

Level: bachelor				
Course title: Sales department and front office management				
Status: obligatory for module Hotel Management; elective for module Tourism				
ECTS: 7				
Requirements: None				
Learning objectives Enabling students to perform business operations connected with sales department and front office work in hospitality objects: organization and coordination of sales processes and reservation of hotel services; improving operative standards; introduction to hotel systems and programmes (central reservation system, hotel operative systems, loyalty programmes). Adopting professional terminology, developing communicative skills in hotel business environment with the special focus on raising professional capability and qualifications for work in positions of sales department as well as positions connected to front office sector of a hotel.				
Learning outcomes On completion of the lectures, students should acquire general skills like recognising sales channel of a product, having good judgement, rules of business communication within own profession, mastering required skills, carrying out team work in pair and group; and subject-related skills like specific skills of recognising sales channel of a hotel product, mastering skills required for undisturbed process in sales department and front office management, negotiation, resolving conflict situation, communication in confined business environment.				
Syllabus <i>Theoretical instruction</i> Types of objects, services and guests; The role of sales and marketing department in a hotel; Organizational structure of sales and marketing department in a hotel; Sales channels of hotel services; Policy of prices; Evaluation of sales and marketing activities; Management of reservation of hotel services; Reservation systems and hotel operative system; Devices and equipment in front office sector; Duties during reception, checking guests in, their stay and checking out; Staff in front office sector; Business results of front office sector. <i>Practical instruction</i> Seminar, Other forms of teaching, Study research. Developing skills of oral and written communication in business environment and processing data in hotel business. Practice work connected to direct and indirect hotel sales; Understanding structure and characteristics of front office sector and practical work on duties of reservation, reception, checking guests in, their stay and checking out; Practice in certain positions of front office sector; Front office staff management; Determining the price of accommodation and other figures connected to accommodation units; Record keeping in front office sector of a hotel.				
Weekly teaching load				Other:
Lectures: 3	Exercises: 2	Other forms of teaching:	Student research:	