هيئة تقويم التعليم والتدريب
Education & Training Evaluation Commission

اعتماد
NCAAA

T4

2020

Course Specifications

VISION رؤية
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

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Course Title:	**Rooms Division Management 1**
Course Code:	
Program:	**B.Sc of Tourism and Hospitality Management, Hotel Management Track**
Department:	**Tourism and Hospitality Management**
College:	**College of Business**
Institution:	**Umm Al-Qura University**

Table of Contents

A. Course Identification

1. Credit hours: 2

2. Course type

1. **Credit hours:**
2. Course type
a. University ☐ College ☐ Department 🟥 Others ☐
b. Required 🟥 Elective ☐
3. Level/year at which this course is offered: 3rd years, 7th semester
4. Pre-requisites for this course (if any)**:**
5. Co-requisites for this course (if any)**:**

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	20	33.3%
2	Blended	40	66.7%
3	E-learning		%100
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	60
2	Laboratory/Studio	20
3	Tutorial	
4	Others (specify)	20
	Total	100

B. Course Objectives and Learning Outcomes

1. The Rooms Division of a hotel generates the most revenue, and their staff and management have the most interaction with the guests. Therefore, management and control of this revenue center is crucial to the overall profitability of a hotel and the level of service it produces. Students in this course will develop the knowledge and skills necessary for the effective management of rooms division within a hotel. i.e. handling reservations, registering guests, cashiering, revenue management and night audit. Students are also encouraged to develop an understanding of how vital are effective communication and interaction between rooms division and other departments within a hotel to the delivery of high service quality, guest satisfaction and financial success.

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2. Course Main Objective

At the end of the unit the student will be able to:
Academic:

- Identify and explain the mission of the rooms division in hotels/resorts.
- Describe the management and supervisory structure of various rooms' division operations.
- Identify and explain the importance of inter-departmental management and staff meetings.
- Describe guest services and guest accounting tasks appropriate to the different stages of the traditional guest cycle.
- Explain the functions of registration records and registration cards.
- Describe the front office procedures in responding to guest information requests.
- Understand the concepts of yield management and how front office managers can use it as a revenue management tool.
- Explain and justify the role of information technology to create a new reservation, to check in a guest, to leave guest messages, to check out a guest and to perform posting and routing procedures.

- *Vocational:*

- Correctly perform all front desk position skill sets.
- Interpret, analyze and communicate guest information, guest data, complaints, requests for service and other lodging situations in need of report to management.
- Identify methods for conducting a professionally managed front office/front desk.

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge and Understanding**	
1.1	– The students will be able to examine how reservation, check-in, posting and check-out services are conducted in hotels.	
1.2	– The student will be able to evaluate the operations in rooms division department – Understanding the different types of reservations. – Recognizing room pricing techniques. – Understanding the guests' services including (concierge- bell services and other related services).	
2	**Skills :**	
2.1	– Perform check-in and check-out process. – Demonstrate critical analysis and interpretation of information related to front office operations management.	
2.2	– Demonstrate ability to debate successfully on different rooms division issues.	
2.3	– Transfer knowledge from life lessons and formal instruction to new situations as – Evidence of relational learning.	
2.4	– Problem solving skills associated with front office Manage effective performance within a team environment	
3	**Values:**	
3.1	– Taking a leadership/managerial role as appropriate.	
3.2	– Responsibility for own learning.	
3.3	– Adhere to ethical standards of behavior.	

C. Course Content

No	List of Topics	Contact Hours
1	Introduction and overview of Rooms Division Management: hotel types: internal departmental structure: internal communication	3
2	Who are our customers and what do they want?	3
3	Front Office Overview	3
4	Guest cycle	3
5	Rooms pricing	3
6	Selling from the front desk	3
7	Property Management Systems	3
8	Reservation procedures: manual and computerized	3
9	Reservations cont'd:	3
10	Revenue Management	3
11	Distribution Channel Management	3
12	Guest accounting and cashiering:	3

