

Date: February 2006

I. Course Name: Rooms Division Management
Prefix and Number: HTM 135
Credit Hours and Contact Hours: 3 credit hours – 3 contact hours
Course Description:

This course will provide detailed analysis of the policies and procedures utilized in managing the rooms division of a hotel. Predominant areas of study will include the front office and housekeeping. The student will explore guest check-in and check-out, front office operations and structure, reservations and the switchboard, the accounting process, and the night audit. The day-to-day functions of an effective housekeeping department, cleanliness standards, housekeeping procedures, inspecting, and cleaning supplies and equipment will also be discussed. Each student will focus on methods for cultivating a service-oriented attitude in rooms division employees.

II. COURSE OUTCOMES AND OBJECTIVES

The general objectives of this course deal with preparing the student for the challenges of a management career in hospitality or your chosen field. Through the study of actual operational situations, the student will: develop their management style, heighten their industry awareness, focus their values and beliefs, develop a service attitude, advance their communication and interpersonal skills, and enhance their decision-making and problem-solving abilities.

RELATIONSHIP TO ACADEMIC PROGRAMS AND CURRICULUM

This course is a required course for Hotel & Resort Management students, a business elective for Business students and a general elective for all other students.

COLLEGE COMPETENCIES ADDRESSED BY THIS COURSE

Of the following “FLCC Learning Outcomes,” this course addresses those that are marked with the “→” symbol:

- Writing
- Oral Communication
- Reading
- Mathematics
- Computer Literacy
- Professional Competency
- Problem solving
- Ethics/Values
- Citizenship
- Global Concerns
- Informational Resources

III. METHOD OF INSTRUCTION

TYPES OF COURSE MATERIALS

REQUIRED READINGS

Front Office Management and Operations
by DeVeau, DeVeau, Portocarrero & Escoffier

Professional Management of Housekeeping Operations
by Robert J. Martin

Students are expected to read all assigned chapters, articles, and case studies. While discussions in class will summarize the chapter, some subjects contained in the reading will not be covered in class. Regardless, the student is responsible for all material assigned. It is recommended that the student read the materials as they are assigned rather than one night prior to the exam.

FIELD EXPERIENCES

Students enrolled in this course may have the opportunity to participate in a variety of field visitations designed to supplement and enhance the lecture-based learning experiences associated with the course.

Attendance at these functions may be mandatory or voluntary and will be communicated to the student by the instructor. In either case, participation in these educational activities will broaden the student's understanding of hospitality management.

METHODS OF INSTRUCTION

The traditional "reading and lecture" format will be supplemented with a variety of activities which may include some or all of the following: group projects, simulations, case studies, role playing exercises, site visitations, critiques, presentations, and industry interviews.

Since the ability to express ideas in written form is an important criteria for success, every student will have to demonstrate their understanding of the material by submitting a variety of writing samples including: essay exams and various written projects like those listed above. Additionally, discussion is strongly encouraged in the classroom.

ASSESSMENT MEASURES

Students in this course can expect the utilization of the following assessment techniques and methodologies:

Direct questioning
Peer evaluation and analysis
One sentence summaries
Test "test questions"
Anecdotal correlations

Directed paraphrasing
Summarize last point, last class
Student study guide compilation
Test question suggestions
“What would you do?” scenarios
Journaling
Use of hypotheticals
Misconception/Preconception check
End of course survey
Quizzes, tests and exams

METHODS OF EVALUATION

Student achievement will be measured using careful analysis of no fewer than three tests and no fewer than two written projects. Attendance and class participation will be factors in determining the student's final grade. Some materials turned into the instructor may be retained by the instructor. Please note that the number and nature of the assignments may change. You will be advised of all changes.

IV. GENERAL OUTLINE OF TOPICS COVERED

1. Departmental organization
2. Housekeeping equipment
3. Challenges of staff management in housekeeping
4. Uses and management of chemicals and cleaning agents
5. Housekeeping scheduling systems
6. Security, the lost and found, and pilferage
7. Sanitation and guest safety
8. The inspection process
9. The forms and reports used in managing housekeeping
10. The relationship between housekeeping and the front desk
11. Adhering to strict cleanliness standards
12. Proper room cleaning techniques
13. Inventory control including FFE, supplies, essentials, and expendables
14. In-house laundry management
15. Customer relations & the hard work realities of housekeeping
16. The hotel accounting process
17. Manual vs. automated front desks
18. Communication and interpersonal skills at the front desk
19. Effective reservation taking and management
20. Sales responsibilities of the front office including upselling and suggestive selling
21. Bellstaff effectiveness including rooming the guest
22. Switchboard effectiveness
23. Systems for maximizing room sales and room revenues including yield management
24. Rooms forecasting

25. Fundamentals of guest check-in and check-out
26. Analysis of rate structures
27. Safety, security and the front desk
28. Component parts of the night audit
29. Fundamentals of cash and bank handling
30. Guest histories