



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Hotel Management and Catering Technology

Level: UG

Branch: Branch: Hotel Management & Catering Technology and
Hospitality and Tourism Administration

Course / Subject Code: BH02000021

Course / Subject Name: Fundamentals of Rooms Division Management-2

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Core Course

Prerequisite:	Basic knowledge of hospitality industry and rooms division
Rationale:	The course will enhance the holistic knowledge of front office and housekeeping department in the guest satisfaction enhancement, and give a better understanding of the basic rooms division functions and aspects within the hospitality industry.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Demonstrate proficiency in bell desk and concierge operations.	Apply
02	Exhibit strong communication skills in front office operations.	Apply
03	Have an in-depth knowledge of guest cycle.	Understand
04	Optimize guest experience through amenities.	Analyze
05	Understand Industrial Laundry Process.	Understand

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
2	0	2	3	70	30	50	0	150

Course Content: (THEORY)

Unit No.	Content	No. of Hours	% of Weightage
1.	Module 1: - Bell Desk and Concierge 1.1 Bell desk organization 1.2 Bell desk functions	05	15%



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	1.3 Concierge 1.4 Information desk 1.5 Message & mail rack		
2.	Module 2: - Guest Cycle 2.1 Pre-arrival: - <ul style="list-style-type: none">• Reservation• Pre-authorization• Personalization requests 2.2 Arrival: - <ul style="list-style-type: none">• Guest registration• Check-in• Baggage tagging• Luggage handling 2.3 Occupancy: - <ul style="list-style-type: none">• Guest request and complaint handling• Sales posting 2.4 Departure: - <ul style="list-style-type: none">• Bill settlement• Check-out 2.5 post-departure: - <ul style="list-style-type: none">• Feedback• Promotion 2.6 Guest services	05	20%
3.	Module 3: - Communication and Customer Service Skills 3.1 Effective communication: - <ul style="list-style-type: none">• Verbal and Non-Verbal Communication• Telephone Etiquette• Email and Written Communication 3.2 Customer service fundamentals: - <ul style="list-style-type: none">• Principles of Good Customer Service• Dealing with Difficult Guests• Providing Personalized Service 3.3 Cultural awareness and sensitivity: - <ul style="list-style-type: none">• Understanding Diverse Guest Needs• Cultural Etiquette and Protocols• Enhancing Guest Experience through Cultural Sensitivity	05	15%



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4.	<p>Module 4: - Guest Supplies, Linen and Key Management</p> <p>4.1 Guest Supplies</p> <ul style="list-style-type: none">• Guest amenities• Guest expendables• Guest essentials• Guest loan items <p>4.2 Linen</p> <ul style="list-style-type: none">• Guestroom linen• F&B Linen• Health-club Linen <p>4.3 Keys</p> <ul style="list-style-type: none">• Types of keys• Computerized key cards• Key control	05	15%
5.	<p>Module 5: - Housekeeping Supervision and Guest Room Management</p> <p>5.1 Housekeeping Supervision</p> <ul style="list-style-type: none">• Importance of inspection• Guestroom inspection• Checklist of inspection• Typical areas where special attention is required <p>5.2 Guest rooms</p> <ul style="list-style-type: none">• Front-of-the-house Areas• Back-of-the house Areas• Work routine and associated problems e.g. high traffic areas, Façade cleaning etc.	05	15%
6.	<p>Module 6: -Laundry Operations and Stain removal Techniques</p> <p>6.1 Commercial and on-site laundry</p> <ul style="list-style-type: none">• Flow process of industrial laundering- OPL• Stages in the wash cycle• Laundry equipment and machines• Layout of the laundry• Laundry agents• Dry cleaning• Guest laundry• Valet service <p>6.2 Stain Removal</p>	05	20%



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	<ul style="list-style-type: none">• General Procedure for stain removal• Identification of Stains• Classification of Stains• Classification of Stain Removers		
	Total	30	100

Course Content: (PRACTICAL – Front Office)

Unit No.	Content	No. of Hours
1.	Practical 1: - Reservation 1.1 Reservation and modes of reservation 1.2 Taking reservation <ul style="list-style-type: none">• Walk-in• Telephonic• E-mail• OTA	04
2.	Practical 2: - Greeting and registration process 2.1 Role-playing different scenarios of guest arrival 2.2 Practicing greetings and introductions 2.3 Completing registration forms 2.4 Checking ID and payment methods 2.5 GRC filling	06
3.	Practical 3: - Bell Desk 3.1 Bell desk formats 3.2 Bag tagging and Luggage handling 3.3 Paging 3.4 Mail & Message handling	04
4.	Practical 4: - Guest cycle 4.1 Roleplay	08
5.	Practical 5: - Modes of payment 5.1 Cash 5.2 Credit/Debit Card <ul style="list-style-type: none">• International• Domestic 5.3 Cheques <ul style="list-style-type: none">• Traveller's cheque• Company/Corporate cheques	04



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	5.4 Vouchers 5.5 FOREX <ul style="list-style-type: none">• International currencies• Forms• Rates and taxation	
6.	Practical 6: - Managing Hospitality Services 6.1 TQM 6.2 Service management and Delivering hospitality services 6.3 Guest request, complaint and emergency handling – Guest experience 6.4 Expectation v/s experience and KPIs for service assessment	06
	Total	30

Course Content: (PRACTICAL – Housekeeping)

Unit No.	Content	No. of Hours
1.	Practical 1: - Servicing guest room (checkout, occupied, vacant and turndown service) 1.1 Room 1.2 Bathroom	6
2.	Practical 2: - Bed making supplies (day bed/ night bed)	8
3.	Practical 3: -Handling room linen/ guest supplies 3.1 Maintaining register/ record 3.2 Replenishing floor pantry 3.3 Stock taking	2
4.	Practical 4: - Guest room inspection	2
5.	Practical 5: - Minibar management 5.1 Issue 5.2 Stock Taking 5.3 Checking expiry date	2
6.	Practical 6: - Towel Art for bed making	6
7.	Practical 7: - Stain Removal Procedure	4
	Total	30



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Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
10	20	20	20	0	20

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

1. Sudhir Andrews- Text Book of Front Office Operation & Management (8th Edition), Tata Mcgrowhills
2. Hotel Front Office Management, James A. Bardi (Wiley)
3. Hotel Housekeeping Operations & Management, G. Raghubalan and Smritee Raghubalan
4. Hotel Housekeeping Management & Operations, Sudhir Andrews

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