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
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
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:

<table>
<thead>
<tr>
<th>Government/Semi Govt. sector[KTDC/BSNL etc.]</th>
<th>Private sector</th>
<th>Self employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receptionist</td>
<td>Receptionist</td>
<td>Travel Agents</td>
</tr>
<tr>
<td>Reservation Clerk</td>
<td>Front Office Cashier</td>
<td>Out Source Business</td>
</tr>
<tr>
<td>Information Assistant</td>
<td>Reservation Clerk</td>
<td>(Customer Care/Front Office/Event Management)</td>
</tr>
<tr>
<td>Front Office Cashier</td>
<td>Front Office Assistant</td>
<td>DTP Works</td>
</tr>
<tr>
<td>Customer Relation Assistant</td>
<td>Front Desk co-ordinator</td>
<td></td>
</tr>
<tr>
<td>Guest Relation Assistant</td>
<td>Medical Receptionist</td>
<td></td>
</tr>
<tr>
<td>Call Centre Assistant</td>
<td>Guest Relation Assistant</td>
<td></td>
</tr>
<tr>
<td>Computer Operator</td>
<td>Patient Service Representative</td>
<td></td>
</tr>
<tr>
<td>Lab Technical Assistant in VHSE</td>
<td>Medical Office Secretary/Assistant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Information Assistant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Customer Relation Assistant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Patient Care Executive</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Call Centre Assistant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Computer Operator</td>
<td></td>
</tr>
</tbody>
</table>
**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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- 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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- 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’s cheque and ordinary cheque.

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*

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<th>MODULE I</th>
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<td>Computer Applications for Customer Relations</td>
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<td>MODULE III</td>
<td>Front Office Operations in Hospitality Sector</td>
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<tr>
<td>MODULE IV</td>
<td>Front Office Operations in Health Care Sector</td>
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</tbody>
</table>

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

<p>| | |</p>
<table>
<thead>
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<tbody>
<tr>
<td>3.1</td>
<td>Introduction to Hospitality Industry</td>
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<td>3.2</td>
<td>Hotel Organisation</td>
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<td>3.3</td>
<td>Front Office Functions</td>
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<tr>
<td>3.4</td>
<td>Front Office Accounting</td>
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<tr>
<td>4.5</td>
<td>Guest Cycle</td>
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</table>
Module IV Front Office Operations in Health Care Sector

<table>
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<tr>
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<th>Total</th>
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</thead>
<tbody>
<tr>
<td>4.1</td>
<td>Health Care and hospital Management</td>
</tr>
<tr>
<td>4.2</td>
<td>Front Office Operations in hospitals</td>
</tr>
<tr>
<td>4.3</td>
<td>Patient Support Services</td>
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<tr>
<td>4.4</td>
<td>Public Relations in hospitals</td>
</tr>
<tr>
<td></td>
<td>TOTAL PERIODS</td>
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</tbody>
</table>

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**

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**

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**

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**

<table>
<thead>
<tr>
<th>TERM</th>
<th>MONTH</th>
<th>UNIT</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>1</td>
<td>JUNE</td>
<td>3.1</td>
<td>30</td>
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<tr>
<td></td>
<td></td>
<td>3.2</td>
<td>40</td>
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<tr>
<td></td>
<td>JULY</td>
<td>3.2</td>
<td>30</td>
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<td>3.3</td>
<td>50</td>
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<td>AUGUST</td>
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<td>80</td>
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<td>SEPTEMBER</td>
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<td>70</td>
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<tr>
<td>2</td>
<td>OCTOBER</td>
<td>3.5</td>
<td>40</td>
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<td></td>
<td></td>
<td>4.1</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>NOVEMBER</td>
<td>4.2</td>
<td>80</td>
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<tr>
<td></td>
<td></td>
<td>4.2</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>DECEMBER</td>
<td>4.3</td>
<td>50</td>
</tr>
</tbody>
</table>
### 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

Portfolio

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 Function

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
## Introduction to Hospitality Industry

