

ALAGAPPA UNIVERSITY

(Accredited with A+ Grade by NAAC (CGPA : 3.64) in the Third Cycle) ,
Graded as Category-I University and granted autonomy by MHRD-UGC)

DIRECTORATE OF COLLABORATIVE PROGRAMMES



Craft Certificate Course in Front Office Operation

Regulations and Syllabus

[For those who join the Course in July 2023 and after]

CHOICE BASED CREDIT SYSTEM

GENERAL INSTRUCTIONS AND REGULATIONS

Craft Certificate course in Front Office Operation conducted by Alagappa University, Karaikudi, Tamil Nadu through its Collaborative Institution _____ at _____.

Applicable to all the candidates admitted from the academic year **2023** onwards.

1. Eligibility:

A pass in the SSLC Examination conducted by the Government of Tamil Nadu, or an examination accepted as equivalent thereto by the Syndicate for admission to **Craft Certificate course in Front Office Operation**.

2. Admission:

Admission is based on the marks in the qualifying examination.

3. Duration of the course:

The course shall extend over a period of one year under semester pattern

4. Standard of Passing and Award of Division:

- a. Students shall have a minimum of 40% of total marks of the University examinations in each subject. The overall passing minimum is 40% both in aggregate of Continuous Internal Assessment and external in each subject.
- b. The minimum marks for passing in each theory / Lab course shall be 40% of the marks prescribed for the paper / lab.
- c. A candidate who secures 40% or more marks but less than 50% of the aggregate marks, shall be awarded **THIRD CLASS**.
- d. A candidate who secures 50% or more marks but less than 60% of the aggregate marks, shall be awarded **SECOND CLASS**.
- e. A candidate who secures 60% or more of the aggregate marks, shall be awarded **FIRST CLASS**.
- f. The Practical / Project shall be assessed by the two examiners, by an internal examiner and an external examiner.

5. Continuous internal Assessment:

- a. Continuous Internal Assessment for each paper shall be by means of Written Tests, Assignments, Class tests and Seminars
- b. **25 marks** allotted for the Continuous Internal assessment is distributed for Written Test, Assignment, Class test and Seminars.
- c. Two Internal Tests of 2 hours duration may be conducted during the semester for each course / subject and the best marks may be considered and one Model Examination will be conducted at the end of the semester prior to University examination. Students may be asked to submit at least five assignments in each subject. They should also participate in Seminars conducted for each subject and marks allocated accordingly.
- d. Conduct of the Continuous internal assessment shall be the responsibility of the concerned faculty.
- e. The Continuous internal assessment marks are to be submitted to the University at the end of every year.

- f. The valued answer papers/assignments should be given to the students after the valuation is over and they should be asked to check up and satisfy themselves about the marks they have scored.
- g. All mark lists and other records connected with the continuous Internal Assessments should be in the safe custody of the institute for at least one year after the assessment.

6. Attendance:

Students must have earned 75% of attendance in each course for appearing for the examination.

Students who have earned 74% to 70% of attendance to be applied for condonation in the prescribed form with the prescribed fee.

Students who have earned 69% to 60% of attendance to be applied for condonation in the prescribed form with the prescribed fee along with the medical certificate.

Students who have below 60% of attendance are not eligible to appear for the examination. They shall re-do the semester(s) after completion of the programme.

7. Examination:

Candidate must complete course duration to appear for the university examination. Examination will be conducted with concurrence of Controller of Examinations as per the Alagappa University regulations. **University may send the representatives as the observer during examinations.** University Examination will be held at the end of the each semester for duration of 3 hours for each subject. Certificate will be issued as per the AU regulations. Hall ticket will be issued to the candidates upon submission of the list of enrolled students along with the prescribed course fee.

8. Miscellaneous

- a. Each student possess the prescribed text books for the subject and the workshop tools as required for theory and practical classes.
- b. Each student is issued with an identity card by the University to identify his / her admission to the course
- c. Students are provided library and internet facilities for development of their studies.
- d. Students are to maintain the record of practicals conducted in the respective laboratory in a separate Practical Record Book and the same will have to be presented for review by the University examiner.
- e. Students who successfully complete the course within the stipulated period will be awarded the degree by the University.

