

**Vocational Higher Secondary
Education (VHSE)**

Second Year

**CUSTOMER RELATIONSHIP
MANAGEMENT**

Reference Book - Teachers' Version



Government of Kerala
Department of Education

State Council of Educational Research and Training (SCERT),
KERALA
2016

Foreword

Dear Teachers

This reference book (**Teachers' Version**) is intended to serve as a transactional aid to facilitate classroom transaction and as a ready reference for teachers of Vocational Higher Secondary Schools. It offers some guidelines for the transaction of the course content and for undertaking the practical work listed in the course content. As the curriculum is activity based, process oriented and rooted in constructivism focusing on the realisation of learning outcomes, it demands higher level proficiency and dedication on the part of teachers for effective transaction.

In the context of the Right- based approach, quality education has to be ensured for all learners. The learner community of Vocational Higher Secondary Education in Kerala should be empowered by providing them with the best education that strengthens their competences to become innovative entrepreneurs who contribute to the knowledge society. The change of course names, modular approach adopted for the organisation of course content, work-based pedagogy and the outcome focused assessment approach paved the way for achieving the vision of Vocational Higher Secondary Education in Kerala. The revised curriculum helps to equip the learners with multiple skills matching technological advancements and to produce skilled workforce for meeting the demands of the emerging industries and service sectors with national and global orientation. The revised curriculum attempts to enhance knowledge, skills and attitudes by giving higher priority and space for the learners to make discussions in small groups, and activities requiring hands-on experience.

The SCERT appreciates the hard work and sincere co-operation of the contributors of this book that includes subject experts, industrialists and the teachers of Vocational Higher Secondary Schools. The development of the teachers' version of reference books has been a joint venture of the State Council of Educational Research and Training (SCERT) and the Directorate of Vocational Higher Secondary Education.

The SCERT welcomes constructive criticism and creative suggestions for the improvement of the book.

With regards,

Dr. J. Prasad
Director
SCERT, Kerala

Content

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ABOUT THE COURSE:

Vocational Education is designed to prepare skilled work force in middle level in one or more group of occupations trade or job after matriculation at 10 + 2 stage of Education. The objective of the course is to enhance individual employability and to provide an alternative for those pursuing higher education without particular interest or purpose. It is a distinct stream intended to prepare students for identified occupations.

The objective of the Vocational Qualification is to bring service-minded, responsible, reliable and co-operative employees with self-initiative to the sector. Those holding a Vocational Qualification will enjoy excellent employee status and a strong understanding of the workplace. They will abide by contracts, regulations and social responsibilities. They will be well-mannered, tolerant and respectful of co-workers and customers with different cultural backgrounds.

They know how to plan their work, act in accordance with set guidelines and assess their own performance. They will take care of and maintain work-related tools and know how to use the necessary machines and equipment. They will ensure the ethicalness of the services they provide and act in accordance with a sustainable operating method. They will use information technology and vocational language skills in their work. They will act in a manner that promotes health and maintain their working and operating capacity.

As the shift from traditional set up of marketing to modern techniques there is a tremendous potential for growth in Customer Care . To meet this growing challenges the Customer Care Sector will have to expand. To meet the challenges in the field of Customer Care the learners have to attain skill proficiency.

In view of above, Customer Care Management have been conceived at vocational higher secondary level to train required manpower for the industry. On completion of the course the learners will be adequately qualified to take up responsible positions in different establishments or set up their own Customer care

JOB ROLES

Job roles for CRM course is identified under various sectors as follows:

Government/Semi Govt. sector[KTDC/BSNL etc.]	Private sector	Self employment
Receptionist Reservation Clerk Information Assistant Front Office Cashier Customer Relation Assistant Guest Relation Assistant Call Centre Assistant Computer Operator Lab Technical Assistant in VHSE	Receptionist Front Office Cashier Reservation Clerk Front Office Assistant Front Desk co-ordinator Medical Receptionist Guest Relation Assistant Patient Service Representative Medical Office Secretary/Assistant Information Assistant Customer Relation Assistant Patient Care Executive Call Centre Assistant Computer Operator	Travel Agents Out Source Business (Customer Care/Front Office/Event Management) DTP Works

Expected skills:

- Customer Relation skill
- Observation skill
- Communication skill
- Presentation skill
- Interactive skill
- Analytical skill
- Planning skill
- Communication equipments handling skill
- Problem solving skill
- Guest accounting skill
- Skill of hospitality
- Skill for filling up of different forms

Learning outcomes

On completion of the module

Front Office operations in Hospitality Sector

- *Identify the importance of hospitality.*
- *Understand the relevance of hospitality industry.*
- *Identify the components of hospitality industry.*
- *Discover various activities related to hospitality.*
- *Classify the activities related with hospitality.*
- *List out various types of activities in hospitality sector.*
- *Understand the meaning of hotel*
- *Define hotels.*
- *Identify hotel industry.*
- *Classify hotels.*
- *Categorize hotels.*
- *Identify types of hotels.*
- *Discover the system of classification of hotels.*
- *Observe the differences in types hotels.*
- *List out the various basis of hotel classification.*
- *Understand the method of star classification.*
- *Construct the idea about classification process of hotels.*
- *Discuss the facilities of 5 star hotels.*
- *Evaluate services of 5 star hotels.*
- *Identify different types of hotel rooms.*

- Compare and contrast various hotel rooms.
- Identify various hotel plans
- List out plans of hotels.
- Separate hotel meal plans.
- Identify different types of rates.
- List out the different functional departments on the basis of observation.
- Classify hotel departments.
- *Classify hotel into front of the house and back of the house.*
- Identify various functions of hotels departments
- *Realise the importance of front office in hotels.*
- *Analyze the role of co-ordination of front office.*
- *Identify the flow of information in front office.*
- *Analyze the reporting hierarchy in front office.*
- *Draw the front office organizational hierarchy.*
- *Identify various communication devices used in front office.*
- *Handle front office communication devices.*
- *Understand the functions of front office.*
- *Identify role of travel desk.*
- *Recognize the term concierge.*
- Identifies various front office equipments. and list out them.
- *List out the Sources of reservations*
- *Compare various Reservations methods*
- *Classify different Types of Reservations*
- *Identify the various Processes of Reservations*
- *Observe identify the usage of different Reservation forms and realise the importance of front office in hotels.*
- *Analyze the role of co-ordination of front office.*
- *Identify the flow of information in front office.*
- *Analyze the reporting hierarchy in front office.*
- *Draw the front office organizational hierarchy.*
- *Identify various communication devices used in front office.*
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- *Analyze the role of co-ordination of front office.*
- *Identify the flow of information in front office.*