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

<table>
<thead>
<tr>
<th>Idea/ concepts/ Skills</th>
<th>Learning Outcomes</th>
<th>Suggested activities</th>
<th>Assessment</th>
</tr>
</thead>
</table>
| 3.1.1 Meaning of Hospitality Industry | On Completion of this module learner will be able to; | ▪ Visualization of Video relating to Hospitality Industry.  
▪ Group discussion on the importance of Hospitality Industry.  
▪ Pictorial and diagrammatic presentation of hospitality industry.  
▪ Preparation of Chart.  
▪ Interactive lecture using Power point presentation on the components of Hospitality Industry.  
▪ Visualization of Video relating to Hotel industry.  
▪ Collection of brochures, posters, advertisements and pictures of hotels and discussion on the topic.  
▪ Group discussion on the Hotel Industry  
▪ Visualization of Video relating to Hotel organization.  
▪ General discussion | Discussion note prepared  
Participation in discussion.  
State the significance of Hospitality Industry?  
Identify two main components of Hospitality industry?  
Notes in the activity log |
| 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 | | | |

- Understand the meaning of hotel  
- Define hotels.  
- Identify hotel industry.
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 it as HotelRagam. 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.

<table>
<thead>
<tr>
<th>Idea/ concepts/ Skills</th>
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<th>Suggested activities</th>
<th>Assessment</th>
</tr>
</thead>
</table>
| 3.2.1 Classification of Hotels | ✧ 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. | ✧ 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 | Presentation  
Discussion note  
Charts  
Notes in the activity log  
Participation in discussion |
| Size  
Ownership  
Location  
Length of stay  
Clientele/Target market  
Level of services  
Star system | | |

3.2.2 Process for star Classification  
✧ General features  
✧ Facilities  
✧ Services

3.2.3 Types of rooms

3.2.4 Hotel plans
### 3.2.5 Tariff

- 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.

### 3.2.6 Hotel Departments

- 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

### 3.2.7 Classification of Hotel department on location basis

- **Front of the house**
- **Back of the house**

- **Discussion notes**
- Charts
- Notes in the activity log
- Presentation
- Discussion notes
- Notes in the activity log
- Charts
- Collections
- Participation in discussion

- *Brainstorming /case study*
- **group discussion on the various hotel plans**
- **Preparation.**
- **Visit any five hotel outlets nearby and identify front of the House and back of the house with their functions**
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 on different 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 customers come to you with different requests. 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 business meeting.

Sample question

1. Match the following

   A                                B
   Commercial hotel                Historical building
   Transient hotel
   European plan
   Heritage hotel
   Business 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.

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**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.
<table>
<thead>
<tr>
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<th>Learning Outcomes</th>
<th>Suggested activities</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3.3.1 Importance of Front Office</strong></td>
<td>• Realise the importance of front office in hotels. • Analyze the role of co-ordination of front office.</td>
<td>Group discussion on importance of front office</td>
<td>Participation</td>
</tr>
<tr>
<td><strong>3.3.2 Structure of Front Office</strong></td>
<td>• 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.</td>
<td>Pictorial and diagrammatic presentation of Hotel coordination with other departments</td>
<td>Participation</td>
</tr>
<tr>
<td>• Small Hotel • Medium Hotel • Large Hotel • Basic Layout and Design</td>
<td></td>
<td>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</td>
<td>Participation</td>
</tr>
<tr>
<td><strong>3.3.3 Front Office Operations/sections</strong></td>
<td>• 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</td>
<td>Group discussion on front office operation. Role play</td>
<td>Participation</td>
</tr>
<tr>
<td>Reservation</td>
<td></td>
<td>Pictorial presentation of front office equipments.</td>
<td>Collection of pictures of front office equipments</td>
</tr>
<tr>
<td>• Registration • Guest Accounting • Cashiering • Travel desk/Concierge • equipments used in front office.</td>
<td></td>
<td>Group discussion</td>
<td>Participation</td>
</tr>
<tr>
<td><strong>3.3.4 Reservation</strong></td>
<td></td>
<td>Preparation of charts</td>
<td>Presentation</td>
</tr>
<tr>
<td>• Sources of reservations • Reservations methods • Types of Reservations • Process of Reservations • Basic Reservation Activities. • Group Reservation • Over booking • Amendment and Cancellation.</td>
<td></td>
<td>Collection of reservation forums.</td>
<td>Collection notes.</td>
</tr>
</tbody>
</table>
3.3.5 Registration
- Methods of Registration
- Forms

3.3.6 Front Office responsibilities
- 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.

- 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.