9. Fee structure

Course fee shall be as prescribed by the University and 50% of the course fee should be disbursed to University. Special fees and other fees shall be as prescribed by the Institution and the fees structure must be intimated to the University. Course fees should be only by Demand draft / NEFT and AU has right to revise the fees accordingly.

10. Other Regulations:

Besides the above, the common regulation of the University shall also be applicable to this programme.

CRAFT CERTIFICATE COURSE IN FRONT OFFICE OPERATION

Semester	Subject Code	Subject Name	Credits	Int. Marks	Ext. Marks	Total
I	21211	Front Office Operation	2	25	75	100
	21212	Communicative English	2	25	75	100
	21213	Front Office Operation Practical	2	25	75	100
	21214	Travel Agency Operations	2	25	75	100
II	21221	Industrial Exposure Training	8	50	150	200
		Total	16			600

Subject Code	Subject Name	Credits
21211	FRONT OFFICE OPERATION	2
UNIT-I	<p>INTRODUCTION TO HOTEL INDUSTRY AND FRONT OFFICE</p> <ul style="list-style-type: none"> • Historical Background of the Hospitality industry • Development and growth of hotel industry in India. • Classification of Hotels - City centre hotels, Resort Hotels, Vacation ownership (Time share and condominium), Airport Hotels, Freeway Hotels & motels, Casino Hotels, Convention Hotels, Full services Hotels, Economy / Budget Hotels, Boutique Hotels, All suites Hotel, Starsystem (Eligibility & classification criteria) • Other types of accommodation: atrium concept, apart hotels, heritage hotels, limited service and full service properties, service apartment, green hotels (Ecotels,) Heritage Hotels, Floating Hotels, Boatels • Types of operation – owner operated, partnership, Company owned, Referral hotels, Franchise, management contracts, chain hotels. <p>INTRODUCTION TO FRONT OFFICE</p> <ul style="list-style-type: none"> • Importance of Front Office, Layout of front office & different equipments in front office • Hierarchy of front office staff for medium and large hotel – duties and responsibilities of front office personnel. • Ideal qualities and attributes for a Receptionist with emphasis on personal grooming and rules of the House for the front office staff. • Types of rooms – Single, double, Double-double, Triple, Quad, Twin, Suites, Pent house, Cabana, Studio, Cottage, Duplex cottage, Interconnected, Adjacent, Efficiency, Single suite, Junior suite, Luxurious suite. • Tariff – definition • Tariff fixation – Check-in and Check-out basis, 24 hours basis, Night basis, Day rate. • Tariff card – Group rate, Rack rate, Seasonal rate, Crib rate, Extra Bed rate, Crew rate, Weekend rates corporate rate, Government rate, Commercial rate. • Types of plans – European, Continental, American, Modified American, Bermuda Plan • Departments and Sections with which Front Office communicates and co-ordinates <ul style="list-style-type: none"> a) Lobby, b) Account and Cash (Front Office), c) Food and Beverage, d) Telephone, e) Maintenances, f) Stores, g) Marketing and Sales, h) House Keeping. 	

UNIT-II

RESERVATION AND REGISTRATION

- Advance Room Reservations.
- Importance of reservation
- Sources of reservation – corporate clients, group travelers, Pleasure travelers / F.I.Ts, Current guests, Travel agents. State and Central Government department.
- Modes of reservation- Written – (Letters, Fax, E-mail) Verbal – (Telephone, in person)
- Central reservation system, global distribution system, reservation network.
- Types of reservation.
 - Guaranteed reservation (prepayment, credit card, Travel agent vouchers)
 - Non-Guaranteed Reservation
 - Group reservation
- Reservation records: Standard reservation forms, Booking Diary, Arrival & Departure list, computerized system, Guest history records.
- Reservation confirmation, amendment and cancellation.
- Overbooking
- Potential reservation problems.
- Glossary terms related to reservation (Affiliate Reservation, American Plan)
- Arrival and Departure list, Back to back booking, Block booking, Cancellation, Closed dates, Continental plan, Commission, Confirmed booking, Contract, Deadline, Deposit, European Plan, FIT, GIT, Group rate, Guaranteed booking, High season, Hotel Diary, Lead time, Low season, Modified American Plan, No show, Non affiliate reservation system, Over booking, Open, Provisional booking, Release Time, Reservation Form, Stay-on, Wash factor)

