

FRONT OFFICE OPERATIONS (CODE NO. 810)

JOB ROLE: COUNTER SALES EXECUTIVE

(QUALIFICATION PACK: Ref. Id. THC/Q3902)

SESSION 2019-2020

CLASS XI

1. Introduction

The Hospitality industry is a broad category of fields within the service industry that includes lodging, event planning, theme parks, transportation, cruise line and additional fields within the tourism industry. The hospitality industry is a several billion dollar industry that mostly depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or even an amusement park consists of multiple groups such as facility maintenance, direct operations (servers, housekeepers, porters, kitchen workers, bartenders, management, marketing, and human resources etc).

This course is an overview of the management practices utilized to direct, operate and control front office. This course will teach practical knowledge of appropriate service behaviors for a variety of guest types, understand the concept and techniques of good service and demonstrate the skills acquired and capacity and demonstrate various service techniques.

2. Course Objectives

1. To develop interest and attitudes in hospitality industry.
2. To develop sufficient trained manpower for Hotels, Motels, Restaurants, Railway Catering Services, Flight Catering Services etc.
3. To assist in the tourism development programmes.
4. To develop necessary employable skills in the students.
5. To develop entrepreneurship.

3. Curriculum

This course is a planned sequence of instructions consisting of Units meant for developing employability and Skills competencies of students of Class XI opting for Skills subject along with general education subjects.

Theory	60 marks
Practical	40 marks
Total Marks	100 marks

The unit-wise distribution of Periods and marks for Class XI is as follows:

CLASS XI (session 2019-2020)				
		No. of Periods for Theory and Practical		Max. Marks for Theory and Practical
	Units	260		100
Part A	Employability Skills			
	Unit 1: Communication Skills-III	10		10
	Unit 2: Self-management Skills-III	10		
	Unit 3: Information and Communication Technology Skills-III	10		
	Unit 4: Entrepreneurial Skills-III	15		
	Unit 5: Green Skills-III	05		
	Total	50		10
Part B	Skills	Theory	Practical	
	Unit 1: Lets Recall Tourism	16	04	05
	Unit 2: Evolution and Growth of Hotels	13	--	05
	Unit 3: Communication Skills	16	20	06
	Unit 4: Pronunciation & Body Language	13	18	05
	Unit 5: Grooming Standards	13	06	05
	Unit 6: Telephone Manners	13	14	06
	Unit 7: Guest Services in Hotels	20	20	10
	Unit 8: Role of Technology in Hospitality	16	08	8
	Total	210		50
Part C	Practical Work			
	Practical Examination	---		15
	Written Test	---		10

	Viva Voce	---	05
	Total	---	30
Part D	Project Work/Field Visit	---	---
	Practical File/Student Portfolio	---	10
	Total		10
	Grand Total		100

4. CONTENTS

CLASS XI (session 2019-2020)

PART A: EMPLOYABILITY SKILLS

	Units
1.	Communication Skills –III
2.	Self-management Skills –III
3.	Information and Communication Technology Skills – III
4.	Entrepreneurial Skills – III
5.	Green Skills – III
	Detailed curriculum of Employability Skills is available separately

Part B: Skills

Unit–1: Lets Recall Tourism

Unit–2: Evolution and Growth of Hotels

Unit–3: Communication Skills

Unit–4: Pronunciation & Body Language

Unit–5: Grooming Standards

Unit–6: Telephone Manners

Unit–7: Guest Services in Hotels

Unit–8: Role of Technology in Hospitality

5. TEACHING ACTIVITIES

The teaching and training activities have to be conducted in classroom, laboratory/ workshops and field visits. Students should be taken to field visits for interaction with experts and to expose them to the various tools, equipment, materials, procedures and operations in the workplace. Special emphasis should be laid on the occupational safety, health and hygiene during the training and field visits.

CLASSROOM ACTIVITIES

Classroom activities are an integral part of this course and interactive lecture sessions, followed by discussions should be conducted by trained teachers. Teachers should make effective use of a variety of instructional or teaching aids, such as audio-video materials, colour slides, charts, diagrams, models, exhibits, hand-outs, online teaching materials, etc. to transmit knowledge and impart training to the students.

PRACTICAL WORK IN LABORATORY/WORKSHOP

Practical work may include but not limited to hands-on-training, simulated training, role play, case based studies, exercises, etc. Equipment and supplies should be provided to enhance hands-on learning experience of students. Only trained personnel should teach specialized techniques. A training plan that reflects tools, equipment, materials, skills and activities to be performed by the students should be submitted by the teacher to the Head of the Institution.

SKILL ASSESSMENT (PRACTICAL)

Assessment of skills by the students should be done by the assessors/examiners on the basis of practical demonstration of skills by the candidate, Practical examination allows candidates to demonstrate that they have the knowledge and understanding of performing a task. This will include hands-on practical exam and viva voce. For practical, there should be a team of two evaluators. The same team of examiners will conduct the viva voce.

Project Work (individual or group project) is a great way to assess the practical skills on a certain time period or timeline. Project work should be given on the basis of the capability of the individual to perform the tasks or activities involved in the project. Projects should be discussed in the class and the teacher should periodically monitor the progress of the project and provide feedback for improvement and innovation. Field visits should be organised as part of the project work. Field visits can be followed by a small-group work/project work. When the class returns from the field visit, each group might be asked to use the information that they have gathered to prepare presentations or reports of their observations. Project work should be assessed on the basis of practical file or student portfolio.

Student Portfolio is a compilation of documents that supports the candidate's claim of competence. Documents may include reports, articles, photos of products prepared by students in relation to the unit of competency.

Viva voce allows candidates to demonstrate communication skills and content knowledge. Audio or video recording can be done at the time of viva voce. The number of external examiners would be decided as per the existing norms of the Board and these norms should be suitably adopted/adapted as

per the specific requirements of the subject. Viva voce should also be conducted to obtain feedback on the student's experiences and learning during the project work/field visits.

6. ORGANISATION OF FIELD VISITS/EDUCATIONAL TOURS

In field visits, children will go outside the classroom to obtain specific information from experts or to make observations of the activities. A checklist of observations to be made by the students during the field visits should be developed by the Teachers for systematic collection of information by the students on the various aspects. Principals and Teachers should identify the different opportunities for field visits within a short distance from the school and make necessary arrangements for the visits. At least three field visits should be conducted in a year.

7. LIST OF EQUIPMENT AND MATERIAL

1. Lobby Desk
2. Computer with Internet Facility
3. Printer
4. Property Management System
5. Foreign Currency Exchange Board
6. Credit Card Imprinter / EDC Machine
7. Luggage Rack
8. Luggage Trolley
9. Key Rack
10. Message Rack
11. Information Rack
12. Bell Desk
13. Reception Counter
14. Projector
15. Pen
16. Pencil
17. Ruler
18. Register
19. Note Pads
20. Sketch Pens
21. Charts