- *Analyze the reporting hierarchy in front office.*
- *Draw the front office organizational hierarchy.*
- *Identify various communication devices used in front office.*
- *Handle front office communication devices.*
- *Understand the functions of front office.*
- *Identify role of travel desk.*
- *Recognize the term concierge*
- *Identifies various front office equipments. and list out them.*
- *List out the Sources of reservations*
- *Compare various Reservations methods*
- *Classify different Types of Reservations*
- *Identify the various Processes of Reservations*
- *Observe identify the usage of different Reservation forms and*
- *Identify various stages of guest accounting.*
- *Construct knowledge about guest accounting cycle.*
- *Identify different documents used in front office accounting and analyze their usage.*
- *Classify vouchers, folios ledgers and acquire skill for preparation of these documents.*
- *Produce ledgers, folios, accounts and vouchers.*
- *Explain the procedure of maintenance of guest accounts.*
- *Identify the various points of sales and their functioning.*
- *Familiarize the method of Updating the bills from different POS.*
- *Identify the method of internal control in hotels.*
- *Understand Night auditing process.*
- *Analyze the Tracking of Transactions.*
- *Understand Credit limit*
- *Discuss about credit limit, house limit and floor limit.*
- *Construct knowledge about settlement procedures of guest accounts.*
- *Classify different modes of settlement.*
- *Compare and contrast the differences*
- *Between traveler' scheque and ordinary cheque.*
- *Identify various stages of guest accounting.*
- *Construct knowledge about guest accounting cycle.*
- *Identify different documents used in front office accounting and analyze their usage.*
- *Classify vouchers, folios ledgers and acquire skill for preparation of these documents.*
- *Produce ledgers, folios, accounts and vouchers*
- *Explain the procedure of maintenance of guest accounts.*
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- *Familiarize the method of Updating the bills from different POS.*
- *Identify the method of internal control in hotels.*
- *Understand Night auditing process.*
- *Analyze the Tracking of Transactions.*
- *Understand Credit limit*

- Discuss about credit limit, house limit and floor limit.
- Construct knowledge about settlement procedures of guest accounts.
- Classify different modes of settlement.
- Compare and contrast the difference between travellers

Between traveler'scheque and ordinary cheque.

- familiarize the latest trends in arrival and departure procedures.
- Understand the various stages of guest cycle.
- Compare different phases in guest cycle.
- Draw a chart showing guest cycle.
- List out various steps in arrival and departure procedures of guest.
- Understand the arrival and departure procedure of guest.

On completion of the module

Front Office operations in Healthcare Sector

- Recall the term health and recognize its importance
- Identifies the meaning of the term health care
- Understands various health care services
- Recognize the term hospital and also its importance
- Identify the importance of quality maintenance on hospital.
- Identifies the importance of front staff.
- List out the various Section of the front office
- Understand the Functions of various front office section. Maintain patients record.
- Analyze the duties and responsibilities.
- Identify and list out the Qualities and skill of the front office staff
- Acquire knowledge about the General guidelines to front office staff
- Generate ideas and understand and differentiate on Basic medical terminology for front office staff.
- Understand the procedure of crisis handling
- Identifies the importance and functions . list out the activities
- Understand ,compare and construct knowledge about OP Service
- Identify and recognize the importance and functions
- Acquire knowledge ,and understand handling the Emergency
- Recognizes the importance of security services and identifies its functions
- Understand and prepare patient account. Identify accounting

- systems in hospital.
- Identify the meaning and importance of patient safety management programme
- Understand the importance of Patient information and education programme
- Identifies the importance and list out the various Rights and responsibilities of patients.
- Understands analyses the importance.
- Identifies the relation between public relation and marketing under the importance.
- Recognize the importance of marketing and its role in hospital.
- Understands importance of IT in healthcare
- Identifies use for LAN for healthcare

Course Structure

This course consists of Four Modules

<i>MODULE I</i>	Customer Care Operations
<i>MODULE II</i>	Computer Applications for Customer Relations
<i>MODULE III</i>	Front Office Operations in Hospitality Sector
<i>MODULE IV</i>	Front Office Operations in Health Care Sector

Module III – Front Office Operations in Hospitality Sector (340 Hours)

3.1	Introduction to Hospitality Industry	30
3.2	Hotel Organisation	70
3.3	Front Office Functions	130
3.4	Front Office Accounting	70
4.5	Guest Cycle	40

	Total	340
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Module –IV Front Office Operations in Health Care Sector

4.1	Health Care and hospital Management	40
4.2	Front Office Operations in hospitals	100
4.3	Patient Support Services	130
4.4	Public Relations in hospitals	70
	TOTAL PERIODS	340

SYLLABUS

III – Front Office Operations in Hospitality Sector

Unit No. 3.1– Introduction to Hospitality Industry (30)

3.1.1 *Meaning of Hospitality Industry*

3.1.2 *Origin of Hospitality Industry*

3.1.3 *Nature of Hospitality Industry .*

3.1.4 *Components of Hospitality Industry*

3.1.5 *Hotel Industry Meaning and Definition*

3.2 HOTEL ORGANISATION (70)

3.2.1 Classification of Hotels

3.2.2 Process for star Classification

3.2.3 Types of rooms

3.2.4 Hotel plans

3.2.5 Tariff

3.2.6 Hotel Departments.

3.2.7 Classification of Hotel department on location basis

Unit No. 3.3 Front Office Functions

(130)

