



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Sales and Front Office								
1.2. Study Programme	Tourist Destination Management and Marketing undergraduate professional study programme								
1.3. Course Short Name	PRREP	1.7. Year of Study	3						
1.4. Course Code	TDM19336	1.8. Semester	5 / Winter						
1.5. Course Status	Obligatory in Modul B, Elective in Modul A, C, D	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Type of class</th> <th>Total hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>10</td> </tr> <tr> <td>Exercises</td> <td>20</td> </tr> </tbody> </table>	Type of class	Total hours	Lectures	10	Exercises	20	1.10. Class Venue and Schedule	Bernays – According to published schedule
Type of class	Total hours								
Lectures	10								
Exercises	20								

2. TEACHING STAFF

2.1. Lecturer in Charge	Branimir Blajić	2.6. Course Associates	
2.2. Academic Rank	Mr. sc.	2.7. Academic Rank	
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank	
2.4. Contact e-mail	branimir.blajic@bernays.hr	2.9. Contact e-mail	
2.5. Consultations	According to published schedule	2.10. Consultations	

3. COURSE DESCRIPTION

3.1. Course Objectives	The course objectives are understanding the whole process of the sales of hotel capacities and procedures of the receiving department of the hotel such as receipt of the application and the guest, work during the stay of the customer and work during the departure of the customer.
3.2. Enrolment Criteria	There are no specific conditions for enrolment in this course.



3.3. Learning Outcomes	<p>LO1: Describe the process of the sales and marketing of the hotel. LO2: Classify hotels by the structure, the type of service, and the clientele. LO3: Analyze the process of marketing and sales of the hotel LO4: Interpret the processing functions of accommodation. LO5: Organize personnel management in the reception office. LO6: Construct adequate computerization of hotel services.</p>																					
3.4. Course Content	<ol style="list-style-type: none"> 1. Marketing and sales. 2. Types of hotel service and guests. 3. The organizational structure of sales and marketing deals. 4. Reservations. 5. Equipment and devices. 6. Defining features of the process of accommodation. 7. Construction of admission and registration during the check-in and check-out of customers. 8. Personnel management in the receiving office. 9. Performance management admission suits. 10. Computerization of hotel services. 11. Overbooking. 12. Complaints. 13. Unusual events and crisis management. 																					
3.5. Types of Class Activities	X	Lectures	X	Exercises	X	Field Trips	X	Multimedia and Network	X	Mentored Paper												
		Seminars and Workshops		Distance Learning	X	Independent Assignments		Laboratory		Misc.												
3.6. Course Language	Croatian Language																					
3.7. Student Obligations	Class attendance and and fulfilling other obligations of the prescribed syllabuses.																					
3.8. Monitoring Student Work and ECTS	1	Class Attendance		Written Exam		Seminar Paper	2	Preliminary Exam(s)	1	Project												
		Activities in Class		Oral Exam		Research		Essay		Misc.												
3.9. Grading Students during Class and Final Exam	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Grade Type</th> <th style="width: 50%;">Points</th> </tr> </thead> <tbody> <tr> <td>1. Class Attendance</td> <td style="text-align: center;">10</td> </tr> <tr> <td>2. Preliminary exam 1</td> <td style="text-align: center;">30</td> </tr> <tr> <td>3. Preliminary exam 2</td> <td style="text-align: center;">30</td> </tr> <tr> <td>4. Excercises</td> <td style="text-align: center;">30</td> </tr> <tr> <td>Total Points</td> <td style="text-align: center;">100</td> </tr> </tbody> </table>										Grade Type	Points	1. Class Attendance	10	2. Preliminary exam 1	30	3. Preliminary exam 2	30	4. Excercises	30	Total Points	100
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3.10. Obligatory Literature

1. Galačić, V., Ivanović, S., Lupić, M. (2005). *Hotelska prodaja i recepcijsko poslovanje*. Zagreb: Sinergija.

3.11. Supplementary Literature

1. Sutherland, A., Court, J. (2013). *The Front Office Manual*. London: Palgrave Macmillan.
2. Bojanic, D. C. (2008). *Hospitality Marketing Management*. New York: Wiley.
3. Hayes, D. K., Ninemeier, J. D. (2005). *Upravljanje hotelskim poslovanjem*. Zagreb: M plus.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires