

BHARATHIAR UNIVERSITY: COIMBATORE – 641 046
SCHOOL OF DISTANCE EDUCATION (SDE)

B.B.A – Front Office & Customer Care Management

(Annual Pattern)

(For the SDE students admitted from the academic year 2011-12 & Onwards)

<u>Paper</u>	<u>Name of the Subject</u>	<u>Marks</u>
<u>I - YEAR</u>		
1.1	Language	100
1.2	English	100
1.3	Principles of Management	100
1.4	Customer Care	100
1.5	Basic Front Office Operations (Theory)	50
1.6	Basic Front Office (Practical)	50
<u>II- YEAR</u>		
2.1	Financial Accounting	100
2.2	Fundamentals of Computer (Theory)	50
2.3	Fundamentals of Computer (Practical)	50
2.4	Marketing Management	100
2.5	Business Communication	100
2.6	Advanced Front Office Operations (Theory)	50
2.7	Advanced Front Office Operations (Practical)	50
<u>III- YEAR</u>		
3.1	Customer Relations Management	100
3.2	Business Law	100
3.3	Human Resource Management	100
3.4	Hospitality Tourism and Marketing	100
3.5	Front Office Management	100
TOTAL		1500

1.3.: PRINCIPLES OF MANAGEMENT

Objectives: To familiarize the students with concepts and principles of Management

UNIT I

Management: Introduction - Meaning, nature and characteristics of Management - Scope and functional areas of management - Management as a science art or profession - Management & Administration - Principles of management - Social responsibility of management and Ethics.

UNIT II

Planning : Nature importance and purpose of planning - Planning process, Objectives - MBO and MBE -Types of plans - Decision making – importance & steps – Decision making situations.

UNIT III

Organising and Staffing : Nature and purpose of organisation, Principles of organisation - Types of organization - Departmentation, Committees - Centralisation Vs decentralisation of authority and responsibility - Span of Control - Nature and importance of staffing - Process of selection & recruitment.

UNIT IV

Directing : Meaning and nature of directing - Leadership styles - Motivation theories (Maslow's, Herzberg, McGregor's X & Y theory) - Communication - meaning and importance, barriers to communication, types of communication - Coordination meaning and importance.

UNIT V

Controlling : Meaning and steps in controlling - Essentials of a sound control system - Methods of establishing control – Traditional and Modern devices of controlling.

Reference Books:

1. Koontz & O'Donnell, Management.
2. Appaniah & Reddy, Essentials of Management.
3. L M Prasad, Principles of management.
4. Rustum & Davan, Principles and practice of Management.
5. Srinivasan & Chunawalla, Management Principles and Practice.
6. S V S Murthy, Essentials of Management.
7. Thomas. N. Duening & John. M. Ivan cevich, Management, Principles and Guidelines, Biztantra Publications.
8. Tripathi & Reddy, Principles of Management.

1.4. : CUSTOMER CARE

UNIT I

An introduction to Customer care

Nature of customer service, Changing customer behavior and expectation, Customer retention
What is excellent service? Personal versus material service, Customer Relation Management (CRM)

UNIT II

Listening to customers

Barriers to listening, Monitoring of complaints and compliments, Monitoring customer satisfaction, Measuring customer loyalty, Involving employees when measuring process
Recognizing achievement.

UNIT III

Customer Service Representatives

Definition, Role of customer service representatives, Job description of customer service representatives, Customer support, Customer services- orientation, Difference between customer care and customer service, Strategic customer care.

UNIT IV

Training and Development for Customer Service

Importance of training and development in customer service, Identifying training and development objectives, Training and development for managers, Customer service training for frontline and support staff, Build customer service into all training, Review and refresh training and development.

UNIT V

Communications

Disseminating the message, developing a communications strategy, Reinforcing the message
Tips on effective internal communication, Recognition and reward, Motivation, Performance management, Developing a reward and recognition schemes ,Sustaining a customer focus.

Reference book:

1. Customer support – donna knapp
2. Customer expectation Management - terry schurter
3. Voice of Customer- Dr. John Anton
4. Customer satisfaction - Avinash narula
5. Customer loyalty - stephen.A.butscher
6. Customer Care Excellence: How to Create an Effective Customer Focus - Sarah Cook

1.5. : BASIC FRONT OFFICE OPERATIONS (THEORY)

UNIT I

Introduction to Hotel Management

Tutorial overview of the hotel management industry, Hotel classification system, Career development, Innovative development in industry, Business application.

