

FORUM AND TERM PAPER ASSIGNMENTS

Unit 6: Rooms Division Operations Management

Unit code: R/601/1792

QCF level: 4

Credit value: 15

AIM

This unit will provide learners with a comprehensive understanding of contemporary rooms' division operations management and the importance of revenue management to operations.

UNIT ABSTRACT

The unit examines the role of the rooms division within the management of a hospitality operation, the operational elements that comprise the rooms division and how these are deployed by management to maximise both occupancy and rooms revenue. Learners will gain understanding of the role of the front office as the 'nerve centre' of customer activity with network communication links within and to other departments. They will also gain understanding of the management of housekeeping services. Learners will be able to identify trends and technologies which impact on rooms division operations and effectively utilise a computerised operating system within the rooms division.

LEARNING OUTCOMES

On successful completion of this unit a learner will:

1. Understand services provided by the rooms division in diverse contexts
2. Understand the impact of contemporary management issues on the effective management and business performance in the front of house area
3. Understand factors that contribute to effective management and business performance in the accommodation service function
4. Be able to apply techniques to maximise and measure occupancy and rooms revenue.

ASSIGNMENT TWO

LO 2: Understand the impact of contemporary management issues on the effective management and business performance in the front of house area

LO 2. Course Content

Planning and managing: business/departmental plans; operations; procedures; POS management; security; night audit; use of technology; operational constraints; evaluating; controlling and updating front-of-house services; health and safety; consumer and data protection; pricing.

Front-of-house area: visual impact; first impressions; design and layout; zoning; ambience; colour; flowers/plants; heating; lighting; airflow; cleaning and maintenance; security

Services: examples eg rooms related, concierge, information, sales, administration

Operational issues: financial; marketing; sales; human resources; quality; customer

CASE STUDY, TASKS AND INSTRUCTIONS FOR LO1:

In Teams of 6 carry out the following activities. Please refer to the course outline and resources provided. Include at least six (6) references in your work. Use Harvard Referencing Style through-out the work.

THE OBJECTIVES OF THE ASSIGNMENT ARE TO:

1. **AC 2.1** Assess the importance of the front of house area to effective management
2. **AC 2.2** Discuss the key aspects of planning and management of the front of house area for a given hospitality operation
3. **AC 2.3** Critically discuss the key operational issues affecting the effective management and business performance of the front office area for a given operation

DISCUSSION FORUM AND TERM-PAPER

GROUP WORK:

CARRY OUT THE FOLLOWING TASKS TO MEET THE CRITERIA FOR THE DISCUSSION FORUM AND TERM-PAPER SIMULTANEOUSLY

CASE STUDY FOR AC 2.1, 2.2 AND 2.3

Staffing the Front Office at the Heritage Center Inn

The Heritage Center Inn is a new 250-room hotel located in a suburban area of Capitol City. Included in the hotel's many amenities are indoor swimming pool, two tennis courts, a complete fitness center, several large meeting rooms, a dining room, a cocktail lounge, and covered parking. The hotel is approximately eight weeks from opening.

Greg Nelson has just been hired as front office manager. Greg comes from another hotel in town where he has been an assistant front office manager for two years. Since the hotel has not opened yet, Greg must first prepare to recruit, hire, and train a new front office staff. The hotel has a human resources division that has made up some preliminary job descriptions. Greg also wrote the front office training manual for his last hotel. At this time, there is a front office budget for the first operating year of the hotel, but no staffing guidelines have been developed.

(The Case Study is Adapted From: <http://www.chegg.com>)

CARRY OUT THE FOLLOWING TASKS (1,800 - 2,500 Words):

1. **AC 2.1** Assess the importance of the front of house area to effective management
2. **AC 2.2** Discuss the key aspects of planning and management of the front of house area for a given hospitality operation
3. **AC 2.3** Critically discuss the key operational issues affecting the effective management and business performance of the front office area for a given operation

(Note that this is a new property so you will discuss the key operational issues that will likely affect effective management and business performance of Heritage Center Inn by researching similar properties and their challenges. The objective is that Greg can use this information to avoid the same pitfall)

PARTICIPATION AND REQUIREMENTS

This assignment is part of the mid-semester term paper for LO 2. ALL members of the Discussion Forum Group **MUST** attend and participate in four group meeting, identifying resources, writing and submitting drafts of the assignment, compiling, editing and submitting one assignment. Alongside the work, submit a separate document with the group meeting attendance record and a detailed summary of the processes and roles adapted to complete the assignment.

DEADLINE TO SUBMIT LO1 ASSIGNMENT: June 23

RESOURCES

The following Reading Assignments are for lead discussion at the group meetings and to assist with carrying out the assignments:

- ❖ Chapter 3: Front Office Operations

LINK: <https://www.slideshare.net/nicolehaywalters/chapter-3-front-office-operations>

- ❖ Why Good Front-of-House Helps Create a Successful Hotel

LINK: <http://www.hotel-industry.co.uk/2012/08/why-good-front-of-house-helps-create-a-successful-hotel/>

- ❖ Front of the House Operations: Restaurant Dining Rooms

LINK: <https://www.thebalance.com/front-of-the-house-operations-2888355>

- ❖ Your Front Office Management: Do It Right!

LINK: <http://www.more-for-small-business.com/front-office-management.html>

- ❖ Front Of the House: Standard Operating Procedures

LINK: <http://setupmyhotel.com/train-my-hotel-staff/how-to-define-sop-in-hotels/front-office-sop.html>

- ❖ Growing Profitability through Operational Excellence

LINK: <http://www.charlestownehotels.com/Hospitality-Management-Companies-Operations/>

SCORING THE DISCUSSION FORUM

To Pass the Discussion Forum you must:

- i) Participate in no less than 8 of the 12 weekly peer group meetings on the semester.
- ii) Submit ALL required group work timely and at required standard.
- iii) Answer the questions in sufficient length and breadth to demonstrate:
 - 1) grasp of the subject content
 - 2) ability to apply the knowledge to the context provided;
 - 3) ability to think critically and identify risks, limitations and challenges in the contents and contexts provided;
 - 4) ability to engage and cooperate in a team; and
 - 5) ability to meet deadlines by completing the assignments and posting them to the group on or before the published deadlines.

You will **fail the discussion forum** and unit if you:

- i) Fail to post the required number of times (8 of 12).
- ii) Fail to demonstrate reasonable breadth of knowledge in the content area.
- iii) Fail to properly cite your sources. Plagiarism is not tolerated under any circumstances.
- iv) Fail to present original work. Do not duplicate from your peers' work posted in the group.
- v) Fail to consistently engage or participate in the required team-work and group dialogue.
- vi) Fail to post your assignment by the published weekly deadlines.

❖ If you fail the Forum for the unit, you automatically fail that course unit.

SCORING THE TERMPAPER

Students' work must meet the following requirements (alongside those identified in the Discussion Forum):

1. Carry Out the command verbs e.g. in AC 1.1: To **Evaluate** which means: "Provide evidence from a wide range of sources which both agree with and contradict an argument."
2. Provide evidence of adequate research based on accuracy and depth of content shared.
3. Discuss the topics and perspectives related to your research findings and Course Content.
4. Demonstrate acceptable level of proficiency in writing and/or speech for college-level: Diction, Expressions, Grammar, Spelling, Usage and Sentence Structures.
5. Use Harvard Referencing Style Through-out the work.
6. Cite at least Six (6) Valid Sources in the tasks e.g. AC 1.1. AND 1.2.
7. Have no Plagiarism infringements. Submit a Plagiarism Report with all assignment showing no higher than 11%. A Referred Grade is awarded if it exceeds or is not included.
8. Meeting Professional Standards for a structured Presentation.
9. Include a Reference Page.

❖ Students work are Awarded: **PASS** Grade | **MERIT** Grade | **DISTINCTION** Grade based on the above criteria. **FAIL GRADE** is awarded only when students fail to submit, participate or complete the required assignments.

❖ **IMPORTANT!**

Here is a direct link to the definition of the Command Verbs used in these tasks:

LINK: <http://www.ocr.org.uk/Images/149928-command-verb-definitions.pdf>

DEADLINES AND RESTRICTIONS FOR ASSIGNMENTS

EARLY DEADLINES

Students are expected to submit coursework on or before the deadline published in the assignment. All dates given are early deadlines.

