



Gold Coast, Australia

**Faculty of Business, Technology &
Sustainable Development**

**School of Hotel, Resort and Tourism
Management**

HRTM12-203

Rooms Division Management

Subject Packet

September 093 Semester



School of Hotel, Resort and Tourism Management
Faculty of Business, Technology and Sustainable Development

Our Mission is to develop uniquely identifiable global leaders who exemplify entrepreneurship, moral responsibility, life long learning and a spirit of collaboration and innovation.

HRTM12-203
Rooms Division Management

INSTRUCTOR: Carmen Cox
Office: Room 4_55, Level 4, Business Faculty
Phone: (07) 5595 1655
Email: ccox@bond.edu.au

SEMESTER: September 2009

CLASS TIMES: Friday, 8am-10am (Lecture)
Tuesday, 8am – 10am OR 10am – 12 (Computer Labs/Tutorials) –
note that students attend only ONE of these 2 tutorial sessions
each week.

OFFICE HOURS: Tuesday, 1pm – 3pm
Thursday, 10am – 12pm

PRE-REQUISITES: None

ATTENTION STUDY ABROAD STUDENTS – BY ENROLLING IN THIS SUBJECT IT IS ASSUMED THAT YOU HAVE ALL NECESSARY PRE-REQUISITES. IF YOU ARE UNCERTAIN PLEASE SPEAK TO YOUR LECTURER OR ONE OF THE FACULTY ADVISERS FOR CLARIFICATION.

SUBJECT AIMS:

This subject provides an in-depth analysis of the major components (front office, guest services, housekeeping, reservations, engineering/maintenance and security) of the rooms division within a hotel. The interaction with this division and the other areas of the hotel are explored in relationship to customer service. The concepts of revenue management and cost containment are explained from a yield management and revenue management systems approach.

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LEARNING OBJECTIVES:

At the conclusion of this subject, you should be able to:

1. Describe the key functions of each component of the Rooms Division in hotels & resorts and their role in providing quality guest service
2. Process guest reservations and manage room bookings efficiently through a property management system
3. Perform guest check-in and check-out procedures using a property management system
4. Conduct front-office accounting tasks including posting room charges; maintaining guest accounts; and settling accounts upon departure.
5. Perform various housekeeping related tasks, including logging and reviewing room maintenance requests
6. Explain the principles of revenue management and cost containment in the accommodation industry and the challenges associated with implementing these practices
7. Calculate and interpret operating statistics and ratios used to assess the performance of the Rooms Division
8. Describe the key safety and security issues relevant to hotels & resorts and how they influence the operation of the Rooms Division.

GRADUATE ATTRIBUTES

All subjects at Bond University are designed to develop students' graduate attributes. The attributes that will be developed as part of this subject include:

Knowledge and Critical thinking Graduates have acquired a sound knowledge of their discipline and the ability to critically evaluate, manage, reflect on, integrate and apply it.

Leadership, Initiative and Teamwork: Graduates have the skills to contribute to their discipline or profession as an effective leader and as a member of collaborative, cooperative and successful teams.

Communication Skills: Graduates have the skills to communicate effectively with their profession, their peers and the wider community.

Responsibility: Graduates are aware of the standards, ethics and values of their discipline, in both the local and global context.

REQUIRED READINGS & MATERIALS:

Woods, R.H., Ninemeier, J.D., Hayes, D.K., & Austin, M.A. (2007). *Professional Front Office Management*. New Jersey: Pearson Education.

Other recommended reading:

- Bardi, J. (2007). *Hotel Front Office Management*. 4th edition. Hoboken, New Jersey, John Wiley & Sons.
- Kasavana, M.L., & Brooks, R.L. (2009). *Managing Front Office Operations*. 8th edition. Lansing. Educational Institute of the American Hotel and Motel Association.
- Walker, J.R. (2009). *Introduction to Hospitality*. 5th edition. Prentice Hall, New Jersey.

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LEARNING ENHANCEMENT ACTIVITIES & ASSESSMENT:

Developmental Activities: In this subject, you will participate in the following activities designed to enhance your learning throughout the subject.

