaming and creating folder, viewing files, Introduction to computer security, Firewall, Views and threats, protecting computer system using antivirus, Anti viruses.

Unit-IV   **07 Hours**

Microsoft

Introduction to MS Office, MS Word and its components, MS Excel and its components, MS PowerPoint and its components, Microsoft Teams.

Transactional Mode:

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Peer Teaching.

Suggested Reading:

- *Leon, A., & Leon, M. (2021). Introduction to computers (11th ed.). Vikas Publishing House.*
- *Basandra, S. K. (2018). Computers today (3rd ed.). Galgotia Publications.*
- *Sanders, D. H. (2016). Computer concepts and applications. McGraw-Hill Education.*
- *Vermaat, M. E., Sebok, S. L., Freund, S. M., Campbell, J. T., & Frydenberg, M. (2021). Discovering computers 2021: Digital technology, data, and devices. Cengage Learning.*

Course Title: Basics of Front Office (Practical)	L	T	P	Cr.
Course Code: DFO105	0	0	8	4

Total Hours: 120

Learning Outcomes: After completion of this course, the learner will be able to:

1. Identify and describe the basic equipment, forms, and logs used in front office operations.
2. Demonstrate basic communication and telephonic skills, including common guest interactions and complaint handling.
3. Use elementary French expressions relevant to front office scenarios.
4. Engage in general awareness and current affairs to handle guest queries with confidence.

Course Content

1. **Introduction to front office equipment:**
   - Non automated equipment
   - Fully automated equipment
2. **Forms and Logs:**
   - Various types of forms
   - Log books used in front office
3. **Basic French:**
   - Greetings
   - Days
   - Months
   - Seasons
   - Numbers
4. **General awareness:**
   - Country, capital
   - International currencies
   - General Knowledge
   - Current Affairs
5. **Telephone handling:**
   - Telephonic etiquettes (do's and don'ts)
   - Role plays on:
     o Telephonic reservation between reservation
     o department and guest
     o Complaint handling through telephone
     o Telephonic queries by guest to front office department

for rooms and information's, etc.

6. Complaint Handling:
- Types of guests in hotel and nature of complains faced in front office department.
- Role plays on handling a complaint between:
    - Fussy guest and front office staff
    - Skipper and front office staff
    - Scanty baggage guest and front office staff
    - Drunken and front office staff, etc.

Transactional Mode:

Demonstration, Role-Play, Workshops, Industrial visits, Stimulations, Video-Based teaching.

Suggested Reading:

- *Andrews, S. (2013). Front office management and operations (2nd ed.). Tata McGraw-Hill Education.*

- *Baker, S., Bradley, P., & Huyton, J. (2000). Principles of hotel front office operations (2nd ed.). Cengage Learning.*

- *Kasavana, M. L., & Brooks, R. M. (2015). Managing front office operations (9th ed.). Educational Institute of the American Hotel & Lodging Association.*

- *Rizvi, M. A. (2005). Effective technical communication. Tata McGraw-Hill.*

- *Ragu, M., & Ramesh, R. (2007). Basic French for hotel industry. PHL Learning.*

Course Title: Computer Applications (PRACTICAL)	L	T	P	Cr.
Course Code: DFO106	0	0	2	1

Total Hours: 30

Learning Outcomes: After completion of this course, the learner will be able to:

1. Demonstrate basic file and folder operations in the Windows operating system.
2. Create and format professional documents using Microsoft Word.
3. Construct and manipulate spreadsheets for basic data entry, formatting, and calculations using Microsoft Excel.
4. Design simple presentations and organizational charts using Microsoft PowerPoint.