LATE SUBMISSION WITH LATE FEES

There is a further extension of no later than three weeks from the published deadline for the submission of late work. Contact Student Services if you are unsure of the late deadline.

LATE FEE IS \$12.00

Late Fee of \$12.00 is applied per assignment eg. \$12 for the late term-paper; and \$12 for the late Discussion Forum.

No Assignment is acceptable after the late deadline under ANY Circumstances (excluding extenuating circumstances). Thereafter the student will be awarded a FAIL GRADE for the assignment.

EXTENUATING CIRCUMSTANCES

Students are encouraged to submit/sit assessments at the prescribed time, yet accommodations are made in extenuating circumstances as follow:

1. **Medical Reasons.** If the students fail to submit course-work on time due to medical conditions verified by a doctor's certificate, the work is treated same as referred in terms of revised deadlines, grading restrictions and referred fees. It is important that students seeking exemption for medical reasons advise Student Services before the deadline expires.
2. **The death of an immediate family in the household.** Evidence must be provided of the relationship and death.
3. **Jury Duty.** Evidence must be provided of the request, and also the service started or completed.

RESIT PRIVILIGE

1. For students to qualify for Resit they MUST ATTEMPT ALL assessments in the unit and earn at least a Referred Grade.
2. A student who has taken ill during an examination or assignment submission dateline may also qualify for Resit after proper written evidence is collected and assessed by the Faculty and submitted to the Head of Faculty for approval.
3. Resit fees apply in all circumstances under which new assessments are approved or extensions granted beyond the late deadlines.

RESIT APPROVAL AND FEE

All evidences must be collected by the Faculty and produced to Student Services no later than 5 days after the examination/deadline expires. The outcome is communicated directly to the student by email. If approved, the Resit Fee of \$45.00 (per assignment) is paid by the student and receipt emailed to Student Services. The supplementary dateline will be communicated to the student by email.

REFERRED / RESIT GRADE

Students earn a Referred Grade if the submitted assignment fail to achieve the criteria for PASS.

- ❖ Hospitality Students must earn a PASS GRADE on all Assessment Criteria (AC) on the term-paper to pass the course.
- ❖ Business and Aviation Students must earn a PASS Grade on all Assessment Criteria with P e.g. P1, P2 etc. to pass the course.

FAILING THE COURSE

1. Students who did not sit an examination and did not withdraw formally will receive a Failing grade.
2. Students who differed for financial reasons or illness will earn an IC – Incomplete Grade. Incomplete Grades then are changed to Fail Grades at end of the semester.
3. Students who fail the discussion forum but pass the term-paper or vice versa. You must earn a Referred OR Pass Grade on both the Forum and Term-Paper to avoid retaking the course unit.
4. If you fail the course you must retake the class when it is offered next. The cost per course unit is listed on the Tuition Page of the website.

THESE COMMON CIRCUMSTANCES DO NOT QUALIFY AS EXTENUATING CIRCUMSTANCES

LOSS OF DATA

Please back-up your work consistently on independent media. Computer malfunctioning or errors are common but not acceptable reasons for special considerations. Special considerations are granted only for extenuating circumstances discussed above and no other factor.

JOB RESPONSIBILITIES

Working Students are advised to take 2-3 courses per semester. Four courses as recommended to complete the program on the published deadline. However, if taking full-time coursework will hinder you from meeting your required course-work deadlines or meeting quality standards, it is best that you take three courses and extend your tenure by one semester.

Job responsibilities are not acceptable reasons for special considerations because we have only one standard for everyone in the institution. Special considerations are granted only for extenuating circumstances discussed above and no other factor.

STUDENT SATISFACTION SURVEY

To develop and maintain a collegiate environment to sustain Higher Education, students are encouraged to participate at end of each semester in the Online Satisfaction Survey. Your input will help us to improve our programs and personnel. A degree today is like citizenship and good College education is a platform for you to: develop the required competencies for a degree, social skills, but also to enjoy learning. So, tell us what you want to do to make your college experience better. Be respectful, and be honest. The Form is accessible here:

<http://www.studyaimusa.org/student-feedback-form.html>