UNIT II

Systems in Reservation

Importance of reservation, Overview of reservation system, Sources of reservation, Modes of reservation, Types of reservation, Over booking (Occupancy management)

UNIT III

Registration

Job description of receptionist, Pre-registration activity, Registration of guest, Innovative Option Registration Records, Message slip.

UNIT IV

Concierge & Bell desk

Job description of Concierge, Job Description of Bell boy and bell captain, Errand Cards Baggage handling, Left Luggage, Paging the guest, Car parking.

UNIT V

Front Office Cashiering

Job description of front office cashier, House limit and floor limit, Encashment of foreign currency, Maintaining guest polio, Allowance voucher, Guest Departure Procedure Safety locker management

Reference:

James A.Bardi- Hotel front office management
Peter Ranner- Basic Hotel Front Office procedure
Colin Dix &Chris Baird- Front Office Operations
Ahmed Ismail- Front Office operations and management
S.K. Bhatnagar-Front Office management

1.6. : BASIC FRONT OFFICE OPERATION (PRACTICAL)

UNIT I

Handling Enquires, Knowledge of tariff, Using the guest history system, Taking messages

UNIT II

Knowledge of source modes and types of reservation, Processing a reservation, Confirming a reservation, Cancellation and amendments.

UNIT III

Pre-registration activity, Guest registration Procedure, Registration records and procedure.

UNIT IV

Concierge, Making booking, Bell desk, Errand Cards, Valet service.

UNIT V

Cashiering, Guest departure procedure, Enchasing foreign currency, Safety locker.

2.1. FINANCIAL ACCOUNTING

Goal: To enable the students to acquire knowledge of Accounting principles and practice

Objective: On successful completion of this course, the students should have understood

- The basic accounting concepts
- Double entry book keeping system and various books of accounts
- Preparation of final accounts, etc.

UNIT - I

Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

UNIT - II

Trial balance - Errors – types of errors - Rectification of errors – problems – Bank reconciliation statement – problems.

UNIT - III

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

UNIT - IV

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

UNIT - V

Preparation of accounts from incomplete records.

(Theory and problems may be in the ratio of 20% and 80% respectively)

REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy

2.2. FUNDAMENTALS OF COMPUTER (THEORY)

UNIT I

Windows 2000professional/ XP-operating system

operating system- At a glance, Features of windows operating system, Different versions of windows, windows 98/2000 professional / XP-an operating system at a glance.

UNIT II

Windows Basic, The Desktop, The Taskbar and the start button, Other desktop components Control Panel-usage and features, Adding and Removing Programs, Adding and deleting fonts Customize your desktop display, Mouse and printer settings

Unit III

Control Panel-usage and features, Adding and Removing Programs, Adding and deleting fonts, Customize your desktop display, Mouse and printer settings.

UNIT IV

Working with Programs, Managing files (with windows explorer or My computer),creating and opening and deleting folders, copying and moving a file or folder, Searching for files and folders Formatting a disk, Creating Shortcuts.

UNIT V

Using Windows Accessories, using calculator, using notepad and word pad an overview using paint, multimedia-CD player, media player and sound recorder, Virus introduction and damage and cure.

Reference book:

- 1 Computer awareness and application- D Malhotra
- 2 Principles of information technology- Dr Mustafa
3. Fundamentals of computers- Rajaram
- 4 Basic programming lab work book- R.Y shukla

2.3. FUNDAMENTALS OF COMPUTER (PRACTICALS)

EXERCISE 1

- Identification of parts of computer
- Creating shortcuts to windows

EXERCISE 2

- WordPad
- Word excels
- Windows 98
- Paint

EXERCISE 3

- Viewing files and folder
- Displaying files information
- Deleting folder
- Updating anti virus

2.4. MARKETING MANAGEMENT

Goal: To enable the students to acquire knowledge of principles of marketing management

Objective: On successful completion of this course, the students should have understood

- ✓ Principles of marketing management, market segmentation
- ✓ Product life cycle, pricing, branding,.....

UNIT - I

Definition of Marketing - Marketing Management- Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.