Course Content

1. Windows Operations:
- Creating Folders
- Creating Shortcuts
- Copying Files/Folders
- Renaming Files/Folders
- Deleting Files
- Exploring Windows
- Quick Menus

2. MS Word:
- CREATING A DOCUMENT
  - Entering Text
  - Saving the Document
  - Editing a Document already saved to Disk
  - Getting around the Document
  - Find and Replace Operations
  - Printing the Document
- FORMATTING A DOCUMENT
  - Justifying Paragraphs
  - Changing Paragraph Indents
  - Setting Tabs and Margins
  - Formatting Pages and Documents
  - Using Bullets and Numbering
  - Headers/Footers
  - Pagination
- SPECIAL EFFECTS

- o Print Special Effects E.g. Bold, Underline,
- o Superscripts, Subscript
- o Changing Fonts
- o Changing Case

3. MS-Excel:

- How to use Excel
- Starting Excel
- Parts of the Excel Screen
- Parts of the Worksheet
- Navigating in a Worksheet
- Getting to know mouse pointer shapes
- Creating a spreadsheet
- Printing the worksheet

4. MS-Power Point:

- Making a simple presentation
- Using Auto content Wizards and Templates
- Power Points five views
- Slides –
  - o Creating Slides, re-arranging, modifying
  - o Inserting pictures, objects, audios, videos, hyperlinks
  - o Setting up a Slide Show
- Creating an Organizational Chart

5. Internet & Email

Transactional Mode:

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Peer Teaching.

Suggested Reading:

- *Sanders, D. H. (2016). Computer concepts and applications. McGraw-Hill Education.*

- *Vermaat, M. E., Sebok, S. L., Freund, S. M., Campbell, J. T., & Frydenberg, M. (2021). Discovering computers 2021: Digital technology, data, and devices. Cengage Learning.*

- *Shelly, G. B., & Vermaat, M. E. (2014). Microsoft Office 2013: Introductory. Cengage Learning.*

Course Title: **Personality Development and Soft skills**	L	T	P	Cr.
Course Code: **DFO107**	3	0	0	3

Total Hours: 45

Learning Outcomes: After completion of this course, the learner will be able to:

1. Mastering both verbal and non-verbal communication techniques, including active listening, public speaking, and presentation skills.
2. Developing skills in motivating, inspiring, and leading others towards a common goal.
3. Enhancing the ability to work effectively in teams, contribute positively to group dynamics, and resolve conflicts constructively.
4. Developing skills in prioritizing tasks, managing time effectively, and meeting deadlines

Course Content

Unit-I   **12 Hours**

Introduction to Personality Development-Definition and importance of personality, Factors influencing personality (genetics, environment, experience)., Understanding different personality types, Self-assessment of personality traits, Group discussion on real-life examples of strong personalities, Case studies on individuals with notable personalities, Self-Awareness and Self-Improvement.

Unit-II   **12 Hours**

Communication Skills-The importance of effective communication, Types of communication: verbal, non-verbal, written, and visual, Barriers to effective communication. Public speaking exercises (2-minute speeches), Active listening drills in pairs or groups. Role-playing various communication scenarios (e.g., formal and informal settings).

Unit-III   **11 Hours**

Time Management and Goal Setting-Time management strategies and techniques (e.g., Pomodoro Technique, Eisenhower Matrix),

Importance of setting SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound), Setting and tracking personal goals for a week, Prioritizing tasks using a time management matrix, planning daily/weekly schedules and reflecting on time usage, Emotional Intelligence-Role-playing to handle emotional situations (e.g., conflict resolution, giving feedback).

Unit-IV   **10 Hours**

Conflict Resolution and Negotiation Skills.-Role-playing negotiations between two parties with different interests, Group discussions on real-life conflicts and their resolution strategies, Conflict resolution through mediation and compromise exercises, Presentation Skills-Mock interviews with peer feedback, Group activities on crafting an elevator pitch, Resume and cover letter writing workshop, Networking and Professional Etiquette-Networking exercises in a simulated professional environment, Role-play professional meetings or formal events, Mock business lunches and practice etiquette, Problem-Solving and Critical Thinking-Brainstorming sessions on solving real-life problems, Puzzles and exercises that promote logical thinking, Group debates to improve critical thinking and argumentation skills.

Transactional Mode:

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Peer Teaching.

Suggested Reading:

- *Meena K and V. Ayothi (2013) A Book on Development of Soft Skills.*

- *Alex K. (2012) Soft Skills-Know Yourself & Know the World.*

Semester – II

Course Title: Advance Front Office Operations	L	T	P	Cr.
Course Code: DFO201	4	0	0	4

Total Hours: 60

Learning Outcomes: After completion of this course, the learner will be able to:

1. Describe the key processes and terminology related to reservations and registrations in the front office.
2. Apply safety, security, and account settlement procedures relevant to guest handling.
3. Demonstrate effective complaint handling and situation management skills in varied guest interactions.
4. Evaluate different guest service scenarios and respond with appropriate front office solutions.