3.3.1 Importance of Front Office

3.3.2 Structure of Front Office

3.3.3 Front Office Operations/ sections

3.3.4. Reservation

3.3.5 Registration

3.3.6. Front Office

3.4 Front Office Accounting

(70)

3.4.1 stages of accounting

3.4.2 Creation of Documents and Accounts

3.4.3 Maintenance of Accounts.

3.4.4 Internal control

3.4.5 Settlement Of Accounts

3.4.6 Classification of Hotel Activities on Financial Basis

3.5 Guest Cycle

(40)

3.5 .1 Stages of Guest Cycle

3.5.2 Check in Procedure

3.5.3 Check out Procedure

3.5.4 Latest Trends

List of Practicals;

Preparation of Documents using Front Office Software

Filling up of Forms

Customer Care Communication – (Using PABX)

Calculation of Luxury Tax

Preparation of LT Return

Handling of Cards (Debit/Credit)

Preparation of Accounts Statements

Reservation handling through Software

Practicing in Model front Office

Computer Practice in relation to FO Function

Scheme of Work

Scheme of Work (In hours)

TERM	MONTH	UNIT	HOURS
1	JUNE	3.1	30
		3.2	40
	JULY	3.2	30
		3.3	50
	AUGUST	3.3	80
	SEPTEMBER	3.4	70

TERM	MONTH	UNIT	HOURS
2	OCTOBER	3.5	40
		4.1	40
	NOVEMBER	4.2	80
		4.2	20
	DECEMBER	4.3	50

TERM	MONTH	UNIT	HOURS
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3	JANUARY	4.3	80
	FEBRUAR Y	4.4	70

Class room Activities

Group Discussion

Digramatic Presentation

Chart Preparation

Presentation

Port Folio:

Discussion note

Diagram

Chart

Note

Report

Collection

Practical Activities

Preparation of Documents using Front Office Software

Discussion:

Power Point Presentation

Preparation of Voucher

Preparation of Tabular Ledger

Port Folio

Chart

Activity Log

Collection of Vouchers and folios

PPT

Unit 5

Discussion:

Preparation of Chart

Group Discussion

Port folio

Activity Log

Chart

Filling up of Forms

Customer Care Communication – (Using PABX)

Calculation of Luxury Tax

Preparation of LT Return

Handling of Cards (Debit/Credit)

Preparation of Accounts Statements

Reservation handling through Software

Practicing in Model front Office

Computer Practice in relation to FO FunctionPracticals;

Preparation of Documents using Front Office Software

Filling up of Forms

Customer Care Communication – (Using PABX)

Calculation of Luxury Tax

Preparation of LT Return

Handling of Cards (Debit/Credit)

Preparation of Accounts Statements

Reservation handling through Software

Practicing in Model front Office

Computer Practice in relation to FO Function

MODULE-3 Front Office Operations in Hospitality Industry

Unit No. 3.1– Introduction to Hospitality Industry

Introduction

This unit describes the hotel sector as vital part of the hospitality industry. It deals with the meaning, origin and nature of hospitality industry and its close relation with hotel industry.

Idea/ concepts/ Skills	Learning Outcomes	Suggested activities	Assessment
<p>3.1.1 Meaning of Hospitality Industry</p> <p>3.1.2 Origin of Hospitality Industry</p> <p>3.1.3 Nature of Hospitality Industry .</p> <p>3.1.4 Components of Hospitality Industry</p> <p>3.1.5 Hotel Industry Meaning and Definition</p>	<p><i>On Completion of this module learner will be able to;</i></p> <ul style="list-style-type: none"> ▪ <i>Identify the importance of hospitality.</i> ▪ <i>Understand the relevance of hospitality industry.</i> ▪ <i>Identify the components of hospitality industry.</i> ▪ <i>Discover various activities related to hospitality.</i> ▪ <i>Classify the activities related with hospitality.</i> ▪ <i>List out various types of activities in hospitality sector.</i> ▪ <i>Understand the meaning of hotel</i> ▪ <i>Define hotels.</i> ▪ <i>Identify hotel industry.</i> 	<ul style="list-style-type: none"> ▪ <i>Visualization of Video relating to Hospitality Industry.</i> ▪ <i>Group discussion on the importance of Hospitality Industry</i> ▪ <i>Pictorial and diagrammatic presentation of hospitality industry.</i> ▪ <i>Preparation of Chart</i> ▪ <i>Discussions.</i> ▪ <i>Interactive lecture using Power point presentation on the components of Hospitality Industry,</i> ▪ <i>Visualization of Video relating to Hotel industry.</i> ▪ <i>Collection of brochures, posters, advertisements and pictures of hotels and discussion on the topic.</i> ▪ <i>Group discussion on the Hotel Industry</i> ▪ <i>Visualization of Video relating to Hotel organization.</i> ▪ <i>General discussion</i> 	<p><i>Discussion note prepared</i></p> <p><i>Participation in discussion.</i></p> <p><i>State the significance of Hospitality Industry?</i></p> <p><i>Identify two main components of Hospitality industry?</i></p> <p><i>Notes in the activity log</i></p> <p><i>Discussion note prepared</i></p> <p><i>Participation in discussion</i></p> <p><i>Notes in the activity log</i></p> <p><i>Define hotels?</i></p>

- ☒ *Activity 1. Indicate which of the following businesses is part of hospitality industry ?*

Hotels

Hospitals

Textiles

Theatres

Super market

Airlines

Agriculture

Soap factory

- ☒ *Assessment Activity 2.*

Name two profit-making and three non-profit making business in the hospitality industry in your local area.

- ☒ *Assessment Activity 3.*

Draw a chart showing various constituents of hospitality industry?

- ☒ *Assessment Activity-4:*

List out any six facilities provided by modern hotels.

