



## Course Specification

Course Title: Room Division Management

Course Code: 3573316

Semester 1 Academic Year 2020

Bachelor of Arts Programme in Hospitality Management

(International Programme)

School of Tourism and Hospitality Management

Suan Dusit University

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## Course Specification

Name of institution                      Suan Dusit University  
Campus/faculty/department            School of Tourism and Hospitality Management

### Section1 General Information

#### 1. Course code and course title

3573316            Room division management

#### 2. Number of credits

3(3-0-6)

#### 3. Curriculum and type of subject

3.1 Bachelor of Arts Programme in Hospitality Management

3.2 Type of Subject: Core course

#### 4. Responsible faculty members

4.1 course coordinator: Lecturer Kraisak Phikul

4.2 Instructors: Lecturer Kraisak Phikul Section: A1

#### 5. Semester / year of study

Semester 1 Academic year 2020 / Student Year 1

#### 6. Pre-requisite (if any)

None

#### 7. Co-requisites (if any)

None

#### 8. Venue of study

Suan Dusit University

#### 9. Date of latest revision

1 July 2020

## Section 2 Aims and Objectives

### 1. Aims of the Course

The objectives of this course are to help students understand, organize and perform effectively the operations of the rooms division of a hotel. The course's overall objective is to prepare the student for the management career in the hospitality field. Through the study to be carried out with the use of visual aids and on site visits

### 2. Objectives of Course Development/Modification

- Be a successful seller of rooms and other services of the hotel
- Understand the reservations, check-in and check-out procedures
- Collaborate with colleagues, as well as with the other departments of the hotel
- Offer high level services and contribute to the hotel's security
- Plan, organize and control the room division's operations
- Manage the front office and housekeeping personnel.

## Section 3: Course Description and Implementation

### 1. Course Description

Theories and procedures in managing the room division of a hotel, check in and check out, front office operation and its structure, reservation and the night audit duty, plus the day to day function of an effective housekeeping department such as cleanliness standards, housekeeping procedures, inspecting, and cleaning supplies and equipment.

### 2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
45	-	-	90

### 3. Number of hours that the lecturer provides individual counseling and guidance

- In class
- Course convenor will be available for additional academic advice for 2 hours per week

## Section 4 Development of Students' Learning Outcomes

### 1. Morality and Ethics

#### 1.1 Expected outcome on morality and ethics

- (1) To realize good values, moral conscience and ethics, to be able to deal with the conflicts relating to profession etiquette.
- (2) To be self and social responsible with good attitude and behaviour.
- (3) To responsible of duties, good membership and develop leadership skills and act as a role model to others.
- (4) To be disciplined and follow the organizational and social rules and regulations.

#### 1.2 Teaching methods

- lecturing alongside with examples of moral and ethical issues such in referencing and matters related to intellectual property law
- organising a focus group to find relevant examples

#### 1.3 Evaluation methods

- Evaluate from students' disciplines such as punctuality,
- Evaluate from responsibilities on assigned tasks,
- Evaluate from attending the classes, participating class activities.

### 2. Knowledge development

#### 2.1 Expected outcome on Knowledge and skills development

- (1) To understand the important principles and theories of hospitality organizational behavioral and interpersonal skills, international marketing, tourist behavior and related skills systematically and globally.
- (2) To be able to integrate knowledge of hospitality with other related fields.
- (3) To understand research designs and methodology in order to solve organization problems and to develop organization knowledge management.

#### 2.2 Teaching methods

- Lecture
- Active Learning: Individual work/ practice
- Active Learning: Group work
- Active Learning: Group discussion
- Active Learning: Case study
- Active Learning: Role play
- Active Learning: Presentation

### 2.3 Evaluation methods

- Mid-term exam, and final exam
- Other written and verbal assessments throughout the semester
  - Individual assignment
- Presentation
- Individual assignment

## 3. Intellectual Knowledge Innovation

### 3.1 Expected outcome on Intellectual Knowledge Innovation

(1) To be able to evaluate and analyse data, and able to think critically and systematically in order to find cause, effect, and resolution of the problems in depth.

(2) To be able to apply methodologies, synthesis, evaluation both practically and theoretically in actual operations.

(3) To be able to suitably apply knowledge and innovation in business term and able to adapt innovation technology to the profession and related fields.

### 3.2 Teaching methods

- group work and group discussion
- Presentation
- On-the-job training

### 3.3 Evaluation methods

The results of evaluation are derived from the student's outcomes and practices such as presentation in class, examination by testing and interviewing, and class observation.

## 4. Interpersonal Skills and Responsibility

### 4.1 Expected outcome on Interpersonal Skills and Responsibility

(1) To be able to work with others and solve the problems both as a good leader and a good team member.

(2) To be able to develop self – improvement continuously on professional learning improvement based on international criterion.