Course Content

UNIT-I 12 Hours

Front Office Accounting, Safety and Security

Accounting Fundamentals, Guest and Non-Guest Accounts, Automated, Semi-Automated and Non-Automated.

Safety and security of guest (their valuables) and hotel staff Key control: Types of keys, Key control measures, electronic keys, Safe deposit vaults and in room electronic safes, Modes of account settlement, Control measures for cash and credit, Forex (licenses, exchange rates and policy).

UNIT-II 12 Hours

Planning and Evaluating Front Office Operations

Setting Room Rates, Types of discounted rates – corporate, rack etc., Forecasting techniques, Forecasting Room availability, Useful forecasting data % of walking, % of overstaying, % of under stay Forecast formula, Types of forecasts, Sample forecast forms, Factors for evaluating front office operations

UNIT-III 12 Hours

Budgeting

Types of budget & budget cycle, Making front office budget, Factors affecting budget planning, Capital & operations budget for front

office, Refining budgets, budgetary control, Forecasting room revenue, Advantages & Disadvantages of budgeting

UNIT-IV   09 Hours
Situation and Complaint Handling

Situation handling: Usual situation (skipper, scanty baggage, walking, walk-in, paging, room change, luggage handling during check-in and check-out, left luggage procedure, etc.), Unusual situations (death, fire, theft, bomb threat and terrorist attack), Complaint handling: Types of guest complaints

o Complaint as a gift philosophy.

Transactional Mode:

Team Teaching, Project Based Teaching, Brain Storming, Demonstration based analysis.

Suggested Reading:

- *Andrews, S. (2013). Food and beverage service: A training manual (3rd ed.). Tata McGraw-Hill Education.*

- *Lillicrap, D., Cousins, J., & Smith, R. (2014). Food and beverage service (9th ed.). Hodder Education.*

- *Kinton, R., & Cesarani, V. (2012). The theory of catering (11th ed.). Hodder Education.*

- *Singh, A. (2018). Bar and beverage management. Aman Publications.*

- *Cousins, J., & Lillicrap, D. (2016). Beverage service (12th ed.). Hodder Education.*

- *Chakravarti, A. (2005). Wine and spirits: Understanding and managing bar service. Wisdom Publications.*

Course Title: Hotel Accounts	L	T	P	Cr.
Course Code: DFO202	3	0	0	3

Total Hours: 45

Learning Outcomes: After completion of this course, the learner will be able to:

1. Explain the structure and significance of the Uniform System of Accounts in hotel operations.
2. Prepare and analyze departmental income statements and apply internal control principles in hotel accounting.
3. Demonstrate the role of night auditing and methods for room rate calculation and performance analysis.
4. Apply yield management principles and departmental accounting techniques to optimize hotel revenue.

Course Content

UNIT-I   **12 Hours**

Uniform System of Accounts for Hotels and Income

Introduction to Uniform System of Accounts, Advantage & disadvantages, Income statement under uniform system of accounts, Revenue and non-revenue producing departments of the hotel, Contents of the income statement, Practical problems.

UNIT-II   **16 Hours**
Departmental income Statements and Internal Control
Room departmental income schedule, Food and beverage department income Schedule, Practical problems, Meaning & Objectives of internal control, Characteristics of internal control, Types of ledgers used in hotel, Point of sale, Property management system, Introduction to computerised accounting system.

UNIT-III   **11 Hours**
Night Auditing and Room Rates

Need of night auditing, Night auditors' duties & responsibility, Reports prepared by night auditor, Fixing room rates, Basis of charging room rates, Calculation of single rate & double rate, Calculation of average room rate.

UNIT-IV   **10 Hours**
Yield Management and Departmental Accounting

Meaning & importance in selling rooms, Meaning of ratio, Profitability ratio, Turnover ratio, Introduction to departmental accounting, Allocation &

apportionment of expenses, Basis of allocation.

Transactional Mode:
Team Teaching, Project Based Teaching, Brain Storming, Demonstration based analysis.