Group discussion
Preparation of charts
Collection of model registration forms.
Preparation of charts.
Group discussion of importance of communication.
Functioning of communication devices.
Group discussion Case study
Conducting a Seminar on the topic Rules of front office personnel.

Participation
Presentation Reports
Interaction in groups
Preparation of chart presentation
Activity note.
Preparation of chart presentation
Activity note.
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

<table>
<thead>
<tr>
<th>FUNCTIONS</th>
<th>SECTION OF FRONT OFFICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.-----------------------------</td>
<td>Reservation</td>
</tr>
<tr>
<td>2. Receiving cash, Payment</td>
<td>------------------------</td>
</tr>
<tr>
<td>3.-----------------------------</td>
<td>Travel Desk</td>
</tr>
<tr>
<td>4. Prepare GRC,C-form etc..</td>
<td>------------------------</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Idea/ concepts/ Skills</th>
<th>Learning Outcomes</th>
<th>Suggested activities</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.4.1 stages of accounting</td>
<td>• Identify various stages of guest accounting.</td>
<td>• General discussion</td>
<td>• Discussion note</td>
</tr>
<tr>
<td></td>
<td>• Construct knowledge about guest accounting cycle.</td>
<td>• On the importance of the guest accounting.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Identify different documents used in front office accounting</td>
<td>• Preparation of chart on different stages of accounting</td>
<td>• Chart</td>
</tr>
<tr>
<td>3.4.2 Creation of Documents and Accounts</td>
<td></td>
<td></td>
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<tr>
<td>------------------------------------------</td>
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<tr>
<td><strong>3.4.3 Maintenance of Accounts.</strong></td>
<td></td>
<td></td>
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<tr>
<td>and analyze their usage.</td>
<td></td>
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<tr>
<td>• Classify vouchers, folios ledgers and acquire skill for preparation of these documents.</td>
<td></td>
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<tr>
<td>• Produce ledgers, folios, accounts and vouchers.</td>
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<tr>
<td>• Explain the procedure of maintenance of guest accounts.</td>
<td></td>
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<tr>
<td>• Identify the various points of sales and their functioning.</td>
<td></td>
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<tr>
<td>• Familiarize the method of Updating the bills from different POS.</td>
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<tr>
<td>• Identify the method of internal control in hotels.</td>
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<tr>
<td>• Understand Night auditing process.</td>
<td></td>
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<tr>
<td>• Analyze the Tracking of Transactions.</td>
<td></td>
<td></td>
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<tr>
<td>• Understand Credit limit</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>• Discuss about credit limit, house limit and floor limit.</td>
<td></td>
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<tr>
<td>• Construct knowledge about settlement procedures of guest accounts.</td>
<td></td>
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<tr>
<td>• Initiate a discussion on accounting cycle.</td>
<td></td>
<td></td>
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<tr>
<td>• Collection of different vouchers and folios</td>
<td></td>
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<tr>
<td>• Preparation of ledgers.</td>
<td></td>
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<tr>
<td>• PowerPoint presentation of various documents using front office accounting.</td>
<td></td>
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<tr>
<td>• Group discussion about different ledgers, folios and vouchers.</td>
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<tr>
<td>• Brainstorming/discussion on the recording and updating of guest accounts</td>
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<tr>
<td>• Citing examples of core banking system introduces points of sales.</td>
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<tr>
<td>• Seminar on the topic of maintenance of accounts</td>
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<tr>
<td>• Group discussion on the topic of internal control in</td>
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<tr>
<td>• participation</td>
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<tr>
<td>• Identify different documents used in guest accounting</td>
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<tr>
<td>• presentation</td>
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<tr>
<td>• Name the different documents used in guest accounting.</td>
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<tr>
<td>• Activity log</td>
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<td>• Participation in discussion</td>
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<tr>
<td>• Seminar</td>
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<tr>
<td>3.4.4 Internal control</td>
<td>3.4.5 Settlement of Accounts</td>
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<td>-----------------------------</td>
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<tr>
<td>Night auditing</td>
<td>Modes of Settlement</td>
<td></td>
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<tr>
<td>Tracking of Transactions</td>
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<tr>
<td>Credit limit</td>
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<tr>
<td>Classify different modes of settlement.</td>
<td>Case study on the topic of settlement of accounts</td>
<td></td>
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<tr>
<td>Compare and contrast the differences</td>
<td>Preparation of chart</td>
<td></td>
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<tr>
<td>Between traveler's cheque and ordinary cheque.</td>
<td>Elicit the previous knowledge of ordinary cheque and introduce travelers cheque and its differences</td>
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<tr>
<td>Seminar on the night auditing procedure</td>
<td>Chart</td>
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<tr>
<td>Interactive lecture on tracking of records.</td>
<td>Notes prepare the different mode of settlement</td>
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<tr>
<td>Citing the example of payment to a taxi driver on behalf of a guest introduce the topic ‘paid out.’</td>
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<tr>
<td>General discussion on credit limit, house limit and floor limit.</td>
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<tr>
<td>List out the various method of account settlement</td>
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<tr>
<td>List out various type of transactions</td>
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<tr>
<td>Activity note</td>
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<tr>
<td>Activity log</td>
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<tr>
<td>Explain the internal control</td>
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<tr>
<td>Seminar on night auditing procedure</td>
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<td>Preparation of chart</td>
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<tr>
<td>Chart</td>
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<tr>
<td>Notes prepare the different mode of settlement</td>
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</tr>
</tbody>
</table>
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.
c. Draw the format of this voucher.