REGISTRATION

- Receiving, Welcoming and Greeting of Guest and Assigning of rooms.
 - Upselling ,
 - Pre – registration
- Registration of guest & (FIT's Group, VIPs) - In room check – in, Self registration.
- Rooming a guest (With reservation and walk ins), Groups and crew arrival, VVIP Guest Arrival procedures
- Room Racks, room locations, blocking of rooms, issuing the room keys.
- Registration records: Registration cards, Arrival & departure register, key cards or Welcome cards, V.I.P and SPATT list, Amenities voucher, discrepancy report, Log book, expected departure list, "C" form.
- Glossary terms related to registration (Arrival and departure lists, Black list, 'C' form, Chance guest, Check-in, Check-out, Front desk, G.R.C (Guest Registration Card) Hospitality industry, Hotel register, Pre-registration, Room status, Room occupancy percentage, Shoulder period, Sleeper, Skipper)

UNIT-III

FRONT OFFICE SERVICES

- Guest services, Equipment and supplies
 - Handling mail
 - Handling message
 - Telephone services
 - Wake up calls
- Guest relations
 - Complaints (Mechanical, Attitudinal, Service related, unusual)
 - Identifying complaints
 - Handling complaints
 - Follow-up procedures
- Front Office security functions
 - Key Controls, Room key Security system
 - Surveillance and Access Control
 - Protection of Funds
 - Safe deposit Boxes
 - Lost & Found
 - Emergency Procedures (Medical, Robbery, Fire, Suicide, Death, Bomb threat, Riot)

- Log Book

Concierge and Bell Desk

- Job Description of concierge
- Job Description of Bell captain and Bellboy
- Providing information to groups
- Errand Cards (Arrival, Departure, Other Errands)
- Miscellaneous services-(Secretarial services, Massages, Ordering flowers,
- Baby sitting, Flight confirmation, Airline, Theater & Restaurant reservation, Arranging Transportation
- Baggage Handling
 - F.I.T's
 - G.I.T's
 - V.I.P's
- Escorting guests to their rooms
- Delivering messages within the city
- Paging the guest

<p style="text-align: center;">UNIT-IV</p>	<p>FRONT OFFICE ACCOUNTING</p> <ul style="list-style-type: none"> • Job description of a front office cashier • Accounts <ul style="list-style-type: none"> ○ Guest Accounts ○ Non-guest Accounts, ○ Folios – (Guest folio, Master folios, Split folio, Non-guest folio, Employ folio) ○ Vouchers ○ Ledgers (Guest ledger, City ledger) • Computer Billing & Maintenance of Accounts. <ul style="list-style-type: none"> ○ Benefits of computer billing, opening a bill, posting charges, Adjustments /Corrections, closing account, Balancing ○ Credit monitoring – Floor limit, house limit, part settlement of in house guests ○ Account maintenance: Charge purchase, Account Correction, Accounts allowance, Account transfer, Cash advance, Visitors paid out (V.P.O) ○ Encashment of Foreign Exchange, processing of credit cards, luxury tax, expenditure tax and service tax. • Internal Control <ul style="list-style-type: none"> ○ Front Office Cash sheet ○ Cash Banks
<p style="text-align: center;">UNIT-V</p>	<p>CHECK- OUT AND SETTLEMENT</p> <ul style="list-style-type: none"> • Functions of check out settlement – Settling of guest account balances, updating of room status information, creating guest history card. • Departure procedures. <ul style="list-style-type: none"> ○ Systematic way of check-out and settlement. ○ Methods of settlement (Cash, credit card, Debit card, Bill to account, Cheque, Travelers cheque, Travel agency voucher, Foreign currency / Travellers cheque) • Check-out options – In room folio review and check-out, self check-out, express check-out • Unpaid Account balance. • Collection of Accounts – (Late charges, Credit card bills, Travel agency account, Bad cheque account, Skipper accounts, Disputed bill account, guaranteed reservation accounts) • Potential Check-out problems - (Refuse to accept a particular charge, Posting to wrong account, Charging of extra beds for kids, Telephone calls, Late check-out, Late charges)

