Title of Programme: Diploma in Front Office Management

I.   Programme's Mission & Objectives: This programme aims;

> To equip learners with an in-depth understanding of the required theoretical, conceptual, intra-personal and inter-personal skills necessary for a career in hotel, restaurant and hospitality.

> To inculcate a sense of social purpose and ethics that will permeate their decision making.

> To encourage and help in development of entrepreneurial and leadership capabilities.

> To nurture standards of professional excellence based on integrity, honesty, and fairness.

II.   Relevance of the program with HEI's Mission and Goals: The programme has been sculpted to address the changes that are taking place in corporate world and society at large. The programme intends to meet the growing demand of entrepreneurs, business leaders and effective managers who can face the challenges resulting from cut-throat competition. The programme shall contribute in disseminating hospitality knowledge and management skills through distance learning with introduction of flexible and innovative methods of education to ensure 'independent learning'. The programme intends to enhance professional and managerial competence of the aspirants, refine their managerial skills, and capabilities so that they can secure self-employment, and other employment opportunities with the motto of appropriate service to the state, nation and entire humanity.

Nature of prospective target group of learners: The programme shall also be useful for the professionals who want to advance and improve in their current job profile. Further, the programme is also for young aspirants who wish to enhance their professional skills with a sound management qualification.

Accordingly, the target learners of the programme are;

- Any learner passed 10+2/Intermediate
- Government Employees working in hospitality sector
- Early- and mid-career professionals working in hotel, restaurant, cruise liners, and various catering establishments without any formal education in Hotel Management

III.   Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence: The programme has been designed to ensure norms and standards for hotel management education. The programme provides conceptual understanding of hotel administration, managerial skills, research skills, Information Technology, industrial and global trends, thus, equipping learners with tools and techniques to lead and manage in today's ever-changing hospitality environment. Adequate attention is also paid to the application of knowledge, self awareness among students and development of problem solving, and decision making skills.

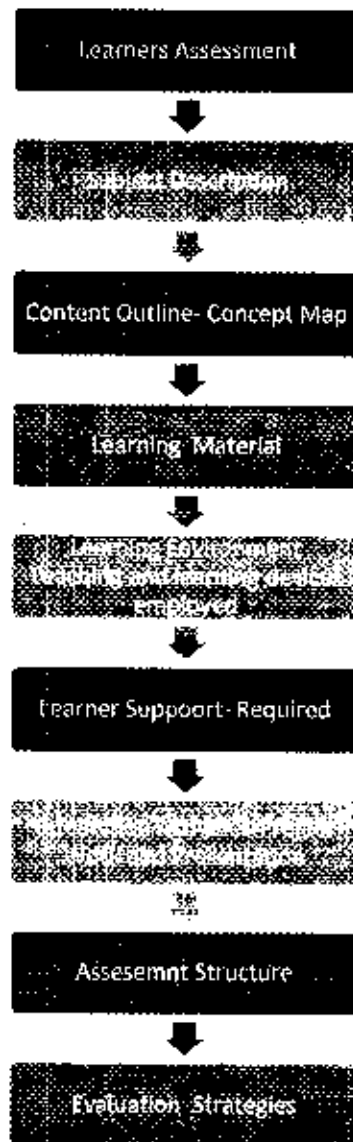The learning upshots of this qualification are described in four areas:

- Knowledge and understanding
- Cognitive skills
- Practical and professional skills
- Key skills

IV.   Instructional Design : Instructional design is a scientific system that includes the principles of the effective design and implementation of a programme. The successful distance learning design incorporates the unique learning requirements of adult learners. Prior to the development of the courses, curriculum assessment has been done and access devices and pedagogical tools have been applied for making curriculum. The contents of each course are divided into Blocks and Units. The entire study material is divided into small and manageable chunks to facilitate distance learners. For self assessment of learners Self Check Exercises are provided to recapitulate, consolidate and evaluate what they have learnt so far before moving on to the next stage.