- Tutorial exercises
- Case study reviews and analysis
- Computer workshops using the OPERA property management system
- Role plays

Summative (i.e., graded) Assessment: In this subject, you will have a number of summative assessment activities that will be graded and will determine your final grade for this subject. Please note: where possible, these summative assessment activities will be used in a developmental way to further enhance your learning in this subject.

Assessment	Learning Objectives	Due Date	Weighting
Class preparation & participation	1 to 8	Continuous	10%
Test 1: Rooms Division Overview & OPERA PMS	1, 2, 3	In Tuesday Class, Week 6 (20 October)	15%
Assignment 1: Report	2, 4, 5, 6, 8	Friday, 13 November (Week 9)	20%
Test 2: OPERA PMS Skills	2, 3, 4, 5, 7	In Tuesday Class, Week 12 (1 December)	20%
Final Examination	1 to 8	Exam week	35%
Total			100%

Further details about the tests and assignment are provided on the following page.

All tests and assignments are due on the date specified in the subject outline. Failure to submit the assessment on time will result in a 10% penalty per day. Written assignments must be spell/grammar checked and professional in their presentation. You will receive your marked assignments with detailed written feedback no later than 10 days after they have been submitted.

To be eligible to pass this subject, students must complete and submit ALL assessment items for grading AND achieve a minimum of 45% in the final examination AND obtain a minimum of 50% overall in the subject.

NOTES ABOUT ASSESSMENT:

Please note that members of this Faculty actively enforce all Bond University academic policies. For a detailed description of these policies, see:

<http://www.bond.edu.au/students/manage/policies/index.html>

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Class Preparation and Participation - To ensure successful learning in this subject it is a requirement that students come to class having completed any required reading; preparation of discussion questions or other activities as advised. Marks will not be awarded simply for showing up. Participation in groups and/or class discussions is required to pass this component of the assessment.

Tests 1 and 2 - These assessments will take place during the computer workshop tutorials in Weeks 6 and 12. Tests will include completion of short answer questions and activities based on use of the OPERA Property Management System (PMS).

Assignment 1: Report on a typical challenge faced by rooms division staff

Length: 2,000 words **Weighting:** 20%

Due Date: Friday, 13 November (Week 9)

This assignment requires each student to **write a report that discusses one of the typical challenges faced by staff who work in the Rooms Division of an accommodation property and how that challenge can be managed.**

In the introduction to the report you should clarify (i) which specific job role/s within Rooms Division you are referring to; (ii) the challenge you have identified; and (iii) the type of accommodation property you are writing about.

Examples of the types of challenges you may choose from include:

- Handling difficult customer requests or complaints
- Maximising revenue for the property
- Dealing with the results of hotel overbooking policies
- Managing reservations from a variety of booking sources
- Providing timely and efficient housekeeping services
- Providing a safe and secure environment for hotel guests
- Providing quality guest service under pressure

Others topics may also be suitable – but please check with your lecturer BEFORE starting the assignment to make sure what you plan on doing is appropriate!

The report should be based on **research evidence** rather than personal opinion. You should use relevant material from the weekly topics as well as other resources such as journal articles and textbooks to support your ideas.

Your report will be strengthened by using relevant examples to support the points you make to address the topic.

Your report will be graded based on the key criteria (and marks out of 100) as shown below:

- (a) **Clarity of introduction** to report (please see notes above) – 10 marks
- (b) Quality of **discussion about the challenge** identified – 20 marks
- (c) Relevance of **solutions suggested to manage** the challenge identified – 20 marks
- (d) **Range and relevance of examples** used to support discussion – 10 marks
- (e) **Clarity & relevance of conclusion to report** – 10 marks
- (f) **Present the report in a professional format** (see note below) which is clearly written with no English grammar errors or spelling mistakes – 10 marks
- (g) **Evidence of appropriate research** conducted to support ideas in the report (i.e. suitable in-text referencing of relevant resources is used) – 10 marks
- (h) Relevance and formatting of **reference list** – 10 marks.

Note: As this is a business report, it should contain the usual components of a report including a Table of Contents; Executive Summary and a Conclusion.