Suggested Reading:

- *Jagmohan, N. (2011). Hotel accounting and financial management (2nd ed.). Oxford University Press.*

- *Schmidgall, R. S. (2016). Hospitality industry managerial accounting (8th ed.). Educational Institute of the American Hotel & Lodging Association.*

- *Dittmer, P. R., & Keefe, J. D. (2009). Principles of food, beverage, and labor cost controls (8th ed.). Wiley.*

- *Goyal, R. (2020). Hotel accounting (3rd ed.). VK Global Publications.*

- *Singla, R. K. (2022). Accounting for hospitality industry (1st ed.). Taxmann Publications.*

Course Title: Property Management System	L	T	P	Cr.
Course Code: DFO203	2	0	0	2

Total Hours: 30

Learning Outcomes: After completion of this course, the learner will be able to:

1. Explain the key components and benefits of a Property Management System in the hotel industry.
2. Operate basic front office and billing functions through a simulated or real PMS interface.
3. Analyze guest information, room status, and revenue data using PMS tools.
4. Demonstrate practical knowledge of PMS security features and data handling protocols.

Course Content

UNIT-I   08 Hours

Introduction to Property Management Systems

Definition and Importance of PMS in Hospitality, Evolution and Features of PMS, Role of PMS in the Front Office and Other Departments, Components of PMS: Modules Overview (Front Office, Housekeeping, POS, Accounts, Inventory, CRM), Benefits and Limitations of PMS.

UNIT-II   08 Hours
Front Office Operations with PMS
Guest Reservation Management: Creation, Modification, Cancellation, Check-in and Check-out Procedures using PMS, Room Management: Allotment, Blocking, Room Status, Night Audit Process via PMS, Guest History Management, Reports and Logs Generated through PMS (Arrival/Departure, Occupancy, etc.)

UNIT-III   07 Hours
Back Office and Accounting Functions

Billing and Folio Management, Posting Charges and Payments, Integration with POS Terminals, Department-wise Accounting Integration (F&B, Spa, Housekeeping), Taxes, Discounts, and City Ledger, Generating Financial Reports via PMS (Daily Revenue Report, Trial Balance)

UNIT-IV 07 **Hours**
Data Security, Troubleshooting and Practical Exposure

Data Protection and Cybersecurity in PMS, User Roles, Access Controls, and Password Policies, Troubleshooting Common PMS Errors, Mock Simulation of PMS Tasks (Using Demo Software/Trainer Tools), Case Studies: PMS Implementation Successes and Failures, Latest Trends: Cloud-based PMS, Mobile Integration, AI in PMS

Transactional Mode:
Team Teaching, Project Based Teaching, Brain Storming, Demonstration based analysis.

Suggested Reading:

- *Jagmohan, N. (2011). Hotel front office operations and management (2nd ed.). Oxford University Press.*

- *Walker, J. R. (2017). Introduction to hospitality (7th ed.). Pearson Education.*

- *Andrews, S. (2013). Hotel front office training manual (2nd ed.). Tata McGraw-Hill Education.*

- *Kasavana, M. L., & Brooks, R. M. (2016). Managing front office operations (9th ed.). Educational Institute of the American Hotel & Lodging Association*

Course Title: Hotel Operations	L	T	P	Cr.
Course Code: DFO204	3	0	0	3

Total Hours: 45

Course Learning Outcomes: After completion of this course, the learner will be able to:

1. Explain the structure and functions of key departments in a hotel and their contribution to overall service delivery.
2. Demonstrate effective interdepartmental communication and coordination for seamless guest service.
3. Analyze the guest service cycle and the role of facility readiness in ensuring guest satisfaction.
4. Evaluate sustainable practices, emerging technologies, and trends in hotel operations.

Course Content

UNIT-I   **12 Hours**

Hotel Industry and Departmental Functions

Introduction to hotel industry, Structure of the Hotel Industry, Role of different departments, Balanced level of service delivery, Standard Operating Procedures (SOPs) and its importance, Interpersonal relationships and team dynamics.

UNIT-II   **12 Hours**
Interdepartmental Relationships
Interdepartmental communications, VIP guest handling, Uniform supply chain, cleanliness of areas, Interdepartmental Meetings and Communication, Service Standards maintenance.