The programme has been developed on the basis of the following sequential steps:

The following quality criteria are considered while formulating instructional design for ensuring the success of adult education:

- Quality design, development, and production of instructional materials
- Application and use of delivery technologies
- Presentation of learning materials
- Effective Learner Support Services
- Convergence of Technologies
- Design, develop and validation of the concepts through project work

V. Procedure for Admissions, Curriculum Transaction and Evaluation:

Admission: Any candidate having passed the Intermediate (10+2) examination in any discipline, from a recognized Examination Board, shall be eligible to apply for the course. The other terms and conditions shall be applicable as per University norms.

Eligibility	Duration (Yrs)		SILM	Mode of Exam (Annual /Sem)	Year/ Sem	Fee Break-up								
	Min	Max				Programme	Project/ Workshop	Exam	Practical	Viva-Voce	Identity Card	Student Welfare	Degree Fee	Grand Total
10+2/Intermediate any stream	1	4	English	Annual	I	6000		450			50	100		6600
					II	6000	1500		500	500			300	8800
													Grand Total	15400

Curriculum Transaction: The Diploma in Accommodation Management programme consist of 03 courses of theory papers each of four credits and one Practical of four credit, industrial training of 8 credits and projct work of eight credit. The total credits of the programme are 32.

Diploma in Front Office Management- First Semester

- Introduction to Hospitality Industry
- Introduction to Front Office
- Front Office Operation

Diploma in Front Office Management- Second Semester

- Practical
- Project
- Industrial Training and Viva

Evaluation: Learners are evaluated on the basis of term end examination and one assignment per course. The assignment is submitted to the Coordinator of the Study Centre to which the student is assigned or attached with. The components of evaluation for each course include the following:
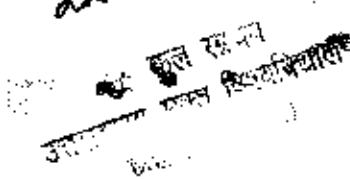
a. Assignments   20 % weightage
b. End-term examination   80 % weightage

The project work is assessed using the following components:

- Proposal
- Report
- Conduct of work
- Analysis
- The final report presentation also includes comprehensive *viva-voce*

VI.   Requirement of the Laboratory Support and Library Resources: It is essential for every study center to have Training Kitchen, Training Restaurant, Front Office area and a Model Room to train learner in area of Food Production, Food and Beverage Service, and Accommodation Operations.

A well equipped library having sufficient number of books and resource material to supplement the learners and faculty requirements are needed. Further, for the programme it is essential that every study centre should have sufficient computers with proper internet connectivity to support learners requiring IT facilities.

VII. Cost Estimate of the Programme and the Provisions:

COST ESTIMATION		
PARTICULARS	**DETAILS**	**AMOUNT (IN RS.)**
Instructional services		
Development of in-house SLM	Payment to course writers	210000
	Payment to Editors	105000
	Total Cost	**315000**

VIII. Quality Assurance Mechanism and Expected Programme Outcomes: The Department reviews its programme time to time through its expert committee, Board of Studies meetings to enhance the standard of its curriculum and instructional design. The Board of Studies and Expert Committee comprise of renowned academicians and practitioners who design, review and update the course curriculum and the study material accordingly.
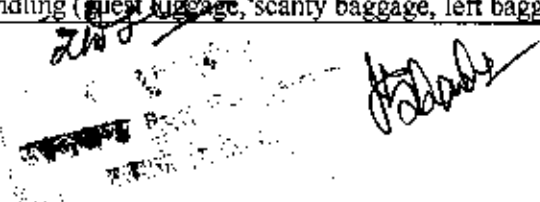
UTTARAKHAND OPEN UNIVERSITY
Diploma in Front Office Management (DFO-17)

Semester	Code	Course Name	Credits	Marks
1	IHI-101	Introduction to Hospitality Industry	4	50
1	DFO-102	Introduction to Front Office	4	50
1	DFO-103	Front Office Operation	4	50
2	DFO-204	Practical	4	50
2	DFO-205	Project Report	8	100
2	DFO-206	Industrial Training & Viva-voce	8	100