Please note that written assignments must be submitted electronically to Turnitin via the iLearn site for this subject. This will allow the lecturer to check the extent to which the resources you have used to develop the assignment are appropriately referenced.

Electronic submission of assignments to Turnitin is in addition to submitting a hard copy through the Faculty of Business assignment box.

CLASS PROCEDURES:

With the exception of Week 1, when only the Friday lecture class is held, there are two classes per week for this subject. In general, Friday's class (lecture) will introduce relevant materials, concepts and issues related to the weekly topic through a combination of lectures; class discussions; real-world examples; DVD cases and guest speakers (subject to availability).

In the Tuesday class (weeks 2-13), tutorials and/or computer workshops will take place where students will use the Micros OPERA property management system to develop their skills in processing guest reservations; room allocations; check-in and check-out procedures along with guest accounting processes. Students will be required to participate in various activities in all classes – including case study discussions; problem solving activities; role-play activities; debates and other tutorial activities.

The key to success in this subject is preparation. To prepare for each class you must (a) read relevant textbook chapters and other readings as advised BEFORE class; (b) complete any tasks

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advised in the previous section for homework; and (c) arrive to class on-time and be ready to discuss relevant issues related to the weekly topic.

CLASS REPRESENTATIVE:

At a point during weeks 1 or 2, students in the class will be asked to choose a class representative. The role of a class representative is to serve as a communication channel between students enrolled in a subject and the subject's faculty member. Ideally, all students will communicate with faculty members directly; however, given the multicultural student body at Bond, there may be students who require non-direct communication channels. The class representative position is a leadership position requiring high levels of interpersonal communication skill.

TEACHING PHILOSOPHY:

To me, effective teaching requires a class environment that encourages you, as the student, to learn the subject at hand. My role is to guide you through the subject material using a variety of teaching strategies and to encourage you, whenever possible, to be active in the ways you learn about the subject. Put simply – I plan and conduct classes to encourage two-way discussion about the materials covered, rather than you simply listening to what I have to say. I will guide the class through the learning process using a range of practical industry examples and activities to assist your learning of the key management principles relevant to this subject. I know that learning is best achieved when the subject is delivered in a way that interests you. For this reason, I will use a variety of methods to teach you in this subject and welcome your active involvement in return. I expect each student to take responsibility for their own learning by engaging with the subject and the activities which are planned to help you learn. I am always open to your feedback about the subjects I teach and encourage you to ask questions during class or visit me in the office to discuss anything related to your learning in this subject.

ACADEMIC DISHONESTY:

Cheating and plagiarism will not be tolerated. These acts are morally wrong and unfair to other students. Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. If anyone is caught cheating on exams, copying from another student's written work from either this or a previous semester, or copying from a book without proper referencing, the University will pursue such actions allowed by the Faculty and University policies. Even if an assignment is only worth a small percentage of your grade, cheating or plagiarism can result in a failure for the course or, in special cases, an annulled grade or expulsion from the university.