SAMPLE QUESTIONS

- 1. State the significance of hospitality industry?*
- 2. Give a brief description about the importance of hospitality sector in the modern world?*
- 3. What do you mean by hotel industry?*
- 4. List out the main components of Hospitality industry?*
- 5. Define hotels?*
- 6. Mr. Babu starts a restaurant and named in as Hotel Ragam. As a CRM student, do you think that the term 'Hotel' is suitable or not. Justify*
- 7. Draw a chart showing various components of hospitality industry.*

3.2 HOTEL ORGANISATION

Introduction

Hotels are located at different places and provides different services to guests. This unit deals with the different classifications of hotel and the types of plans adopted in different hotels. To provide a wide range of services efficiently to guests, a hotel is usually divided into different departments, each being responsible for certain functions and duties.

Idea/ concepts/ Skills	Learning Outcomes	Suggested activities	Assessment
<p>3.2. 1 Classification of Hotels</p> <ul style="list-style-type: none"> ➤ Size ➤ Ownership ➤ Location ➤ Length of stay ➤ Clientele/Target market ➤ Level of services ➤ Star system <p>3.2.2 Process for star Classification</p> <ul style="list-style-type: none"> ➤ General features ➤ Facilities ➤ Services <p>3.2.3 Types of rooms</p> <p>3.2.4 Hotel plans</p>	<ul style="list-style-type: none"> ❖ Classify hotels. ❖ Categorize hotels. ❖ Identify types of hotels. ❖ Discover the system of classification of hotels. ❖ Observe the differences in types hotels. ❖ List out the various basis of hotel classification. ❖ Understand the method of star classification. ❖ Construct the idea about classification process of hotels. 	<ul style="list-style-type: none"> • Visit any five hotel outlets nearby and identify their location and other features . • Visualization of Videos relating to Hotel organization. • Group discussion on the importance of Hotel organization. • Pictorial and diagrammatic presentation of Hotel organization. • Preparation of Chart. • General Discussion. • Collection of brochures, advertisements and pictures of 	<p>Presentation</p> <p>Discussion note</p> <p>Charts</p> <p>Notes in the activity log</p> <p>Participation in discussion</p> <p>Collections</p> <p>Activity log</p> <p>Discussion notes</p>

<p>3.2.5 Tariff</p>	<ul style="list-style-type: none"> ❖ Discuss the facilities of 5 star hotels. ❖ Evaluate services of 5 star hotels. ❖ Identify different types of hotel rooms. ❖ Compare and contrast various hotel rooms. 	<p>hotels and discussion on the topic.</p> <ul style="list-style-type: none"> • Discussion on students experience of visiting hotels and their facilities and their classification • Case study. • General Discussion on facilities of five star hotels. 	<p>Discussion notes Charts Notes in the activity log Presentation Discussion notes Notes in the activity log</p>
<p>3.2.6 Hotel Departments.</p>	<ul style="list-style-type: none"> ❖ Identify various hotel plans ❖ List out plans of hotels. ❖ Separate hotel meal plans. ❖ Identify different types of rates. 	<ul style="list-style-type: none"> • Visualization of video relating to Hotel Rooms. • Group discussion on the classification of rooms in Hotels. • Pictorial presentation of Hotel rooms 	<p>Charts Collections Participation in discussion <i>Chart collection</i></p>
<p>3.2.7 Classification of Hotel department on location basis</p> <ul style="list-style-type: none"> • Front of the house • Back of the house 	<ul style="list-style-type: none"> ❖ List out the different functional departments on the basis of observation. ❖ Classify hotel departments. ❖ <i>Classify hotel into front of the house and back of the house.</i> ❖ Identify various functions of hotels departments 	<ul style="list-style-type: none"> • <i>Brain storming /case study</i> • group discussion on the various hotel plans • Preparation. • <i>Visit any five hotel outlets nearby and identify front of the House and back of the house with their functions</i> 	

Assessment Activity ;

1. List out the hotel on the basis of location.
2. Ask the students to give his or her experience in relation to any study tour or tour from home or pilgrimage from home etc. The students lists out various types of hotel. They are asked to group them, the teacher then concludes this activity by classifying them ondifferent basis.
3. Draw a chart showing the classification of hotel.

☒ Activity 5. List out the various types of rooms available in large hotels

☒ Activity 6. Imagine that you are a receptionist and a number of customer come to you with different request. State in each case which type of room you would recommend.Justify

- a. Two female travellers
- b. A couple with two children.
- c. A business executive to conduct a a business meeting.

Sample question

1. Match the following

A

B

Commercial hotel

Historical building

Transient hotelRoom +two meals

European plan

short duration

Heritage hotelBusiness men

Room only

2. Explain the process for classification for star hotels?
3. Expand the following?
 - a. HRACC, MAP.

4. Describe briefly any 5 types of rooms in a hotel?

5. Complete the series?

- b. Room with normal sized single bed-----single room.
- c. Room with two separate single beds-----

6. Identify the room near the swimming pool.

Lanai, cabana, twin, suite

7. There are different meal packages adopted in hotels. List out those plans.

8. As a student of CRM identify the plan suitable for a businessman. Give reason to your answer.

9. Airport hotels are located near airports.

- a. Identify the basis for this classification of hotels
- b. List out other types of hotels on the same basis of classification.

10. Write a short note about any two hotel departments.

Unit No. 3.3 Front Office Functions

Introduction

This unit deals with the importance of Front Office in hotels and its organizational structure. It narrates various functions of front office like reservation, registration etc. and various systems, methods and types used for performing this functions. This unit also generates awareness about Rules and responsibilities of front office staff.

Hotels provide quality service to guests. Front office staff must have knowledge of the products which the hotel sell, the way these products can be sold. Front office deals with many activities like reservation, registration, guest accounting etc.