13	Front Office & Legal Issues	3
Total		

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	**Knowledge and Understanding**		
1.1 1.2	- Students will be able to examine how reservation, check-in, posting and checkout services are conducted in hotels. - Students will be able to evaluate the operations in rooms' division department appropriately by using problem solving approaches.	Active Learning strategies Active Learning strategies	Exams, Teamwork, Assignments, and Coursework Exams, Teamwork, Assignments, and Coursework
2.0	**Skills**		
2.1 2.2 2.3 2.4	- Demonstrate critical analysis and - Interpretation of information related to front office operations management. - The student will be able to debate successfully on different rooms division issues. - Transfer knowledge from life lessons and formal instruction to new situations as evidence of relational learning. Problem solving skills associated with front office - Manage effective performance within a team environment	Active Learning strategies Active Learning strategies Active Learning strategies Active Learning strategies	Exams, Teamwork, Assignments, and Coursework Exams, Teamwork, Assignments, and Coursework Exams, Teamwork, Assignments, and Coursework Exams, Teamwork, Assignments, and Coursework
3.0	**Values**		
3.1 3.2 3.3	- Taking a leadership/managerial role as appropriate. - Responsibility for own learning. - Adhere to ethical standards of behavior.	Active Learning strategies Active Learning strategies Course rules introduction	Teamwork, Assignments, and Coursework Exams, Teamwork, Assignments, and Coursework Teamwork, Assignments, and Coursework

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Mid-term Exam	8	20%
2	Individual Essay	8	10%
3	Semester Work (quizzes- problem solving- attendance)	Every week	20%
4	Research Project (Group)	12	10%
5	Final exam	16	40%

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

The course director is available at his office hours to help and support students. The academic advising unit is also affording the service to the college students.

-Office hours (13/week).
- E-mail (available).
- Meetings (3-5 times /semester)
- Whats' app for emergency matters: (Sun-Thu 8:00am-4:00pm, Weekends 12:00pm-5:00pm)

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	Bardi, J. A. (2003). *Hotel front office management*. John Wiley & Sons Ltd.
Essential References Materials	Annals of Tourism Research Caterer and Hotelkeeper Cornell Hotel and Restaurant Administration Quarterly Facilities Hospitality, The Institute of Hospitality Hospitality Design Hotel & Restaurant Magazine Hotel and Motel Management Hotels International Journal of Contemporary Hospitality Management International Journal of Hospitality Management International Journal of Tourism Management International Journal of Tourism Research Journal of Facilities Management Journal of Hospitality and Tourism Management Tourism and Hospitality Research Tourism Management World Hospitality and Tourism Trends

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Electronic Materials	www.Hedna.org www.hospitalitynet.org Caterer and Hotelkeeper www.caterer.com British Hospitality Association www.bha-online.org.uk Caterer and Hotelkeeper www.caterer.com
Other Learning Materials	Mintel Market Intelligence http://www.reports.mintel.com/ Mintel Market Intelligence http://www.reports.mintel.com/ The Institute of Hospitality http://www.instituteofhospitality.org/content/ British Hospitality association http://www.bha.org.uk

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom with max of 30 seats- Active Learning Halls
Technology Resources (AV, data show, Smart Board, software, etc.)	Data-show, Video and scientific films, White board, flip chart, Blue glue; Markers
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	High quality audio system for practicing listening and speaking

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Obtaining Student Feedback on Effectiveness of Teaching	Students	At the end of every lecture, students are asked to write down their feedback about the lecture in an anonymous piece of paper and to hand it to the lecturer. All students feedback will be read and will be discussed in the next lecture
Evaluation of Teaching by the Instructor or by the Department	Peers	Peer Observation Guidelines and Recommendations
Evaluation of course materials	Reviewers	Reviews by the department council of course materials (e.g., syllabi, assignments, activities)
Evaluation of syllabi	Academic staff members	Discussions within group of faculty teaching the course.
Verifying Standards of Student Achievement	Academic staff members	Assigning group of faculty members who have an experience on teaching the course to grade same Questions for various students. Faculty from other institutions are invited
Periodically reviewing course effectiveness and planning for improvement.	The instructor	The course material and learning outcomes are periodically reviewed and the changes to be taken are

		approved in the departmental and higher councils.

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)
Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))
Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	Prof. Hany H .Abdelhamied
Reference No.	

Date	May 2022