SUBJECT SCHEDULE

Week:	Tuesday Session (Tutorial/Workshop)	Friday Session (Lecture)	Weekly readings
Wk 1:	<i>There is no tutorial class this week</i>	Introduction to the Accommodation Industry Overview of the Rooms Division	<i>Chapters 1& 3 (Woods et al)</i>
Wk 2:	<i>Tutorial/Computer Workshop – Familiarisation with Rooms Division & Property Management</i>	Service Quality and the Hotel Guest Experience	<i>Chapters 2 & 10 (Woods et al) Additional readings on iLearn</i>
Wk 3:	<i>Tutorial – The Role of Rooms Division Staff in the Guest Experience</i>	Property Management Systems (PMS)	<i>Chapter 4 (Woods et al) Chapter 8 (Woods et al)</i>
Wk 4:	<i>Computer Workshop: The Basics of using a Property Management System</i>	Guest Reservations, Registration Procedures and Forecast Data	<i>Chapters 5 & 9 (Woods et al) Additional readings on iLearn</i>
Wk 5:	<i>Computer Workshop: Individual & group reservations & checking-in guests</i>	Principles of Revenue Management	<i>Chapter 6 (Woods et al) Additional readings on iLearn</i>
Wk 6:	Test 1: Rooms Division Overview & OPERA PMS	Up selling techniques and revenue management challenges	<i>Chapter 6 (Woods et al) and other readings TBA Additional readings on iLearn</i>
Wk 7:	<i>Computer Workshop: Managing room rates</i>	Managing Distribution Channels	<i>Chapter 7 (Woods et al) Additional readings on iLearn</i>
Wk 8:	<i>Computer Workshop: Managing allotments and travel agency accounts</i>	The Role of Housekeeping	<i>Readings on iLearn</i>
Wk 9:	<i>Computer Workshop: Room status and maintenance monitoring</i>	Guest Accounts and Check-out procedures Assignment 1 Due today	<i>Chapter 11 (Woods et al) Additional readings on iLearn</i>
Wk 10:	<i>Computer Workshop: Posting guest room charges and checking-out guests</i>	Night Audits and Report Management	<i>Chapter 12 (Woods et al) Additional readings on iLearn</i>
Wk 11:	<i>Computer Workshop: Running reports and general revision</i>	Safety, Security and Legal Issues in Hotels	<i>Chapter 13 (Woods et al) Additional readings on iLearn</i>
Wk 12:	Test 2: OPERA PMS Skills	Front Office as the Hub of the Hotel	<i>Chapter 14 (Woods et al) Additional readings on iLearn</i>
Wk 13:	<i>Tutorial 3(revision)</i>	Revision (continued)	<i>None</i>

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Student Code of Conduct

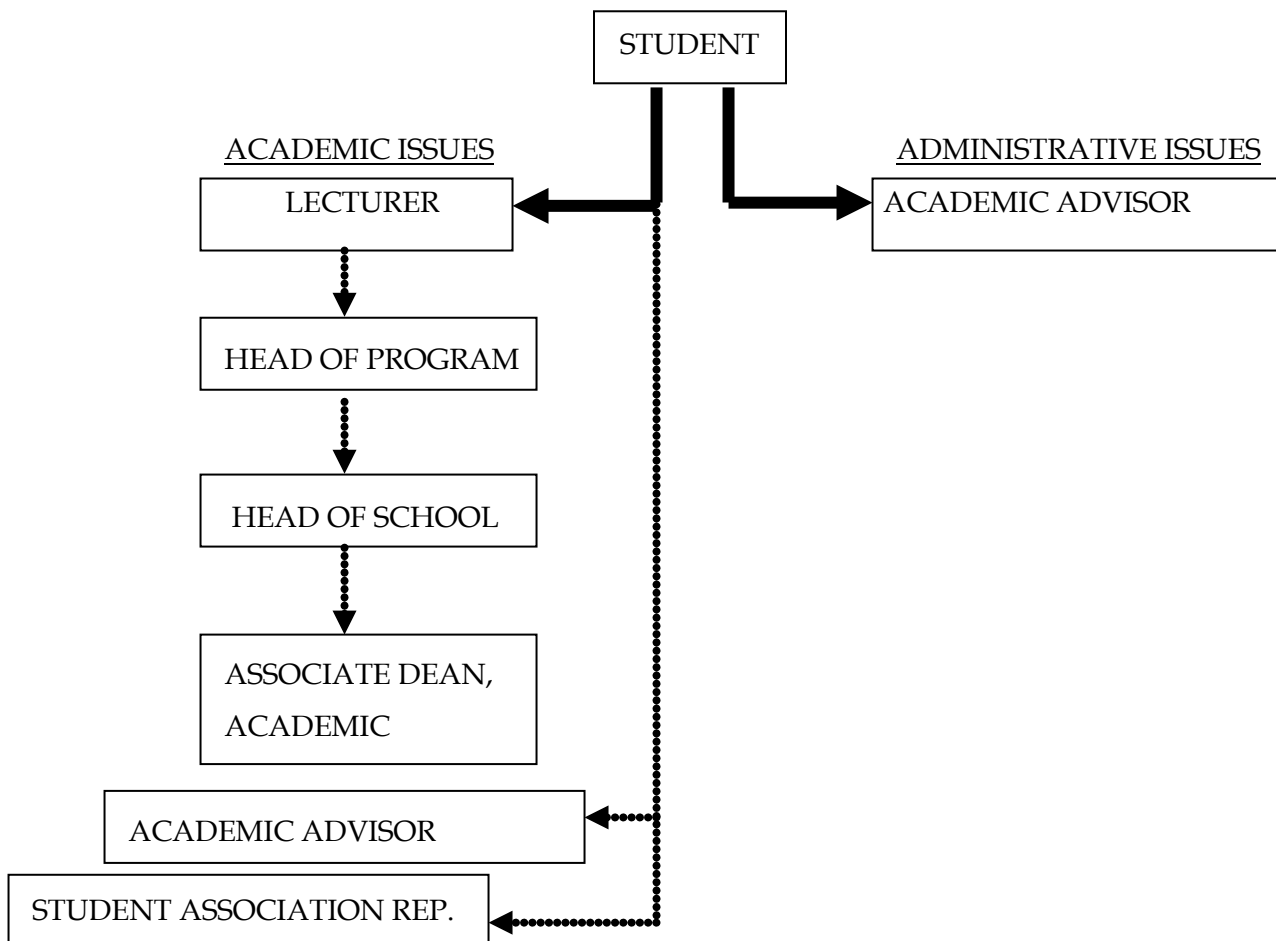
The objective of the teaching and administrative staff of the Bond University Faculty of Business, Technology and Sustainable Development is to offer students a superior business education. To achieve this objective, we expect students, faculty and staff to adhere to a highly professional code of conduct.