Course Name	Units
Course: IHI-101 **Introduction to Hospitality Industry**	
Block: 01 Basics of Hotel	Unit 1: Introduction to Hospitality Industry, Classification of Hotel Unit 2: Hotel Chains – India and International, Growth & Development of Hotels Unit 3: Staffing and Organization Structure of Hotel, meal plans and categorization. Unit 4: Attributes and Basic Etiquette of Hotel Staff Unit 5: Introduction to Tourism Industry, tourism components and types. Unit 6: Role and function of WTO, PATA, IATA, DOT, ITDC, FHRAI Unit 7: Tourism resources of Uttarakhand : Natural & Cultural, emerging trends
Block: 02 Hotel Departments	Unit 8: Introduction of various departments of hotels, their role and function. Unit 9: Hospitality Accommodation- various types, structured and non-structured accommodations. Unit 10: Food and Beverage Facilities. Unit 11: Ancillary Services i.e. Health club, Spa, Recreational facilities etc. Unit 12: Support Services i.e. Transport, Guides, Travel Desk, Banking, Insurance etc. Unit 13: Computer Knowledge, various systems and equipments used in hotel Unit 14: Communication in general, modes, importance in tourism and hotel Industry, Communication barrier and overcoming these barriers.
Course: DFO-102 **Introduction to the Front Office**	
Block: 01 Front office organization	Unit 1: Front office department- Meaning and Concepts, Basic Functions Unit 2: Organizational structure of front office Unit 3: Job Description of front office personnel. Unit 4: Front office layout & equipment. Unit 5: Coordination within the Front Office department Unit 6: Coordination of front office with other Departments Unit 7: Attributes of Front office staff (smile, etiquette, team work, listening, patience
Block: 02 Lobby and Bell Desk	Unit 8: Layout of Lobby & equipments used. Unit 9: Functions of Bell Desk, Bell Desk forms & formats. Unit 10: Role of Lobby Manager, Guest relation executive, Bell captain, Bell Boy, Doorman, Concierge, Car Valet, Airport representative Unit 11: Machines and Equipments used at Bell desk. Unit 12: Guest services: Handling guest mail, message handling, Guest paging, safe deposit locker, Wakeup call Unit 13: Guest Complaints: types of complaints Unit 14: Baggage Handling (guest luggage, scanty baggage, left baggage, Lost and Found)

Course: DFO-103	
Front Office Operation	
Block: 01 Guest Cycle & Room Reservation	Unit 1: The Guest cycle (Pre -arrival, Arrival, Stay, Departure and Post-departure) Unit 2: Types and kinds of guest in the hotel Unit 3: Reservation: Types of reservation, Modes, Source, System and processing of reservation. Unit 4: Group reservation and cancellation. Unit 5: Registration: Registration process, Check-in, Check Out procedure. Unit 6: Check-out and settlement. Unit 7: Front Office communication.
Block: 02 Front office Management	Unit 8: Front office Accounting. Unit 9: Night auditing Unit 10: Safety and security Unit 11: Computer application in front office. Unit 12: Yield Management. Unit 13: Passport, Visa, Currency regulations. Unit 14: Front Office Terminology.

Course: DFO-204
Practical
Introductions to Front Office. The student will go through the practical test to check the understanding of the course for the year. **PCP**- (Personal Contact Programme) to be conducted by the study centres for 15 days and the practical examinations will be conducted at the same time in consideration with the UOU. The date of conduction of PCP programme at various study centres will be intimated to the candidates at least one month before on the UOU web site and through the study centres. The study centres will have to inform the UOU and take prior permission for the same. The PCP is to be attended by all the students for all Diploma and BHM Programmes.

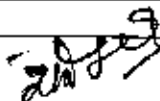| Course: DFO-205 |
|---|
| **Project Report** |
| The Project will be decided by the UOU and the student will be required to submit it and send to the UOU, where the marks will be given to the students. |

Course: DFO-206
Industrial Training & Viva-voce
The Industrial training will be done in the Hotels/ Industry, and the training certificate (designed by the study centre after consulting with UOU) with marks will be submitted to the UOU. The viva will be conducted at the study centre to check the knowledge and understanding of the subject and the Industrial Training and to clear the doubts if any.

Fee Structure		
Course Fees:	=	**Rs. 12,000**
Exam Fees:	Per paper	Rs. 150x3=450
	Practical	Rs. 500
	Project	Rs. 1,000
	Industrial Training & Viva voce	Rs. 500
		Total = Rs. 2,450