### 4.2 Teaching methods

- Delegate group work for group discussions
- Require oral presentations
- Demonstrate the ability to work with others
- Demonstrate the responsibility on delegated work
- Be able to suitably adapt to situation and organizational culture of work places

### 4.3 Evaluation methods

A student's behavior and expression are evaluated from group activity, participation, and entirety, obviousness, and accuracy of information.

## 5. Numerical Analysis and Information Technology Skills

### 5.1 Expected outcome on Numerical Analysis and Information Technology Skills

○ (1) To be able to apply foreign languages effectively when communicate both academically and professionally.

● (2) To be able to communicate effectively with foreigners from different culture in different situation.

(3) To be able to use information technology suitably in different operations.

○ (4) To be able to analyse and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

### 5.2 Teaching methods

Instructors should arrange learning activities for students to analyse simulated situation, present problem solving, and learn the techniques of information technology application in many situations.

### 5.3 Evaluation methods

Evaluate the ability in applying theories and selecting the information technology application or related mathematics and statistics for presentation.

## Section 5 Teaching and Evaluation Plans

### 1. Teaching plan

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
1	<b>Introduction to hotel business</b> Introduction to hotel industry The Definition of hotel industry Hotel business administration hotel business Administration format	3	1. Get to know each other 2. Instructor explain about the course 3. Group discussion 4. PowerPoint  <b>Instructional Media:</b> 1. Room Division Management Handbook 2. VDO clip 3. WBSC	Lecturer Kraisak Phikul

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			4. Power point 5. Computer 6. Visualizer	
2	<p><b>Hotel business</b></p> <p>Type of Hotels</p> <p>Guest rooms selling format, and the food selling format</p> <p>European plan</p> <p>American plan or AP</p> <p>Modified American plan or MAP</p> <p>Half Pension, or Demi Pension (DP)</p> <p>Hotel Administration structure</p> <p>Front of the house</p> <p>Back of the house.</p> <p>Analyze “Suitability of rooms and customers”</p>	3	<p>1. Describe and discuss students' issues related to the subject.</p> <p>2. Assign students to practice analysis from case studies.</p> <p>3. Group discussion</p> <p>4. PowerPoint</p> <p><b>Instructional Media:</b></p> <p>1. Room Division Management Handbook</p> <p>2. VDO clip</p> <p>3. WBSC</p> <p>4. Power point</p> <p>5. Computer</p> <p>6. Visualizer</p>	Lecturer Kraisak Phikul
3	<p><b>Hotel Facilities</b></p> <p>Facilities in hotel business</p> <p>Services added for a modern hotel</p>	3	<p>1. Describe and discuss students' issues related to the subject.</p> <p>2. Assign students to practice analysis from case studies.</p> <p>3. Group discussion</p> <p>4. PowerPoint</p> <p><b>Instructional Media:</b></p> <p>1. Room Division Management Handbook</p> <p>2. VDO clip</p> <p>3. WBSC</p> <p>4. Power point</p> <p>5. Computer</p> <p>6. Visualizer</p>	Lecturer Kraisak Phikul



Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
4	<b>Hotel Organization and Room Division Department</b> Competencies for the Hotel Organization Hotel Organization Organization Charts Hotel Job description Room Division Department Front Office ranks and responsibilities	3	1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group discussion 4. PowerPoint <b>Instructional Media:</b> 1. Room Division Management Handbook 2. VDO clip 3. WBSC 4. Power point 5. Computer 6. Visualizer	Lecturer Kraisak Phikul
5	<b>Front Office management</b> Guest service cycle Front Office Management – Terminology Operational Structure of Front Office Hotel Front Office Sections	3	1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group discussion 4. PowerPoint <b>Instructional Media:</b> 1. Room Division Management Handbook 2. VDO clip 3. WBSC 4. Power point 5. Computer 6. Visualizer	Lecturer Kraisak Phikul
6	<b>Reservation Department (Front Office)</b> Types of Hotel Reservation Systems The Role of Internet in Reservation	3	1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group discussion 4. PowerPoint	Lecturer Kraisak Phikul

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
	Sources of Reservations Managing Reservations Accepting Reservation of Accommodation Denying Reservation of Accommodation Cancelling a Reservation of Accommodation		<b>Instructional Media:</b> 1. Room Division Management Handbook 2. VDO clip 3. WBSC 4. Power point 5. Computer 6. Visualizer	
7	<b>Reservation process</b> Stages of Reservation Process in Hotel Industry How effective is Your Hotel Selling over the Phone? Hotel reservation process  <b>Midterm exam</b>	3	1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group discussion 4. PowerPoint  <b>Instructional Media:</b> 1. Room Division Management Handbook 2. VDO clip 3. WBSC 4. Power point 5. Computer 6. Visualizer	Lecturer Kraisak Phikul
8	<b>Guest Registration</b> Pre-registration Procedure Verifying Guest's Identity Registration Card Typical Format Creating Registration Record Establishing Payment Method Assigning an Accommodation Issuing Room Keys or Access Code Handling Special Requests	3	1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group discussion 4. PowerPoint  <b>Instructional Media:</b> 1. Room Division Management Handbook 2. VDO clip	Lecturer Kraisak Phikul

