



UNIVERSITY of MARYLAND
EASTERN SHORE

SCHOOL of BUSINESS AND TECHNOLOGY
Department of Hospitality and Tourism Management

Richard A. Henson Center, Room 2100
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COURSE OUTLINE – SYALLABUS

1. GENERAL INFORMATION:

- 1.1 Course: HMGMT 301 HYBRID Front Office Management –
3 Credit Hrs.
- 1.2 Meeting Time: Lecture Tu (Traditional) TH (HYBRID) 12:30pm – 1:45pm
- 1.3 Instructor: Richard Gormley
- 1.4 Text: Managing Front Office Operations 9th Edition by Michael
L. Kasavana by American Hotel & Lodging
Educational Institute
- 1.5 Office Hours: M-F 8:00 a.m. - 5:00 p.m.
- 1.6 **HTM Department Mission and Philosophy:** The mission of the Department of Hospitality and Tourism Management (HTM) is to prepare entry level hospitality management professionals with **essential skills** for long term hospitality career success and industry leadership. HTM also fosters research and service of direct application and benefit to the State of Maryland and the global hospitality industry.
- 1.7 **Disability Statement:** Students capable of success, regardless of their disabilities are admitted to the university. The faculty and staff of the University of Maryland Eastern Shore work cooperatively to assist their students in achieving their educational goals. Moreover, students with disabilities are accommodated in accordance with both federal and state laws. To receive special accommodations for a disability, the student must register with Student Disability Services (SDS) before any accommodations can be granted. At the time of registering for disability services, please bring documentation to support your claimed disability. The documentation must be recent and provided by a licensed professional with expertise in the special disability area. If you have any questions about disability

services or accommodations, please contact Dr. Dorling K. Joseph at (410) 621-3446. Student Disability Services (SDS) is located in the Student Services Center (SSC, Suite 2165).

2. COURSE DESCRIPTION:

In this detailed study of the management systems in the hotel front office, students are able to identify and evaluate the information systems used in the hotel to facilitate management decision making. The course will include inter-departmental communications, computer applications, managerial reporting and review of future trends. Laboratory sections are scheduled as needed. (UMES Undergraduate Catalog 2015-16)

3. COURSE OBJECTIVES:

3.1 **General:** This course is designed to introduce students to the management of the hotel through a detailed study of the hotel front office operations.

3.2 **Program Learning Outcomes (PLOs):** This course will address two of the HTM program learning outcomes.

P.L.O. #1 Production of graduates with ability to – apply the principles of hospitality operations, and utilize professional terminology while exhibiting/demonstrating hospitality professionalism and demeanor

P.L.O. #6 Production of graduates able to display high comfort levels of functionality in global/tourism multicultural customer/guest satisfaction service environments

3.3 **Course Learning Outcomes (CLOs):** Upon completion of this course, students will be able to:

3.3.1 Propose revenue management action plans to address occupancy future occupancy projections (5)*

3.3.2 Create a hotel security program (5)

3.3.3 Analyze selected cases studies and apply appropriate management techniques to address the situation (4)*

3.3.4 Differentiate the steps in the front office audit process. (4)*

3.3.5 Summarize management functions and procedures related to the check-out and settlement process. (4)*

3.3.6 Illustrate front office management operations matched to the four stages of the guest cycle (3)*

3.3.7 Discuss the sales dimension of the reservations process and apply the tools managers use to track and control reservations. (3)*

*(Bloom's taxonomy learning level)

3.4 **Critical Analysis and Reasoning (CAR) Level 3**

4. **CONDUCT OF COURSE:**

4.1 **Prerequisites:** none

4.2 **Attendance:** Note, UMES/School of Business & Technology Policy)

4.2.1. Class attendance is compulsory for all students.

4.2.2. "Excused absences" are those absences incurred by the student's participation in college class-sponsored activities. Examples include band, chorale, gospel choir, athletic teams, field trips, etc.

4.2.3. Every student is responsible for informing his/her teacher(s) of impending absence(s) from class when the student has such information beforehand.

Thus, class attendance is paramount. In the service industry, tardiness is not acceptable. Students not present at the beginning of class are counted as absent.

4.3 **Activities:** This class is primarily classroom lecture but may include exercises in the front office of the Henson Center. Henson Center activities will focus on the technology of the front office.

5. **FINAL GRADE DETERMINATION**

In general, students are responsible for all quizzes, assignments and examinations. Lectures may cover additional topics to those presented in the required text. Final grades will be specifically determined as follows, based on 720 points:

Chapter Quizzes @10	140 points
Chapter Discussion Board Exercises@10pts	140 points
Chapter "Safe Assign" Assignments@10pts	140 points
Mid-Term Examination	100 points
Final Examination	200 points

6. **REFERENCES:** None

7. **SCHEDULE OF DATES, TOPICS, AND ASSIGNMENTS**

<u>Date</u>	<u>Topic</u>	<u>Assignment</u>
Week 1:	Chapter One	
Week 2:	Chapter Two	Quiz one
Week 3:	Chapter Three	Quiz Two
Week 4:	Chapter Four	Quiz Three
Week 5:	Chapter Five	Quiz Four
Week 6:	Chapter Six	Quiz Five
Week 7:	Mid-term	Quiz Six
Week 8:	Chapter Seven	
Week 9:	Chapter Eight	Quiz Seven
Week 10:	Chapter Nine	Quiz Eight
Week 11:	Chapter Ten	Quiz Nine
Week 12:	Chapter Eleven	Quiz Ten
Week 13	Chapter Twelve	Quiz Eleven
Week 14	Chapter Thirteen	Quiz Twelve
Week 15	Chapter Fourteen	Quiz Thirteen

Mid-Term Exam

Tuesday, October 17, 2017

12:30 p.m. – 1:45 p.m.

Chapters 1-6

100 points

Final Exam

Wednesday, December 13th 10:00-11:50 a.m.

As posted UMES Final Exam Schedule

200 points