For specific information about the Student Conduct Code, please refer to the University's 2005 Handbook of Regulations (<http://www.bond.edu.au/students/manage/handbook/Part3DisciplineRegs.pdf>), page 14. In this Code, please note section 2a which defines the following as misconduct (paraphrased):

“Disrupting or obstructing an official University activity... including classroom related activities or teaching.”

Students who are found to have either disrupted teaching activities or demonstrated any of the other types of misconduct will be reported to the Faculty and larger University. A permanent record of the misconduct will be placed in the student's personal file.

Recommended Behaviour for Dispute Resolution



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PLAGIARISM IN THE FACULTY OF BUSINESS, TECHNOLOGY & SUSTAINABLE DEVELOPMENT

It is important that you, as a student, know exactly what is and what is not plagiarism. The penalties for plagiarism are severe, yet many students resort to it. This leaflet aims to help students avoid falling into the trap!

What is plagiarism?

Plagiarism is defined by the Macquarie Dictionary¹ as "the appropriation or imitation of another's ideas and manner of expressing them ... to be passed off as one's own". At universities in Australia, plagiarism is regarded as cheating and is treated with disciplinary action.

Plagiarism includes:

- quoting, paraphrasing, copying, or in any way using ideas from a published or unpublished source without proper acknowledgement or referencing;
- copying the work of another student;
- directly copying any part of another person's work without appropriate acknowledgement;
- receiving help from another person to the point that the work is not your own;
- submitting the same or slightly adjusted assignment in two subjects;
- using experimental results obtained by another person without proper acknowledgment;
- duplicating any work in magnetic form, such as a computer readable spreadsheet;
- submitting work developed jointly with another person without acknowledging this fact;
- using or developing an idea or thesis derived from another person's work without appropriate acknowledgement.

Penalties

The Faculty considers that cheating is a very serious matter. Students found to have cheated must expect to receive the full penalty.

The penalties for plagiarism can be very severe. The penalty range includes:

- failure in the piece of assessment;
- failure in the subject with a mark of zero
- failure with an annulled grade (this shows on your transcript forever that you have been found guilty of cheating);
- suspension from the University;
- permanent expulsion from the University.

The latter three penalties require confirmation by the Academic Senate.

If you are in doubt, seek clarification from your lecturer, the Library or the Faculty's handout on plagiarism available from reception, or your student association.

¹ Macquarie Dictionary Federation Edition, Ed. A.Delbridge, ©2001 The Macquarie Library, pg 1457.