

Study programme: BAS Tourism		
Course title: Sales department and front office management (T325)		
Teacher: Phd Ivana V. Blešić		
Status: compulsory modules Hotel Management / elective – module Tourism		
ECTS: 7		
Recuirements: 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 of and reservation of hotel services; improving operative standards; being introduced 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, a student should acquire general skills-recognising sales channel of a product, having good judgement, acquiring rules of business communication within own profession, mastering required skills, carrying out team work in pair and group, as well as subject-related, specific skills-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 part:</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>Practilac part</i> 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 practice 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. Practical teaching within the course includes training students to operate <i>Micros-Fidelio</i> system for managing hotel business, and it is carried out by the teaching staff at Faculty of Sciences who is going to be trained to operate this system by the licensed instructors for Micros-Fidelio. The training involves the basic application for monitoring hotel business <i>Fidelio Suite 8</i> with the following modules: Database of clients, Reservations, Reception business, Managing finances/Management of finances, Hotel household, Reservation of conference rooms, Night Audit, Managing prices, Managing deposit. A model of doing business with tourist agencies, Making reports with an analysis of data including various parameters(a time period, type of client, a market segment, type of room, type of service). At the end of the training, students take a test designed by the licensed instructors, and after passing the test they obtain a certificate for operating <i>Fidelio Suite 8</i> .		
Literature 1. Павловић, Т. (2011): <i>Сектор соба – rooms division</i> , Frame Media, Београд. ISBN 978-86-907795-7-4 2. Галичић В., Ивановић С., Лупић М.(2005): <i>Хотелска продаја и рецепцијско пословање</i> , Факултет за туристички и хотелски менаџмент, Опатија. ISBN 953-6198-51-7 3. Ismail, A. (2001): <i>Front Office Operations and Management</i> , Thomson Delmar Learning. ISBN 0766823431		
Weekly teaching load: 6	Lectures: 3	Exercises: 3
Methods of Teaching Lectures, exercises, discussions, consultations		

Grading method (maximum 100 points)			
Pre-examination assignments	points	Final examination	points
Activities during lectures	0-5	Written examination	
Activities during exercises	0-5	Oral examination	30-45
Colloguia	20-40	
Seminar paper	0-5		