UNIT - II

Buyer Behaviour - Buying motives - explanation of motivation – Market Segmentation of different bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.

UNIT - III

The Product-Marketing characteristics -consumer goods-industrial goods- Production policy - Product Life Cycle (PLC) - Product mix - modification & elimination - packing - Developing new Products-strategies.

UNIT - IV

Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes - multiproduct pricing. Physical Distribution - Management of physical distribution - marketing risks.

UNIT - V

Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity.

REFERENCE BOOKS:

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing

2.5. BUSINESS COMMUNICATION

Goal: To enable the students to learn the nuances of good communication.

Objective: on successful completion of this course, the students should have understood

- ✓ Methods of communication
- ✓ Types of communication and Barriers of communication.

UNIT-I

Essential and Importance of Business Communication. Methods of Communication – Types – Barriers.

UNIT – II

Communication through letters – Layout of letters business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Claims – Adjustments and settlement of accounts – Letters of complaints – Collection letters –Status enquiries – Bank correspondence – Tenders – Letter to the editor.

UNIT – III

Correspondence of company secretary with share holders and directors – Agenda – Minutes – Preparation.

UNIT – IV

Communication through reports: Essentials – Importance – Contents - Reports by individuals – Committees – Annual report – Application for appointment – reference and appointment orders.

UNIT - V

Internal communication: Short speeches – Memo – Circulars – Notices – Explanations to superiors – Precise writing – Communication media – Merits of various devices – Intercom, Telex and Telephone – Fax – Internet.

Books for Reference:

1. **Rajendra Pal Korahill**, “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi, 2006.
2. **Ramesh, MS, & C. C Pattanshetti**, “Business Communication”, R.Chand&Co, New Delhi, 2003.
3. **Rodriquez M V**, “Effective Business Communication Concept” Vikas Publishing Company ,2003.

2.6. ADVANCED FRONT OFFICE OPERATIONS

UNIT I

Security Department and its importance in relation with front office, Organization of a security department , Key controls and various systems , Fire safety , Employee safety program.

UNIT II

Ongoing responsibilities of front office department, Communication with front office, Inter departmental communication, Guest services, Guest relations,

UNIT III

Front office accounting and advance front office department, Accounts, Creation and maintenance of accounts, Account maintenance, Internal Accounting, Cash handling procedures.

UNIT IV

Night Audit, Functions of night audit, Operating modes of night Audit, Night Audit Process Finding errors in the Night Audit.

UNIT V

Check out and settlement, Functions of check out and settlement, Departure procedures Check out options, unpaid account balances.

Reference:

1. Front office operations – Michel Kasanove
2. Front office Management – Bhatnagar A.K

2.7. ADVANCED FRONT OFFICE OPERATIONS (PRACTICAL)

- Telephone manners and etiquettes
- Mock practical on handling enquires on reservations
- Concierge procedures
- Knowledge on Night Audit Various procedures
- Case studies for various situational handling (Handling scanty baggage, guests handling skippers, fussy guests, complaint handling)

3.1. CUSTOMER RELATIONS MANAGEMENT

UNIT I

Customer segmentations, Customer satisfaction tracking system, Strategic and organization CRM, CRM as an integral business stage, Relationship orientation organization.

UNIT II

Public relations, Definition, Major activities of public relation, Public relation process
Major tools in marketing public relation.

UNIT III

GRE, GUEST RELATION EXECUTIVE, Job description of GRE, Role of GRE in hotels,
Duties & responsibility of GRE, GRE IN VARIOUS SECTORS .

UNIT IV

Customer relation management system, Customer relationship management services, CRM system and their implementation CRM system, implementation, the future , Time management , Project management, Waste management Customer services.

UNIT V

Customer relations management in various business sectors ,Hospital, Hotel, Banking sector ,Multination companies, All governments sectors, Customer relation management inside India & outside India, Analytical CRM , CRM market aspects, Operational CRM .

Reference book:

Customer relationship management
An Indian prospective- Mukesh Chaterji
Customer relationship management –Francis Buttle
Customer relationship management-E D Teelen

3.2. BUSINESS LAW

UNIT I

Indian Contract Act 1872, Definition, Kinds Void agreement, Discharge of contract, Remedies for breach of contract.