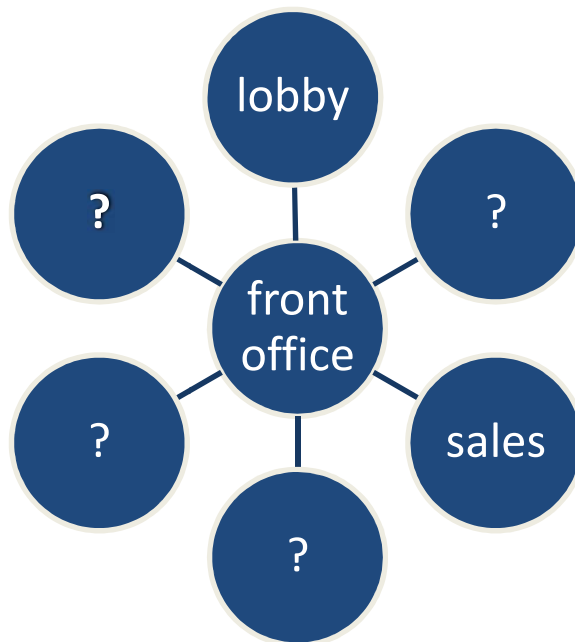
Idea/ concepts/ Skills	Learning Outcomes	Suggested activities	Assessment
<p>3.3.1 Importance of Front Office</p> <p>3.3.2 Structure of Front Office</p> <ul style="list-style-type: none"> • Small Hotel • Medium Hotel • Large Hotel • Basic Layout and Design <p>3.3.3 Front Office</p> <p>Operations/ sections</p> <p>Reservation</p> <ul style="list-style-type: none"> ▪ Registration ▪ Guest Accounting ▪ Cashiering ▪ Travel desk/ Concierge ▪ equipments used in front office. <p>3.3.4. Reservation</p> <ul style="list-style-type: none"> ▪ Sources of reservations ▪ Reservations methods ▪ Types of Reservations ▪ Process of Reservations ▪ Basic Reservation Activities. ▪ Group Reservation ▪ Over booking ▪ Amendment and Cancellation. 	<ul style="list-style-type: none"> • Realise the importance of front office in hotels. • Analyze the role of co-ordination of front office. • Identify the flow of information in front office. • Analyze the reporting hierarchy in front office. • Draw the front office organizational hierarchy. • Identify various communication devices used in front office. • Handle front office communication devices. • Understand the functions of front office. • Identify role of travel desk. • Recognize the term conceirge. • Identifies various front office equipments. and list out them. • List out the Sources of reservations • Compare various Reservations methods • Classify different Types of Reservations • Identify the various Processes of Reservations • Observe identify the usage of different Reservation forms and 	<p>Group discussion on importance of front office</p> <p>Pictorial and diagrammatic presentation of Hotel coordination with other departments</p> <p>Preparation of chart on the structure of front office of different types hotels. Visit any hotel outlet nearby and identify their basic layout and design</p> <p>Group discussion on front office operation. Role play</p> <p>Pictorial presentation of front office equipments.</p> <p>Group discussion Preparation of charts</p> <p>Collection of reservation forums.</p>	<p>Participation</p> <p>Notes in the activity log</p> <p>Participation</p> <p>Participation. Notes in the activity log</p> <p>Collection of pictures of front office equipments</p> <p>Participation Presentation Collection notes.</p>

<p>3.3.5 Registration</p> <ul style="list-style-type: none"> ▪ Methods of Registration ▪ Forms <p>3.3.6. Front Office responsibilities</p> <ul style="list-style-type: none"> ▪ Communication – internal and interdepartmental. ▪ Communication Devices. ▪ Guest services – basic information, key control . ▪ Guest history • Emergency situations • Duties and responsibilities of front office personnel. • Greeting skill • Interacting skill • Rules of the house for front office personnel. 	<p>records .</p> <ul style="list-style-type: none"> • Analyze Group Reservation process. • Understand the Over booking system and its usage in hotels. • Construct knowledge about Amendment and Cancellation procedures. • Identify the importance and procedure of registration. • Classify various methods used for registration. • Compare different methods of registration. • Identify the legal aspect of registration. • Understand the importance of C form and its usage. • Identify the duties and responsibilities of front office. • familiarise with the product and services given in hotels. • maintain record of guests. • handling of devices in hotel • handling of emergency situations. • understand the duties and responsibilities • understand the rules of the house for front office personnel. 	<p>Group discussion Preparation of charts Collection of model registration forms.</p> <p>Preparation of charts.</p> <p>Group discussion of importance of communication.</p> <p>Functioning of communication devices.</p> <p>Group discussion Case study</p> <p>Conducting a Seminar on the topic Rules of front office personnel.</p>	<p>Participation Presentation Reports Interaction in groups</p> <p>Preparation of chart presentation Activity note.</p> <p>Preparation of chart presentation Activity note.</p> <p>presentation Activity note.</p>
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Sample questions

1. **“Front office is the nerve center of a hotel activity”. Do you agree?**
 - i. **Justify?**
2. **Complete the front office co-ordination chart?**



3. **Describe various sources of reservation?**
4. **Expand the following.**
 - a. **CRS** b. **EPABX.**
5. **_____ is an example of modes of Reservation.**
6. **Compare central and instant reservation system.**
7. **Narrate briefly the functions of hotel front office.**
8. **FIT stands for.....**
9. **Compare and contrast concierge and concessionaire.**

**10 Registration and Reservation are two major operations of front office.
Name the other operations performed by front office.**

11 Complete the table

<u>FUNCTIONS</u>	<u>SECTION OF FRONT OFFICE</u>
1.-----	Reservation -----
2.Receiving cash, Payment	
3.-----	Travel Desk -----
4. Prepare GRC,C-form etc..	

12 _____ is called the master bill of a guest.

**13 Mr. Rajesh wishes to modify his small hotel into a medium sized one.
Help him by drawing a front office organizational structure.**

3.4 Front Office Accounting

Introduction

*A hotel is to provide facilities and services for guest in return of money, ultimately to make a profit. To ensure that all guest bills are properly settled, hotel needs to have an accurate and constantly updated record of all guest financial transactions. This unit deals with the importance of guest accounting and accounting tools and is able to present the correct bill to departure guest. It gives awareness of the internal control and credit limit **and also in handling of cash and credit mode of the settlements of bills.***

Idea/ concepts/ Skills	Learning Outcomes	Suggested activities	Assessment
3.4.1 stages of accounting	<ul style="list-style-type: none"> Identify various stages of guest accounting. Construct knowledge about guest accounting cycle. Identify different documents used in front office accounting 	<ul style="list-style-type: none"> General discussion On the importance of the guest accounting. Preparation of chart on different stages of accounting. 	<ul style="list-style-type: none"> Discussion note Chart