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
	<b>Hotel Check in</b> Stages of check in procedure		3. WBSC 4. Power point 5. Computer 6. Visualizer	
9	<b>Front Office Management – Communication</b> Importance of Front Office Communication Switchboard Operators Do's and Don'ts of Hotel Communication Essential Attributes of Front Office Staff		1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group discussion 4. PowerPoint <b>Instructional Media:</b> 1. Room Division Management Handbook 2. VDO clip 3. WBSC 4. Power point 5. Computer 6. Visualizer	
10	<b>Front Office Management - Night Audit</b> What is Night Audit? The Need for Night Audit Responsibilities of a Night Auditor Types of Night Audit Reports Balancing Night Reports	3	1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group discussion 4. PowerPoint <b>Instructional Media:</b> 1. Room Division Management Handbook 2. VDO clip 3. WBSC 4. Power point 5. Computer 6. Visualizer	Lecturer Kraisak Phikul
11	<b>Front Office Management (SOPs -Standard Operating Procedures)</b>	3	1. Describe and discuss students' issues related to the subject. 2. Assign students to practice	Lecturer Kraisak Phikul

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			analysis from case studies. 3. Group discussion 4. PowerPoint <b>Instructional Media:</b> 1. Room Division Management Handbook 2. VDO clip 3. WBSC 4. Power point 5. Computer 6. Visualizer	
12	<b>Housekeeping department</b> Definition of Housekeeping Role of Housekeeping Housekeeping Department Organizational Chart	3	1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group discussion 4. PowerPoint <b>Instructional Media:</b> 1. Room Division Management Handbook 2. VDO clip 3. WBSC 4. Power point 5. Computer 6. Visualizer	Lecturer Kraisak Phikul
13	<b>Hotel Housekeeping (SOPs - Standard Operating Procedures)</b>	3	- Lecture - Role play - PowerPoint / YouTube	Lecturer Kraisak Phikul
14	<b>Engineering Department</b> Scope of maintenance areas Role of maintenance department and its relation with other departments of the hotels.	3	1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group discussion 4. PowerPoint	Lecturer Kraisak Phikul

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			<b>Instructional Media:</b> 1. Room Division Management Handbook 2. VDO clip 3. WBSC 4. Power point 5. Computer 6. Visualizer	
15	<b>Loss and Prevention Department</b> Security Department Security concept What is Loss Prevention? Guest Room Safety	3	1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group discussion 4. PowerPoint <b>Instructional Media:</b> 1. Room Division Management Handbook 2. VDO clip 3. WBSC 4. Power point 5. Computer 6. Visualizer	Lecturer Kraisak Phikul
Final examination				

## 2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.3	Observe behavior, Participation	1-15	10%
2	2.1,2.2	Presentation, Pair work, Individual work	1-15	30%
3	3.1,3.2	Midterm Examination	7	20%
4	1.3,2.1,2.2,3.1,3.2	Final Examination	16	40%

## Evaluation

University T-Score / Midterm (60) : Final (40)

Learning Outcomes	Evaluation Methods	Week	Proportion of Evaluation (%)
1	Participation	1-15	10
2	Mid-term exam	11	20
3	Learning by doing	4, 5, 6, 8, 9, 12, 13, 15	30
4	Final exam	16	40

## Section 6 Teaching Materials and Resources

### 1. Texts and main documents

Hayes, D. K., Ninemeier, J. D., & Miller, A. A. (2016). *Hotel Operations Management*. USA : Peason Education.

### 2. Documents and important information

1	Cavato, G (2017). <i>Hotels and accommodations - US</i> . Retrieved September 14, 2017, from Mintel Academic database.
2	Raghubalan, G., & Raghubalan, S. (2016). <i>Hotel Housekeeping: Operations and Management</i> , 3 <sup>rd</sup> ed.India:Oxford
3	Jones, P., & Lockwood, A. (2004). <i>The Management of Hotel Operations</i> . Cornwall: Thomson.

## Section 7 Evaluation and Improvement of Course Management

### 1. Strategies for effective course evaluation by students

- Self-assessment and critical reflection
- Students' online evaluation and feedback

### 2. Evaluation strategies in teaching methods

- Self-observation
- Peer observation and review

**3. Improvement of teaching methods**

- Increase general knowledge, skills, and teaching competency in order to introduce new instructor models or methodologies
- Support instructor to study, train, attend academic and professional seminar, international academic conference, and further higher education

**4. Evaluation of students' learning outcome**

Student achievement is measured and evaluated by

- Individual improvement (In-class observation)
- Exam results

**5. Review and improvement for better outcome**

- Assess each and every subject in school curriculum correspondingly to course objectives together with course syllabus and TQF3
- Follow up and examine academic result of both overall student and individuals, especially, the student with GPA less than standard specified by university criteria