UNIT II

Sale of Goods Act 1930, Formation of a contract of sales, Condition and warranties, implied conditions and warranties.

UNIT III

Hotels and Restaurant License Registration, License under the provision of the relevant state exercise (sale of Indian and foreign liquors) act rule.

UNIT IV

Labor Law overviews: the objectives of the below act, Workman's compensation act 1948 Payment of wages act 2948, Minimum wages act 1948 ,Industrial dispute act 1947, Trade union Act 1926, Payment of Bonus Act, ESI Act, Gratuity Act.

UNIT V

Law Pertaining to Food Services, Standard weight and measures act 1956, Prevention of food adulteration Act 1954, Indirect taxes the shops and a commercial establishment Act.

Reference:

Elements of Mercantile Law-N.D. Kapoor

Industrial Law- K.R. Buschandari

Mercantile Law-M.C. Kucchal

3.3. HUMAN RESOURCE MANAGEMENT

UNIT I

Introduction to personnel department, Role of personnel manager, Definition of HRD, Role of HRD, Organizational structures , Hierarchies, Types-vertical / horizontal.

UNIT II

Job design, Job analysis, Job description, Job enlargements, Job rotation, Job enrichment
Job specification-definition & format, Job evaluation-meaning, type & uses, Recruitment- source of recruitment, Selection-application, interviews, types.

UNIT III

TRAINING, Introduction of training, Meaning & advantages, Purpose of training, Types of training, Methods of training, Aids used while training, Performance appraisal, Definition & importance. Types of performance appraisal, Performance rewards – types.

UNIT IV

LABOUR LAW, shops & establishment act, the industrial disputes act 1947, the payment bonus act 1965, the contract act 1872, industrial relations, grievance handling procedure, disciplinary procedures, brief on model standing order, house rules, apprenticeship act.

UNIT V

Personnel management, definitions, system, personal record-HRIS, employee productivity, HR budget.

Reference book:

Shashi k gupta & rosy joshi– human resource management
D.M Prasad – human resource management

3.4. HOSPITALITY AND TOURISM MARKETING

UNIT I

Definition of Marketing, Evaluation, Introduction to Hospitality Marketing, Concept of need, demand, wants, Difference between selling and marketing, structure of hospitality industry.

UNIT II

Marketing planning, Stages involved in marketing, Buyer's behavior, Market segmentation Targeting & positioning relevance in hospitality.

UNIT III

Marketing Research and methods, Marketing Mix, Pricing and pricing strategies, Channels of Marketing, Product ,new product development, Product life cycle, Placements of channels of marketing, Promotion, advertising , sales promotion, Public relation &publicity.

UNIT IV

Internal Marketing, Destination Merchandising, Sales force training, Marketing Control

UNIT V

Marketing information system, Retailing – Definition, concept, opportunities, Marketing Environment.

Reference:

Marketing for hospitality industry – John Roberts

Hospitality Marketing Management – Robert D Reid

Marketing for Hospitality and Tourism – Philip Kotler & John Bowen & James Makens

3.5. FRONT OFFICE MANAGEMENT

UNIT I

PLANNING & EVALUATING FRONT OFFICE OPERATIONS

Establishing room rates, rule of thumb approach, Hobart formula, forecasting room availability, budgeting for operation, forecasting room revenue, estimating expenses, daily operation report, occupancy rates, room revenue analysis.

UNIT II

Yield management

concept of yield management, measuring yield, potential average single rate, potential average double rate, multiple occupancy percentage, rate spread, yield, identical yields, elements in yield management, group room sales.

UNIT III

FRONT OFFICE MARKETING & SALES

The role of front office in marketing and sales, needs for sales , identifying the market , market price, purpose of selling, planning a point of sale in front office, budgeting for point of sale in front office.

UNIT IV

SELLING

Personnel selling, ABC of selling, Telephones sales, Selling through letter/ fax by AIDA.

UNIT V

MANAGING HOSPITALITY

Concept of hospitality, importance of hospitality, management role, financial statement, total quality management application, guest cycle, employee buying concept, empowerment, managing delivery of hospitality, developing a service management program.

Reference book:

Hotel front office management – James a. Bardi

Front office procedures- Michael- L Kasevene

Hotel front office training manual –Sudhir Andrews
