

11. Reason for this curriculum action:

Align SLO's and competencies with Accreditation Commission for Programs in Hospitality Administration (ACPHA) recommendations and standards.

Course is taught at another UH campus:

no Explain why this course is proposed for UHMC:

yes, specify college(s), course, alpha, and number where same or similar course is taught: KapCC (Front Office Operations, HOST 152), Kauai CC (Front Office Operations, HOST 152), HawCC (Front Office Operations, HOST 152),

12. Proposed term of first offering: Fall _____ semester of 2012 _____ year
5-year Review Date 2018

13. Grading: Standard (Letter, Cr/NCr, Audit) Explain, if not Standard grading:

14. Is this course repeatable for credit? no yes; maximum is _____ credit or unlimited.

Many previous course outlines have SLOs and what are now called Competencies/Concepts/Issues/Skills combined in question number 6. In this form in number 15: SLOs are considered to be over arching "what the student will be able to do in the rest of life" type statements. In number 16: Competencies/Concepts/Issues/Skills are considered to be the more specific steps by which the SLOs are achieved.

15. Student Learning Outcomes (SLOs). List one to four inclusive SLOs.

Use roman numerals (I., II., III.) to designate SLOs..

On successful completion of this course, students will be able to:

- I. Identify and demonstrate skills essential for successful employment in leadership positions in the hospitality industry through the values of Ho'okipa (hospitality), Laulima (teamwork), and Alaka'i (leadership).
- II. Demonstrate the skills of a lifelong learner through the values of 'Ike loa (learning to learn) and Kuleana (civic responsibility).
- III.
- IV.

16. Competencies/Concepts/Issues/Skills. *Use lower case letters (a., b....zz) to designate competencies/concepts/issues/skills..*

On successful completion of this course, students will be able to:

- a. Interpret statistical information that affects lodging operations (Alaka'i, 'Ike loa);
- b. Distinguish and connect the various classifications of lodging operations to work effectively in a front office environment (Ho`okipa, Laulima, Alaka'i, 'Ike loa); and

- c. Perform each of the major functions front office functions following industry regulations to facilitate transition into a lodging front office environment (Ho'okipa, Laulima, Alaka'i, 'Ike loa, Kuleana).

17. Suggested Course Content and Approximate Time Spent on Each Topic

Linked to #15. Student Learning Outcomes and #16: Competencies/Concepts/Issues/Skills

- 1 class session Introduction (I, II), (a, b, c)
Icebreaker/get acquainted activity
Introduction to the course syllabus including a discussion of course materials, assignments, projects and site visitations
- 2 - 3 weeks Statistical Information in Lodging Operations (I, II - a)
Room rates
Rate discounting
Revenue management strategies
Lodging operating statistics and ratios (ADR, OCC %, RevPar, Yield Statistics)
Rooms division budget - analysis
Capacity management, discount allocation, duration control
Room rate achievement factor
Yield management
- 2 - 3 weeks Classifications of Lodging Operations (I - b)
Characteristics of categories of hotels and unique operational challenges related to front office operations
Hotel classifications based on target markets, levels of service and features/benefits
Ownership and affiliation of lodging operations
Characteristics of business, leisure, and group travel markets and factors affecting travelers' buying decisions
- 2-3 weeks Overview of Operations (I - b, c)
Functions of departments and divisions within a hotel
Organizational structure of Rooms Division
Duties and responsibilities of various Rooms Division positions
Front of House areas and Back of House areas
Revenue and support centers
Organization of front office (job descriptions, job specifications, scheduling practices)
Major functions of front office, reservations, registration and accounting
Guest services and guest accounting tasks
Manual and computerized front office procedures
Front office terminology
Technology and the front office (Property Management

Systems)
Telecommunications
Guest account maintenance

- 2-3 weeks Reservations (I - b, c)
Sources of reservations
Process for taking group reservations
Tools and strategies to track and control reservation availability
Policies and procedures for confirmation, change, and cancellation of different types of reservations
Overbooking
Management reports generated from reservation data
Pre-registration records and registration cards
Factors affecting room and rate assignments during the registration process
Procedures for establishing the guest's method of payment
Front office agent's role in addressing special requests
Upselling techniques
- 1 week Front office issues and handling guest complaints (I, II - b,c)
Guest service standards
- 1 week Security issues at the front office (I, II - b, c)
Role of management
Legal concepts and concerns related to security issues
- 2 -3 weeks Check-Out and Settlement (I - a, b, c)
Functions and procedures related to check out and settlement
Methods of settlement for guest accounts
Late check-out fees
Express check and self-check out procedures
Billing and collection process
Guest history files
Front office audit and duties of front office auditor
Tools used by front office auditor
Steps in the audit process
System update
- 2 weeks Planning and Evaluating (I, II - a, b, c)
Role of management
Ratio and formulas used to forecast room availability
Budget process and types of budget
Labor and productivity
- 1 week Functions and processes of Human Resources (I, II - b, c)
Internal and external recruiting

Types of interview strategies
Hiring and orientation procedures
Job analysis
Scheduling considerations
Motivation

18. Suggested Course Requirements and Evaluation

Linked to #15. Student Learning Outcomes and #16: Competencies/Concepts/Issues/Skills
Specific course requirements are at the discretion of the instructor at the time the course is being offered. Suggested requirements might include, but are not limited to:

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Attendance and Participation (I, II, a, b, c)	0 – 5%
Homework Assignments (I, II, a, b, c)	10 – 30%
Quizzes (I, II, a, b, c)	0 – 5%
Tests and Exams (I, II, a, b, c)	20 – 40%
Presentations, Demonstrations, Group Work, Exercises, & Projects (I, II, a, b, c)	30 – 50%

19. College-wide academic student learner outcomes (CASLOs) this course supports:
(mark all that apply)

- Written Communications
- Quantitative Reasoning
- Information Retrieval and Technology
- Oral Communication
- Critical Reasoning
- Creativity

If this course supports one or more CASLO, then either complete the Assessment of Intended Student Learning Outcomes Standards (CCOWIQ) Grid (see Curriculum Committee website for grid form and submit it with this form) OR in the box following explain briefly how this course supports the particular CASLO or CASLOs: see attached grid.