Reference Book:

1. Robert Woods et al., Professional Front Office Management, 1st edn, (Pearson Publications: Essex, 2014)
2. Jatashankar Tiwari, Hotel Front Office: Operations and Management, (Oxford: New Delhi, 2016)
3. Anutosh Bhakta, Professional Hotel Front Office Management, (Tata McGraw Hill: New Delhi, 2012)
4. Misra & Sadual, Basics of Tourism Management, (Excel Books: New Delhi, 2008)

Subject Code	Subject Name	Credits
21212	COMMUNICATIVE ENGLISH	2
UNIT-I	REVIEW AND EXPANSION OF FOUNDATIONS <ul style="list-style-type: none"> • Review of basic grammar concepts: verb tenses, articles, prepositions. • Expanding vocabulary: synonyms, antonyms, idiomatic expressions. • Reading comprehension: short texts and simple questions. • Writing: Describing daily routines, activities, and personal experiences. 	
UNIT-II	EFFECTIVE COMMUNICATION <ul style="list-style-type: none"> • Advanced sentence structures: complex sentences, clauses. • Expressing opinions, agreement, and disagreement. • Vocabulary for discussing current events, news, and trends. • Listening practice: Dialogues and discussions on various topics. 	
UNIT-III	NARRATIVES AND DESCRIPTIONS <ul style="list-style-type: none"> • Past tenses: simple past, past continuous, past perfect. • Describing people, places, and experiences in detail. • Writing a personal narrative or short story. • Reading and analyzing longer texts: main ideas, details, and themes. 	
UNIT-IV	PRACTICAL LANGUAGE SKILLS <ul style="list-style-type: none"> • Functional language: making suggestions, giving advice, making comparisons. • Expressing preferences and making choices. • Role-playing real-life situations: travel, social interactions, problem-solving. • Writing formal and informal emails, letters, or messages. 	
UNIT-V	PROFICIENCY DEVELOPMENT <ul style="list-style-type: none"> • Advanced grammar topics: reported speech, conditionals, passive voice. • Developing critical thinking skills through discussion and analysis. • Vocabulary expansion: specialized terms in various fields (business, technology, culture). • Final project: Presentation or essay on a chosen topic. 	

Reference Books:

1. "English Grammar in Use" by Raymond Murphy
2. "Word Power Made Easy" by Norman Lewis
3. "Reading Explorer" by Nancy Douglas and David Bohlke
4. "Writing with Power" by Peter Elbow
5. "Advanced Grammar in Use" by Martin Hewings
6. "How to Disagree Without Being Disagreeable" by Pauline Wallin
7. "Practice Makes Perfect: English Conversation" by Jean Yates
8. "Descriptive English" by S.P. Bakshi
9. "Narrative Writing: Learning a New Model for Teaching" by George Hillocks Jr.
10. "The Art of Short Story" by Dana Gioia and R.S. Gwynn
11. "English Idioms in Use" by Felicity O'Dell and Michael McCarthy
12. "Practical English Usage" by Michael Swan
13. "Fluent English: Perfect Natural Speech, Sharpen Your Grammar, Master Idioms, Speak Fluently" by Barbara Raifsnider
14. "Writing Business Letters and Emails" by Jane B. Smith
15. "Critical Thinking: A Student's Introduction" by Gregory Bassham, William Irwin, and Henry Nardone
16. "The Craft of Research" by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams
17. "Advanced Grammar in Use" by Martin Hewings
18. "How to Disagree Without Being Disagreeable" by Pauline Wallin
19. "Practice Makes Perfect: English Conversation" by Jean Yates
20. "Descriptive English" by S.P. Bakshi
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36. "Practical English Usage" by Michael Swan
37. "Fluent English: Perfect Natural Speech, Sharpen Your Grammar, Master Idioms, Speak Fluently" by Barbara Raifsnider
38. "Writing Business Letters and Emails" by Jane B. Smith
39. "Critical Thinking: A Student's Introduction" by Gregory Bassham, William Irwin, and Henry Nardone
40. "The Craft of Research" by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams

Subject Code	Subject Name	Credits
21213	FRONT OFFICE OPERATION PRACTICAL	2
<ol style="list-style-type: none"> 1. Students must be aware of uses of all stationeries in front office. 2. Forecasting of rooms 3. Taking reservation, cancellation, amendments, processing reservation 4. Receiving & registering of F.I.T, groups, crew and VIPs through role play 5. Extempore for polite speaking. 6. Improving the conversational skills and mannerism. 7. Etiquettes, body language, grooming and greeting 8. Situations handling (over booking, room change, turn away) 9. Writing down the log book. 10. Taking down messages in the message slip for the guest. 11. Handling of telephone and telephone mannerism 12. Paging 13. Handling of left baggage. 14. Filling of Errand cards. 15. Practice in creation and maintenance of guest Accounts, Folios, Vouchers and ledgers (Manual and automated) 16. Preparation of night audit reports. 17. Handling guest complaints (case studies) 		

Reference Book:

Robert Woods et al., Professional Front Office Management, 1stedn, (Pearson Publications: Essex, 2014)

Jatashankar Tiwari, Hotel Front Office: Operations and Management, (Oxford: New Delhi, 2016)

Subject Code	Subject Name	Credits
21214	TRAVEL AGENCY OPERATIONS	2
UNIT-I	INTRODUCTION TO TRAVEL AND TOURISM INDUSTRY <ul style="list-style-type: none"> • Overview of the travel and tourism industry • Historical development and growth of travel agencies • Types of travel agencies: Retail, Corporate, Online, etc. • Role and importance of travel agencies in the tourism ecosystem • Current trends and challenges in the industry 	
UNIT-II	TRAVEL AGENCY FUNCTIONS AND SERVICES <ul style="list-style-type: none"> • Understanding the role of a travel agent • Booking procedures for transportation (flights, trains, buses) • Accommodation reservations: hotels, resorts, lodges, etc. • Ground transportation arrangements: car rentals, transfers, etc. • Introduction to tour packages and cruise bookings • Travel insurance and its significance 	
UNIT-III	TRAVEL ITINERARY PLANNING AND CUSTOMER INTERACTIONS <ul style="list-style-type: none"> • Developing customized travel itineraries • Incorporating customer preferences and interests • Time management and scheduling considerations • Effective communication skills for customer interactions • Dealing with customer inquiries, complaints, and feedback 	
UNIT-IV	TRAVEL DOCUMENTATION AND REGULATIONS <ul style="list-style-type: none"> • Passport and visa requirements: understanding different country regulations • Entry and exit requirements for international travel • Health and vaccination guidelines for travelers • Legal and ethical considerations in the travel industry • Role of travel agencies in ensuring compliance with regulations 	
UNIT-V	TECHNOLOGY IN TRAVEL AGENCY OPERATIONS <ul style="list-style-type: none"> • Role of technology in modern travel agencies • Online booking systems and reservation platforms • Managing customer databases and loyalty programs • Social media and digital marketing strategies for travel agencies • Cybersecurity and data protection in travel transactions 	

Reference Books:

1. "Introduction to Tourism and Hospitality in BC" by Morgan Westcott and BCcampus
2. "Tourism Principles, Practices, Philosophies" by Charles R. Goeldner and J. R. Brent Ritchie
3. "Managing Front Office Operations" by Michael L. Kasavana and Richard M. Brooks
4. "Airline Marketing and Management" by Stephen Shaw
5. "Customer Service: Career Success through Customer Loyalty" by Paul R. Timm
6. "International Travel and Health" by World Health Organization (WHO)
7. "Understanding Travel Law" by Michael Jefferson and Michael Ward
8. "The Business of Tourism Management" by John Beech and Simon Chadwick
9. "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry
10. "Cybersecurity for Beginners" by Raef Meeuwisse

CRAFT CERTIFICATE COURSE IN FRONT OFFICE OPERATION**2023 Onwards**

SUBJECT CODE	SUBJECT NAME	CREDITS
21221	INDUSTRIAL EXPOSURE TRAINING	8

Note:

- Internship for 8 weeks at a stretch is compulsory.
- After the internship, practical examination for internship will be conducted during the II Semester examinations.

Mark Allocation:**Internal Marks:**

Log Book	35	
Attendance	15	50

External Marks:

Training Report	60	
Presentation	60	
Viva	30	150

Total Marks

200