<p>3.4.2 Creation of Documents and Accounts</p> <p>• 3.4.3 Maintenance of Accounts.</p>	<p>and analyze their usage.</p> <ul style="list-style-type: none"> • Classify vouchers, folios ledgers and acquire skill for preparation of these documents. • Produce ledgers, folios, accounts and vouchers. • Explain the procedure of maintenance of guest accounts. • Identify the various points of sales and their functioning. • Familiarize the method of Updating the bills from different POS. • Identify the method of internal control in hotels. • Understand Night auditing process. • Analyze the Tracking of Transactions. • Understand Credit limit • Discuss about credit limit, house limit and floor limit. • Construct knowledge about settlement procedures of guest accounts. 	<ul style="list-style-type: none"> • Initiate a discussion on accounting cycle. • Collection of different vouchers and folios • Preparation of ledgers. • PowerPoint presentation of various documents using front office accounting. • Group discussion about different ledgers, folios and vouchers. • Brain storming/discussion on the recording and updating of guest accounts • Citing examples of core banking system introduces points of sales. • Seminar on the topic of maintenance of accounts • Group discussion on the topic of internal control in 	<ul style="list-style-type: none"> • participation • Identify different documents used in guest accounting • presentation • Name the different documents used in guest accounting. • Activity log • Participation in discussion • Semina
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<ul style="list-style-type: none"> • 3.4.4 Internal control • Night auditing • Tracking of Transactions • Credit limit 	<ul style="list-style-type: none"> • Classify different modes of settlement. • Compare and contrast the differences <ul style="list-style-type: none"> ○ Between traveler'scheque and ordinary cheque. 	<p>hotel.</p> <ul style="list-style-type: none"> • Seminar on the night auditing procedure • Interactive lecture on tracking of records. • Citing the example of payment to a taxi driver on behalf of a guest introduce the topic 'paid out.' • General discussion on credit limit, house limit and floor limit. 	<p>r report</p> <ul style="list-style-type: none"> • Explain the internal control • Activity log • List out various type of transactions • Activity note
<ul style="list-style-type: none"> • 3.4.5 Settlement Of Accounts • Modes of Settlement 		<ul style="list-style-type: none"> • Case study on the topic of settlement of accounts • Preparation of chart • Elicit the previous knowledge of ordinary cheque and introduce travelers cheque and its differences 	<ul style="list-style-type: none"> • List out the various method of account settlement • chart • Notes prepare the different mode of settlement

Sample Questions

1. Draw the format of front office cash sheet
2. Draw a chart showing the guest accounting cycle.
3. Joseph is a guest who settles his bill using a travel agency voucher. At the time of his check out hotel transfers his account to a ledger.
 - a. Identify this ledger .
 - b. List out any other four accounts that can be recorded in this ledger.
4. Complete the series as given below:
Resident guest : Guest Folio
Group of guest :
5. Hotel Sukrutham is a small hotel and uses a single statement for recording guests' daily transactions and daily sales of various heads in the same document.
 - a. Name the document
 - b. Give a brief description about it.
6. Seetha a resident guest of a hotel settles her bill using credit card. Suppose you are the cashier there , list out the procedures to be followed by you to handle the situation.

.
7. Expand the following :-
VTL , POS ,MAP, PSO
8. Front office accounting is known as
9. Anand is a resident guest of hotel ABC and the hotel arranges and makes payment of a taxi for his journey to airport.
 - a. Name the type of transaction made by hotel for the guest.
 - b. Identify the voucher prepared by the hotel to record this.

1. Mr. Alex , a foreigner visited Mumbai to watch a cricket match and reached at Hotel Spark for a pleasant stay. As a front office staff explain the procedures to be followed by you for his arrival.
2. List out various stages of Guest cycle
3. Now- a-day most of the guests prefer Express Check Out. Is there any benefit over the old system ?List out those benefits.
4. Complete the series as given below:

Reservation : Pre-Arrival
 Account Settlement :

5. Draw a chart showing the guest cycle?
6. Explain check –in procedure ?
7. Explain check-out procedure?
8. Name the stages of guest cycle where there is no direct contact with the guest and hotel.
9. Give a brief description about ECO.
- 10.** ‘Arrival, During stay and Departure are the three important stages of guest cycle .’ Do you agree with this statement. Justify your answer.

MODULE 4

UNIT-1: HEALTH CARE AND HOSPITAL MANAGEMENT

OVERVIEW

This unit familiarizes the learner about the importance of health, healthcare and health care sector in the modern scenario. It gives an idea about the functioning of hospitals and the patient welfare schemes adapted in modern hospitals. It also brings the students attention towards the importance of maintaining quality in health care services.

IDEA CONCEPT SKILLS	LEARNING OUTCOMES	SUGGESTED ACTIVITIES	ASSESSMENT
4.1.1 Introduction to health	Recall the term health and recognize its importance	Group discussion on introduction to health	Participation and activity log on introduction to health

4.1.2 Health care	Identifies the meaning of the term health care	Group discussion on healthcare	Notes in the activity log.
4.1.3 health care service	Understands various health care services		
4.1.4 hospital	Recognize the term hospital and also its importance	Visit nearby a hospital or health care system and generate idea on hospital Preparation of a chart showing various activities performed by a hospital.	Activity note on health care system Chart
4.1.5 patient welfare scheme	List out the various patient welfare scheme	Visualization slide show video on patient welfare scheme	Participation on patient welfare scheme
4.1.6 Quality maintenance in hospital	Identify the importance of quality maintenance on hospital.	Group discussion and brain storming on Quality maintenance in hospital	Participation on Quality maintenance in hospital

✘ Activity:1

“Health is wealth” do you agree this statement. Justify your answer.