20. Using the program student learning outcomes (PLOs) for the main program of which this course is a part, list only those PLOs this course supports:

PLO: I. Identify and demonstrate skills essential for successful employment in leadership positions in the hospitality industry through the values of Ho'okipa (hospitality), Laulima (teamwork), and Alaka`i (leadership).

PLO: II. Demonstrate the skills of a lifelong learner through the values of 'Ike loa (learning to learn) and Kuleana (civic responsibility).

PLO:

PLO: .

PLO:

PLO:

PLO:

21. No question. Question 21 will be part of the process used in Curriculum Central.

22. Method(s) of delivery appropriate for this course: *(mark all that apply)*

- Traditional HITS/Interactive TV Cable TV Online Hybrid
 Other, explain:

23. Text and Materials, Reference Materials, and Auxiliary Materials

Appropriate text(s) and materials will be chosen at the time the course is offered from those currently available in the field. Examples include: Brooks, Richard & Kasavana, Michael. *Managing Front Office Operations*. American Hotel & Lodging Association; Vallen, Gary and Vallen, Jerome. *Check-in Check-out*; Kline, Sheryl and Sullivan, William. *Hotel Front Office Simulation: A Workbook and Software Package*.

Appropriate reference materials will be chosen at the time the course is offered from those currently available in the field. Examples include: Newspapers, journal articles, magazines, internet resources.

Appropriate auxiliary materials will be chosen at the time the course is offered from those currently available in the field. Examples include: Industry publications, newspaper articles, videos/dvds.

24. Maximum enrollment: 20 Rationale, if less than 35: Computer lab stations needed.

25. Course is restricted to particular room type: no yes; explain: Need computers for simulation program.

26. Special scheduling considerations: no yes; explain:

27. Special instructional resources *(personnel, supplies, etc.)* required:

no yes; explain:

28. Special student fees required: no yes; explain:

29. Function/Designation: Mark all that apply.

AA* First Category Category Second Category, if appropriate Category

Fulfills Hawaii Emphasis (HI) Graduation Requirement

AS Program Category List Additional Programs and Category:

AAS Hospitality and Tourism PR - Program Requirement List Additional Programs and Category: Hospitality & Tourism

BAS Program Category List Additional Programs and Category:

Developmental/Remedial Other/Additional: Explain:

** Submit the appropriate form(s) to have the course placed in the requested category(ies) to both the Curriculum Committee and the Liberal Arts/AA Program Chair. If the course satisfies category I: Foundations/Skills: Foundations I or II, it needs to be submitted to the Foundations Board. If a course needs a diversity designation, it needs to be submitted to the Diversity Board. If a course needs a Hawaii/ Asia/ Pacific designation, it needs to be submitted to the HAPS board. See your Department Representative, the Curriculum Chair, or the Liberal Arts/AA Coordinator for information.*

30. Course increases decreases makes no change to number of credits required for program(s) affected by this action. Explain, if necessary:

31. Course is:

Not appropriate for articulation.

Appropriate* for articulation as a general education course at:

UHCC UH Manoa UH Hilo UHWO

Previously articulated* as a general education course at:

UHCC UH Manoa UH Hilo UHWO

**Submit Course Articulation Form(available on the Curriculum Committee website) if course is already articulated, or is appropriate for articulation, as a general education (100-, 200-level) course. Check Curriculum Committee website under UH Courses for articulation sites.*

Standardized and/or appropriate for articulation by PCC or other UH system agreement at:

UHCC UH Manoa UH Hilo UHWO Explain:

Appropriate for articulation or has previously been articulated to a specific department or institution: UHCC UH Manoa UH Hilo UHWO Outside UH system Explain:

This course outline is standardized and/or the result of a community college or system-wide agreement. Name of the responsible committee/group: PCC

32. List catalog used and then degrees, certificates, prerequisites, and catalog sections and their page numbers affected by this proposal: 2011-2012 UHMC General Catalog, Hospitality & Tourism, AAS, CA, CC p. 51; Course Descriptions, pp. 124-125.

33. Additional Information (add additional pages if needed):

University of Hawaii Maui College
Course Outline and CAR Signature Page

Loeen Paly 10/13/11
Proposed by: Author or Program Coordinator Date

Loeen Paly 10/13/11
Checked by Department Representative to Curriculum Committee Date

Cyrille Pascual 10/13/11
Requested by Department: Department Chair Date

M. Brock 11-11
Recommended by: Curriculum Chair Date

[Signature] 2-1-12
Approved by Academic Senate: Academic Senate Chair Date

[Signature] 2-3-12
Endorsed by: Chief Academic Officer Date

[Signature] 2/10/12
Course Approved by: Chancellor Date