NAME OF THE COURSE		Sales and Front Office Operations				
Code	ECTB01	Year of study		3rd		
Course teacher	Smiljana Pivčević, Ph.D Associate professor Ljudevit Pranić, PhD, Assistant Professor	Credits (ECTS)		4		
Associate teachers	.	Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Elective	Percentage of application of e-learning		25		

COURSE DESCRIPTION	
Course objectives	To attain knowledge and skills necessary for understanding the importance and duties of hotel sales and front office operations in successful hotel management, along with the basic knowledge and skills essential for performing these duties.
Course enrolment requirements and entry competences required for the course	Course prerequisites are prescribed in bylaws of the Faculty of Economics, Business and Tourism, and the rulebook on study programs and studying.
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	1. Analyze the specifics, importance, roles and types of hotel sales; 2. Identify potential activities in the hotel sales process; 3. Establish and compare the specifics (advantages and disadvantages) of key sales channels in contemporary hotel management; 4. Analyze the tasks, key personality traits, and necessary knowledge of hotel front office staff; 5. Differentiate the activities and duties of the front office during various stages of the guest cycle; 6. Record activities during various stages of the guest cycle inside a front office computer system; 7. Compare and analyze various reports and lodging statistics.

	Lectures	Hours	Exercises	Hours
Course content broken down in detail by weekly class schedule (syllabus)	Presentation of course requirements, grading scheme, and the necessity of continuous effort for the course. Definition of key terminology and introduction to the content and goals of the course.	2	Discussion of student responsibilities throughout the semester. Recording student activity (RSA).	1
	Relationship between hotel marketing and sales. Placement of marketing and sales in hotel's organizational scheme.	2	Individual assignment – review and discussion. Student presentations of seminar assignments. RSA.	1
	Hotel sales – organizational structure, types, and sales channels. Activities and phases in hotel sales. Internet as the sales channel.	3	Individual assignment – review and discussion. Student presentations of seminar assignments. RSA. On line assignment.	1
	Definition and analysis	2	Individual assignment – review and discussion.	1

	of accommodation as a process function. The Guest cycle analysis.		Student presentations of seminar assignments. RSA.	
	Tasks, processes, procedures, and reports for booking hotel services.	2	Review and summary of previous lectures and test preparation. On line assignment.	1
	Duties, procedures, and required documents during arrival of individual and group guests; guests with reservations and walk-ins.	2	Individual assignment – review and discussion. Student presentations of seminar assignments. RSA.	1
	Duties, procedures, and required documents during guests' stay.	2	Individual assignment – review and discussion. Student presentations of seminar assignments. RSA.	1
	Duties, procedures, and required documents during guests' departure.	2	Individual assignment – review and discussion. Student presentations of seminar assignments. RSA.	1
	Hotel property management systems..	1	Individual assignment – review and discussion. Student presentations of seminar assignments. RSA.	1
	Positions and managing human resources inside front office.	3	Individual assignment – review and discussion. Student presentations of seminar assignments. RSA. On line assignment.	1
	Professional norms, staff behavior, interrelationship and ethical issues.	3	Individual assignment – review and discussion. Student presentations of seminar assignments. RSA.	1
	Managing front office performance. Reports and lodging statistics.	2	Individual assignment – review and discussion. Student presentations of seminar assignments. RSA.	1
	Responsibilities of the front office manager in managing business performance.	2	Visit to a hotel front office department/guest lecturer. RSA.	1

Format of instruction	☒ lectures ☐ seminars and workshops ☒ exercises ☐ *on line* in entirety ☒ partial e-learning ☒ field work	☒ individual assignments ☒ multimedia ☒ laboratory ☐ work with mentor

Student responsibilities	1) 70 % class attendance 2) 70% overall individual assignments submitted and graded as satisfactory.

Screening student work *(name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)*	Class attendance	1	Research		Practical training	0,5
	Experimental work		Report		Practical assignments	
	Essay		Seminar essay	0,5		
	Tests	2,5*	Oral exam	2,5*		
	Written exam	2,5*	Project			

	Breakdown of points (100 points total): 　1. 2 tests or exam (70 points total), 　2. practical assignments during exercises (20 points), and i 　3. in-class activity – participation and on line assignments (10 points). Course grading scale: <60% Failure (1), 60-69% Poor (2), 70-79% Fair (3), 80-89% Good (4), 90-100% Excellent (5).
Grading and evaluating student work in class and at the final exam	Two tests are organized during the semester (written or oral), each with 60% as a minimum passing score. In order to take the second test, a student must pass the first test. During the semester, students complete and submit practical assignments. In-class activity via participation in discussions and on line assignments is registered throughout the semester. A student will receive a passing grade for the course if he or she passed both tests and achieved a total of at least 60 points from the three grade components. Students that do not pass through tests take the final exam (70 points) with 60% required passing grade (42 points). A student will have a passing grade for the course if the overall sum of the three components that make up the final grade is 60 more. Students who are not satisfied with the final grade (tests or exam), can take the final oral exam. The prerequisite is a notification message to professor through Moodle within 48 hours of written test/exam results. The course teacher beholds the right to invite the students to oral exam in case of justified reasons or extraordinary circumstances.

	Title	**Number of copies in the library**	**Availability via other media**
Required literature (available in the library and via other media)	Authorized teaching materials		Moodle
	Galičić, V., (2017), Poslovanje hotelskoga odjela smještaja, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija (e-udžbenik), dostupno na https://www.fthm.uniri.hr/images/knjiznica/e-izdanja/Vlado_Galicic_Poslovanje_hotelskog_odjela_smjestaja.pdf		Moodle

Optional literature (at the time of submission of study program proposal)	1. Hayes, D. K., Ninemeier, J. D., Miller, A. A. (2016), Hotel Operations Management, 3rd Edition, Pearson 2. Kasavana, M. L. (2013), Managing Front Office Operations, American Hotel & Lodiging Educational Institute, Michigan 3. Hinkin, T. R. (2005), Cases in Hospitality Management: A Critical Incident Approach, 2nd Edition, Wiley *Articles:* Relevant contemporary scientific articles from Cornell Hospitality Quarterly, International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, Journal of Hospitality and Tourism Research and other scientific journals recommended by the teacher 1. Jovičić Vuković, A., Pivčević, S. Garbin Praničević, D. (2019), Hotel innovation in different settings - two destinations' comparison, Proceedings of the 5th International Scientific Conference „Tourism in Southern and Eastern Europe - Creating Innovative Tourism Experiences - The Way to Extend the Tourist Season", Opatija, May 2019, pp. 349-361

	Other sources: Reports/tools from the Cornell School of Hotel Administration website (https://scholarship.sha.cornell.edu/chr/) Case studies i news from www.hrturizam.hr portal Hotel websites and booking/review websites (www.booking,com; ww.tripadvisor.com; etc.)
Quality assurance methods that ensure the acquisition of exit competences	- Monitoring student active participation and performance of student tasks (teacher) - Supervision of teaching activities (Vice Dean) - Analysis of student achievements across all courses of study (Vice Dean) - Student teaching evaluation survey for each course of study (Center for Quality Improvement at University of Split) - Test and/or exams administered by course teachers assess the successful adoption of all teaching outcomes pertaining to a particular course. The contents of these tests/exams are periodically reviewed for their adequacy in relation to the stated learning outcomes (Vice Dean)
Other (optional)	Up to three guest speakers (industry practitioners), and/or field trips/visits to companies /organizations.