

## Module 19: Room Division Management

<b>Stage</b>	2						
<b>Semester</b>	2						
<b>Module Title</b>	Room Division Management						
<b>Module Number/Reference</b>	BAIHH-RDM						
<b>Module Status (Mandatory/Elective)</b>	Mandatory						
<b>Module NFQ level (only if applicable)</b>	7						
<b>Pre-requisite Module Titles</b>	Introduction to the International Hospitality Industry International Hospitality Management Accommodation and Facilities Management						
<b>Co-requisite Module Titles</b>	N/A						
<b>Is this a capstone module? (Yes or No)</b>	No						
<b>List of Module Teaching Personnel</b>							
<b>Contact Hours</b>				<b>Non-contact Hours</b>			<b>Total Effort (Hours)</b>
<b>70</b>				<b>130</b>			<b>200</b>
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Seminar</b>	<b>Assignment</b>	<b>Placement</b>	<b>Independent work</b>	
60		10		65		65	200
<b>Allocation of Marks (Within the Module)</b>							
	<b>Continuous Assessment</b>	<b>Project</b>	<b>Practical</b>	<b>Final Examination</b>	<b>Total</b>		
<b>Percentage contribution</b>	70			30	<b>100</b>		

### Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Identify the key functions of the Rooms Division department
2. Associate the role of the Rooms Division Manager with the management function of a hospitality provider in an effective manner
3. Explain the rooms division manager/front office manager's role as leader and decision maker
4. Discuss the importance of the Rooms Division department in the service provision within the hospitality context
5. Demonstrate the basic techniques of reservations, registration, room allocation and guest accounting
6. Examine the role of Revenue Management and its application within the Rooms Division department
7. Design standard operational procedures that can be utilised in the management of guest services
8. Identify and examine the various technology packages used in the management of the rooms division department
9. Explain the role of Rooms Division managers in managing human resources.

## **Module Objectives**

This module focuses on the key principles of room's division management within the international hospitality industry. It provides learners with an insight into this dynamic hospitality sector and demonstrates to them the importance of this department as a major revenue generator with the lodging sector. It also gives the learner's the opportunity to develop their operational and management knowledge of this key functional department.

This module aims

- To provide learners with a full appreciation of the aspects of managing the rooms division department
- To enable learners to identify and critically examine the role of the rooms division manager in the management of lodging operations
- To ensure learners are fully aware of the importance of providing customers with quality lodging services
- To enable learners to identify the rooms division manager's role as a leader and decision maker.

## **Module Curriculum**

### **The hotel Industry**

- The traditional and modern hotel
- The structure of the hotel industry

### **Room division management**

- Overview of the front office department
- The role of the rooms division manager

### **The reservations process**

- Forecasting availability and overbooking
- Revenue Management
- Global reservations technologies
- Individual reservations and group reservations

### **Guest services and rate structures**

- Managing guest services
- Arrival, registration, assignment and rooming
- The role of the room rate

### **The hotel revenue cycle**

- Billing the guest
- The night audit
- Hotel technology.

## Reading lists and other learning materials

### Recommended reading

Vallen, G.K. & Vallen, J.J. (2013) *Check-in; Check Out: Managing Hotel Operations* (9th ed) Prentice Hall.

Bardi, J.A. (2010) *Front Office Management*, (5<sup>th</sup> Ed), Wiley and Sons.

Kasavana, M. I. (2012) *Managing Technology in the Hospitality Industry*. American Hotel and Lodging Educational Institute.

Nyheim, P., Connelly, D. (2011). *Technology Strategies for the Hospitality industry* (2<sup>nd</sup> Ed.) Prentice Hall

Tranter, K.A. Stuart-Hill, T. and Parker, J. (2009), *An Introduction to Revenue Management for the Hospitality Industry: Principles and Practices for the Real World*, Prentice Hall.

Woods, R., Ninemeier, J.D., Hayes, D.K, Austen, M.A. (2013) *Professional Front Office Management* new international edition , Pearson.

### Secondary Reading

Hayes, D.K., Ninemeier, J.D., and Miller, A.A. (2011). *Foundations of Lodging Management*, (2<sup>nd</sup> ed). Pearson.

O'Fallon, M.J. and Rutherford, D.G. (2010) *Hotel Management and Operations*, (5<sup>th</sup> ed). John Wiley and Sons.

### Online resources include

- [www.2.unwto.org](http://www.2.unwto.org)
- [www.tourismireland.ie](http://www.tourismireland.ie)
- [www.failteireland.ie](http://www.failteireland.ie)
- [www.irelandactive.ie](http://www.irelandactive.ie)
- [www.wttc.org](http://www.wttc.org)

## Module Learning Environment

A base classroom is used for teaching purposes for the delivery of the International Hospitality Management Programme. Participants also have access to online teaching resources and Moodle, and an e-learning studio. The learners gain experience in using technology packages (PMS, Reservation Packages etc.) used in the lodging sector.

Learners also engage in field trips to hospitality organisations to experience the various types of facilities available. These field trips support the module content that the learners are studying in their formal lectures and tutorials.

All learners have access to an extensive range of “actual” and “remote access” library resources. The library monitors and updates its resources on an on-going basis, in line with the College’s Library Acquisition Policy. Lecturers update reading lists for this course on an annual basis as is the norm with all courses run by Griffith College.

## Module Teaching and Learning Strategy

This module is delivered by means of participative style lectures and supporting tutorials. Through an enquiry based learning approach, tutorials allow learners to discuss the fundamentals of room’s division management in more detail and to gain practical experience through role play and paired activities.

This module is supported by site visits to appropriate hospitality organisations to support the delivery of this module. Learners are required to work on individual pieces of coursework as well as group assignments. Guidance and feedback is provided for learners on a continuous basis.

### **Module Assessment Strategy**

The module assessment strategy is designed to assess the practical elements of room division management through a paired research activity and through an operational skill development task. A final closed book examination assesses the overall module content.