✘ Activity:2

1. Chapel or Prayer hall: Religious activities are important for patients and bystanders and in order to facilitate this , modern hospitals provide chapel or prayer hall facilities where prayers of different religious groups may be conducted.
2. Disabled Friendly Facilities
Disabled friendly facilities means facilities which can be used conveniently, without risk of any harm even by those challenged visually or physically. It would include:
 - Entrance to the facility having ramps for the wheel chair patients and the passage having side rails to be used by the visually challenged.
 - Adequate number of disabled friendly toilets.
 - Smooth slip or trip free surfaces and
 - Well lit corridors and rooms for senior citizens with visual problems.

It is important that periodic surveys are conducted among the patients and the staff about the adequacy, efficiency and usefulness of the welfare measures and to see what more can be done to improve the welfare measures.

 **Activity:**

The patient welfare scheme are depends on the nature of the hospital. List out some of them.

SAMPLE QUESTIONS

1. Write a short note about the Health care
2. Describe the topic of patient welfare scheme
3. For assuring the quality maintenance in hospital we use some programmes.What are they

Assessment Activities;

- 1.Group discussion
- 2.Filed visit
- 3.Slide show

Portfolio:

- Activity note
- Report

Uni-2: Front Office Management in Hospitals

Introduction

This unit briefly describe the role of front office in hospitals, its importance, sections and various functions. It also narrates the duty and responsibilities of FO staff and the qualities or skills required for the staff to handle it properly. Methods of handling crisis is also described here long with general guidelines to the from office staff.

Idea concept and skill	Learning Outcome	Suggested Activities	Assessment
4.2.2.1.Importance of front office.	Identifies the importance of front staff.	General discussion on importance of front staff	Discussion notes or Activity log
4.2.2.2.Section of the front office	List out the various Section of the front office	Preparation of chart on Section of the front office. showing the chart	Chart Presentation
4.2.2.3.Functions of various front office section.	Understand the Functions of various front office section. Maintain patients record	Power point presentation	presentation
4.2.2.4.Duties and responsibilities of front office staff	Analyze the duties and responsibilities.	Group discussion on Duties and responsibilities of front office staff	Involvement and initiative in Group discussion
4.2.2.5.Qualities and skill of the front office staff	Identify and list out the Qualities and skill of the front office staff	Brain storming and group discussion on Qualities and skill of the front office staff	Discussion notes on Qualities and skill of the front office staff
4.2.2.6.General guidelines to front office staff	Acquire knowledge about the General guidelines to front office staff	Seminar and Group discussion on General guidelines to front office staff	Report on General guidelines to front office staff
4.2.2.7.Crisis handling	Understand the procedure of crisis handling	Observe the video clipping and showing picture and discuss Crisis handling	Activity log on the crisis handling

✕ Activity:

1. Make a power point presentation of the function of various section of the front office in a hotel.
2. Draw a chart showing the different section of the front office in a hotel

✕ Activity: *List the duties of the front office staff*

4.2.2.5 Qualities or skills of front office personnel

✕ Activity:

Sajeevis selected as a receptionist in the Taj' super specialty hospital .He discuss this with his friend Suraj. Write a conversation between them (Hint:- Specify the qualities necessary for this job)

✕ Activity: **List out the general guide lines to the front office staff.**

Activity

One of the patient approach the front office for complaining his 8 years child missing on the OP section. As a front office staff how you handle this situation. Write down the procedure.

Sample Questions

1. Reception and registration are the two department of front office section. Name the other sections.
2. MATCH THE FOLLOWING

A	Updating the ward census	1	Billing section
B	Answering the queries	2	Admission section
C	Initial estimate of Expenditure	3	Enquiry section
D	Registration Card	4	Cashing section
E	Controlling Credit	5	Reception section
3. Explain the duties and responsibilities of the front office staff
4. Prepare a chart of the qualities of the front office staff
5. Find out more medical terminology with the help of the internet and list them.

Assessment Activities;

Group discussion

Seminar

Preparation off chart

Power point presentation

Slide show or video clipping presentation

Portfolio:

Activity log

Chart

presentation

Unit-3

Patient support services in Hospitals

Introduction.

Hospitals being a part of service industry gives variety of services to the patients. All of such services are briefly described in this unit along with patient safety management programme and patient Information and Education Programme. It also gives an idea about the rights and responsibilities of patients.

IDEA \CONCEPTS SKILLS	LEARNING OUTCOMES	SUGGESTED ACTIVITIES28888	ASSESSMENT
4.3.1 OP Departments services	Identifies the importance and functions of OP Department . list out the activities of outpatient Departments.	Visit any hospital nearby to see the OP action. Group discussion on OP Departments services Brain storming	Discussion notes. Report on group discussion
4.3.2 IP services	Understand ,compare and construct knowledge about IP Service	Group discussion on IP services. Brain storming	Notes in Activity log

4.3.3. Dietary services	Identify and recognize the importance and functions of dietary services	Interactive lecture on the topic of Dietary services	Examine the importance of dietary services
4.3.4. Emergency services	Acquire knowledge and understand handling the Emergency Situations.	Visualization of video clipping on the emergency services	Activity log on Emergency services
4.3.5. Security services.	Recognizes the importance of hospital security services and identifies its functions	Group discussion about the security services	Discussion notes on security services
4.3.6. Patient related functions of account department	Understands and prepares patient account. Identifies patient accounting systems in hospital.	Create a patient account practicing in software. Prepare a model patient account by manual practice.	Patient account activity log.
4.3.7. Patient safety management programme	Identifies the meaning and importance of patient safety management programme	Showing a newspaper report on the negligence of patient safety, Introduces the topic collection of pictures or news paper report	Collection. Activity log on Patient information and Education programme
4.3.8. Patient information and Education programme	Understands the importance of Patient information and education programme	Brain storming. General discussion on Patient information and Education programme	Discussion note .Exam the importance of Patient information and Education programme
4.3.9. Rights and responsibilities of patients	Identifies the importance and lists out the various rights and responsibilities of patients	Interactive Lecture on the Rights and responsibilities of patients and Group discussion on the topic	Activity log

Activity:

- List out the different functions of OP Department

Important aspects of IP Management

1. Hospitality Services

Provision of a temporary home to the patient which involves ;

- a. Patient's living accommodation with bed, other furniture ,toilet facility , lighting ,ventilation and communication.
- b. Housekeeping, dietary services, physical safety and security to meet his day-to-day physical and psychological needs.

2. Patient care management

Activity:

Analyze various aspect of IP management

4.3.3 Dietary services

Activity:

- 1. Give out the importance of dietary services in hospital
- 2. Examine the functions of dietary services.

Activity: Give out the patient related functions of accounts department

4.3.7 Patient Safety Management Programmes.(PSMP)

4.3.9 Right and Responsibilities of Patients.

Sample questions;

- 1. Give a brief note on the patient related functions of account department

2. Compare and contrast between Out Patient Department and In Patient Services of a hospital
3. “Dietary services is very important in the case of a hospital”. Do you agree with this Justify your answer.
4. ‘Patients have certain rights and responsibilities’. Analyze the statement
5. Explain the importance of emergency services of a hospital

Assessment activity

Brain storming

Group discussion

Field visit

Interactive lecture

Software practice

Patient account reparation

Newspaper cutting

General discussion

Quiz

Port folio

Discussion note

Report patient account

Activity log

Collection

UNIT 4

PUBLIC RELATION IN HOSPITALS

Introduction

Idea\concept\skill	Learning Outcomes	Suggested Activities	Assessment
4.4.1 Need for Public relation in hospital	Identifies the relation between public relation and marketing under the importance	Ask students to collect brochures advertisement of any two hospitals	Collection Activity Log
4.4.2 Importance of communication in healthcare	. Understands analyses the importance of communication	Visualization of video clipping and general discussion	Discussion note Activity log
4.4.3 Marketing functions of hospital	Recognize the importance of marketing and its role in hospital	Conduct seminar on topic marketing in hospitals	Collection Seminar report
4.4.4.Handling of Health Insurance			

4.4.5 Application of IT in healthcare sector	Understands importance of IT in healthcare and Identifies use for LAN for healthcare	Group discussion Practice the software for patient history or billing or booking etc.	Activity log
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4.4.3 Marketing departments

4.4.4 Sample questions

1. Analyze the importance of communication in hospital.
2. Do you think that Public Relation Department is essential in a hospital.
3. “ Marketing and Public Relation have a lot in common”. Do you agree with this . Justify
4. Explain the term “telemedicine” and its relevance.
5. List out various functions of Public Relation Department of a hospital.
6. Examine the importance of marketing department in hospitals.
7. “Good communication is essential in hospital” Do you agree with this statement . Justify.
8. Analyze the use of IT in healthcare sector.

Assessment Activities

Visualisation of video clipping

General discussion

Collection of brochures

Seminar

Software practice

Group discussion

Port folio

Activity log

Discussion note

Collection

Seminar report

On the Job training

On-the-Job Training is an integral component of Vocational Education, which aims at the development of proficiency and self-confidence among students. On-the-Job Training takes place in a real job situation under the supervision of an expert in-plant supervisor or master craftsman. It is designed to supplement in-school instruction by providing the dimension of practical training in a real work situation, under the guidance and supervision of a practicing and skilled supervisor.

Concept of On-the-Job Training

It is a planned and organized work experience programme. A programme of the On-the-Job Training is planned by the educational institution and the training is given in an established or organized industry or work spot. It helps the student assimilate the theory which was learnt in the classroom and practice it in the actual work spot by following part of the curriculum of each vocational course. It gives the student a supervised experience. This facilitates the student to attain mastery on the work by observation and working, supervised by a master craftsman.

Generally, the theory subjects taught within the classroom and the laboratory give little scope of exposure to the student to the real work situation. But the On-the-Job Training provided to the student enables him to feel the implications and intricacies during the work. It gives an opportunity to the student to participate in the actual production of goods and services, which leads to securing of some gainful employment. The student gets motivated by actual participation in the production of goods and services at the time of learning or training and develops self-confidence. It prepares the student psychologically to develop entrepreneurship qualities, so that he / she is in a position to take up self-employment.

It helps in continuous evaluation of the student's work and knowledge since an expert workman and the teacher guide at the work spot supervise it. The student, as an employee, is expected to take advantage of opportunities to work in teams. This method is employed when learners have acquired a certain level of proficiency before they face live situation. This is the most effective method of training. The main challenge is to perform task under pressure of time and dealing with guest.

On-the-Job Training in CRM

OJT program aims to give the student practical skills and hands on experience in the food and beverage industry. The OJT period is of a minimum one month and students will be able to perform their training in either one or a multiple number of Food & Beverage outlets, preferably with the one employer. The duration of these days of OJT can be at a stretch or split.

The teacher coordinator assists with placements and contractual arrangements with the employers, and feedback from employers is given directly to students. Students are encouraged to excel at their work and must complete OJT and submit a report / diary. The OJT performance of the learner should be assessed in co-ordination with the employer and the teacher coordinator. Common indicators should be prepared for the assessment.

LIST OF OJT CENTRES

GOVERNMENT SECTOR

- **Kerala Tourism Development Corporation Ltd. (KTDC)**
- **Department of Tourism (Govt. Guest Houses)**
- **Customer Care Centre (BSNL/Banks)**
- **Front Office of Various Government Offices**

PRIVATE SECTOR

- **Hotels/Resorts**
- **Restaurants/Cafes**
- **Event Management Company/Outdoor catering**
- **Customer Care (Automobiles/Jewellery/Malls/Supermarkets)**
- **Customer Care Centers (Tele communications/Non Banking Financial Companies)**
-
- **Customer Care Centers (Industrial Products)**

List of Standard Equipment (In separate sheet)

Reference:

Front Office Management - SushilkumarBhatnagar

Hotel Management –JagmohanNegi

Hotel Front Office Training Manual – Sudhir Andrews

Quality Management in Hospitals _ S K Joshi

Health care operations Management – a quantitative approach : James R
Langabeer

Advanced Accounts – M C Shukla and TS Grewal

CUSTOMER RELATIONSHIP MANAGEMENT

Standard list of tools

1. Front Office Counter (Wooden / MTF)

Specification : Height 3.5 - 4 feet, Length 5 - 6 feet,

2.