UNIT-III   **11 Hours**
Guest Service Cycle and Facility Management
Guest Expectations, Facility Readiness for service, Safety and Hygiene Compliance, Inventory control.

UNIT-IV   **10 Hours**
Sustainability, Technology, and Trends in Hotel Operations
Guest Interaction, Promotional Strategies, Loyalty programs, Staff

Training and Development, Trends in hotel industry, Sales mix, Complaint handling.

Transactional Mode:
Team Teaching, Project Based Teaching, Brain Storming, Demonstration based analysis.

Suggested Reading:

- *Andrews, S. (2013). Food and beverage service: A training manual (2nd ed.). Tata McGraw-Hill.*

- *Walker, J. R. (2016). Introduction to hospitality (7th ed.). Pearson Education.*

- *Andrews, S. (2013). Front office management and operations. Tata McGraw-Hill.*

- *Negi, J. (2008). Professional housekeeping. S. Chand Publishing.*

Course Title: Front Office Sales and Marketing	L	T	P	Cr.
Course Code: DFO205	3	0	0	3

Total Hours: 45

Course Learning Outcomes: After completion of this course, the learner will be able to:

1. Explain the role of the front office in driving hotel sales and revenue.
2. Apply guest handling and upselling techniques to improve occupancy and guest satisfaction.
3. Analyze the effectiveness of different hotel marketing strategies from a front office perspective.
4. Utilize digital tools and guest data to support front office marketing activities.

Course Content

UNIT-I   **12 Hours**

Introduction to Sales and Marketing in Front Office

Definition and importance of sales and marketing in hotels, Role of front office in hotel sales, Difference between marketing and sales, Sales techniques used at the front office, Upselling and suggestive selling, Target markets and market segmentation, Guest profiling and its importance in sales

UNIT-II   **12 Hours**
Front Office as a Sales Hub
Front office personnel as brand ambassadors, Room sales and revenue generation, Importance of first impression and guest greetings, Room selling techniques: walk-ins, corporate clients, and travel agents, handling objections and converting inquiries into bookings, Selling additional services (spa, restaurant, events, etc.)

UNIT-III   **11 Hours**
Marketing Strategies and Tools in Hospitality
Introduction to hotel marketing mix (7 Ps), Direct and indirect marketing strategies, Use of promotional materials at front desk, Cross-selling and loyalty programs, Front office contribution to repeat business, Collaborating with travel agents and online travel agencies (OTAs)

UNIT-IV   **10 Hours**
Digital Tools, Reports, and Performance Metrics

Role of PMS and CRM tools in front office sales, Email marketing and handling online queries, Importance of guest feedback and review management, Daily sales reports and forecasting occupancy, Key performance indicators (KPIs): RevPAR, ADR, GOPPAR, Coordination with the sales and marketing department

Transactional Mode:
Team Teaching, Project Based Teaching, Brain Storming, Demonstration based analysis.

Suggested Reading:

- *Kotler, P., Bowen, J. T., & Makens, J. C. (2016). Marketing for hospitality and tourism (7th ed.). Pearson Education.*

- *Walker, J. R. (2017). Introduction to hospitality (7th ed.). Pearson Education.*

- *Andrews, S. (2013). Front Office Management and Operations (2nd ed.). Tata McGraw-Hill Education.*

- *Kasavana, M. L., & Brooks, R. M. (2016). Managing front office operations (9th ed.). Educational Institute of the American Hotel & Lodging Association.*

Course Title: Advance Front Office Operations (Practical)	L	T	P	Cr.
Course Code: DFO206	0	0	8	4

<div align="right">

Total Hours: 120

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Learning Outcomes: After completion of this course, the learner will be able to:

1. Demonstrate standard operating procedures of guest handling through each stage: pre-arrival, arrival, stay, departure, and post-departure.
2. Role-play various emergency and complaint scenarios to develop confidence and effective communication.
3. Complete front office documentation such as GRCs and guest history cards with accuracy.
4. Utilize database systems for managing guest information and operational records.

<div align="center">

Course Content

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1. Role plays on:
- Pre arrival
    - Reservation- done by guest through mail
    - Reservation - done by walk-in guest
    - Reservation – done by telephonic conversation by a guest
- Arrival
    - Paging (electronic and manual paging) – in pickup areas (airport, bus stand, railway station), message or visitors for a guest in the hotel.
    - Luggage handling – bell boy's role in maintaining errand card, escorting of guest to the rooms.
    - Welcoming – welcoming by GRE to the guest check in the hotel.
    - Registration- done by guest who has reservation, guest who is a walk in, guest who requires the room for day purpose only.
    - Key handover – procedures followed during key handover to the guest, how to generate keys and assign rooms to the guest.
- During stay
    - How to handle Message and mail for residential and non-residential guest in a hotel
- Departure
    - Procedures followed during check out of a guest such as:

comment cards, billing, etc...
- After departure
  - Role and importance of guest history card.

2. Situation Handling:
- Fire Emergency
- Bomb Threat
- Death of a person

3. Complaint Handling
4. Filling the GRC
5. Database Management

Transactional Mode:

Demonstration, Role-Play, Workshops, Industrial visits, Stimulations, Video-Based teaching.

Suggested Reading:

- *Andrews, S. (2013). Hotel front office training manual (2nd ed.). Tata McGraw-Hill Education.*

- *Kasavana, M. L., & Brooks, R. M. (2016). Managing front office operations (9th ed.). Educational Institute of the American Hotel & Lodging Association.*

- *Negi, J. (2014). Front office operations and management (2nd ed.). S. Chand Publishing.*

- *Bhatnagar, S. (2020). Front office operations (1st ed.). Frank Bros. & Co.*

- *Walker, J. R. (2017). Introduction to hospitality (7th ed.). Pearson Education.*

Course Title: Property Management System (Practical)	L	T	P	Cr.
Course Code: DFO207	0	0	2	1

<div align="right">**Total Hours: 30**</div>

Learning Outcomes: After completion of this course, the learner will be able to:

1. Identify key components and functions of front office Property Management Systems (PMS).
2. Demonstrate the ability to perform standard guest operations like reservations, check-ins, and check-outs using a PMS.
3. Modify and update guest profiles, reservations, and billing information effectively in a PMS environment.
4. Execute practical procedures such as room allotment, night auditing, and tariff changes to simulate real-time hotel operations.

<div align="center">**Course Content**</div>

1. **PMS practical:**
   * Introduction to keys used in front office PMS
   * Hands on practice on PMS
2. **PMS Operations:**
   * Take guest reservation
   * Modify guest reservation
   * Cancel guest reservation
   * Amend guest details
   * Check in guest with reservation
   * Check in a walk-in guest
   * Check in a group reservation
   * Check in multiple guests to save time
   * Allot guest room to guest with reservation
   * Allot guest room to a walk-in guest
   * Change guest rooms due to complaints or request
   * Update guest registration
   * Set credit limit
   * Add messages for the guest
   * Change tariff
   * Print a single bill during check out
   * Split a bill during check out
   * Update if any advance deposit is made
   * Night auditing procedure

Transactional Mode:

Demonstration, Role-Play, Workshops, Industrial visits, Stimulations, Video-Based teaching.

Suggested Reading:

- *Andrews, S. (2013). Hotel front office training manual (2nd ed.). Tata McGraw-Hill Education.*

- *Kasavana, M. L., & Brooks, R. M. (2016). Managing front office operations (9th ed.). Educational Institute of the American Hotel & Lodging Association.*

- *Jagmohan, N. (2011). Hotel front office operations and management (2nd ed.). Oxford University Press.*

- *Hayes, D. K., & Ninemeier, J. D. (2016). Hotel operations management (3rd ed.). Pearson Education.*

- *Walker, J. R. (2017). Introduction to hospitality (7th ed.). Pearson Education.*

On-the-Job Training

Course Content

1. **Evaluation of Students for Professional Training**

- A total training of 24 weeks in the Department of Front Office in Hotels, Restaurants, or QSR's.

- The student must maintain: -

    o Attendance/Punctuality

    o Proficiency in organizing departmental task

    o Initiative/responsibility

    o Interpersonal relations

    o Behavior/attitude

2. **Submission Post Completion of Internship**

    o Training Completion Certificate

    o Log-Book

Post the submission of Training Completion Certificate the student will be provided the Trade Diploma in Front Office.