10. Preparation of documents is an important step in guest accounting.

List out different types of documents used in front office accounting

<table>
<thead>
<tr>
<th>Idea/ concepts/ Skills</th>
<th>Learning Outcomes</th>
<th>Suggested activities</th>
<th>Assessment</th>
</tr>
</thead>
</table>
| **3.5.1 Guest Cycle and its stages.** | - 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.  
Familiarize the latest trends in arrival and departure procedures. | - Group discussion  
- Preparation of chart  
- Visualization of check-in check-out procedures. | Preparation of chart  
- notes  
- chart |
| **3.5.2 Check in Procedure** | | | |
| **3.5.3 Check out Procedure** | | | |
| **3.5.4 Latest Trends** | | | |
| - Express check-in  
- Express check-out. | | | |

**NIT 5 SAMPLE QUESTIONS**
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.

<table>
<thead>
<tr>
<th>IDEA CONCEPT SKILLS</th>
<th>LEARNING OUTCOMES</th>
<th>SUGGESTED ACTIVITIES</th>
<th>ASSESSMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1.1 Introduction to health</td>
<td>Recall the term health and recognize its importance</td>
<td>Group discussion on introduction to health</td>
<td>Participation and activity log on introduction to health</td>
</tr>
</tbody>
</table>
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. Field 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.
<table>
<thead>
<tr>
<th>Idea concept and skill</th>
<th>Learning Outcome</th>
<th>Suggested Activities</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.2.2.1. Importance of front office.</td>
<td>Identifies the importance of front staff.</td>
<td>General discussion on importance of front staff</td>
<td>Discussion notes or Activity log</td>
</tr>
<tr>
<td>4.2.2.2. Section of the front office</td>
<td>List out the various Section of the front office</td>
<td>Preparation of chart on Section of the front office. showing the chart</td>
<td>Chart Presentation</td>
</tr>
<tr>
<td>4.2.2.3. Functions of various front office section.</td>
<td>Understand the Functions of various front office section. Maintain patients record</td>
<td>Power point presentation</td>
<td>presentation</td>
</tr>
<tr>
<td>4.2.2.4. Duties and responsibilities of front office staff</td>
<td>Analyze the duties and responsibilities.</td>
<td>Group discussion on Duties and responsibilities of front office staff</td>
<td>Involvement and initiative in Group discussion</td>
</tr>
<tr>
<td>4.2.2.5. Qualities and skill of the front office staff</td>
<td>Identify and list out the Qualities and skill of the front office staff</td>
<td>Brain storming and group discussion on Qualities and skill of the front office staff</td>
<td>Discussion notes on Qualities and skill of the front office staff</td>
</tr>
<tr>
<td>4.2.2.6. General guidelines to front office staff</td>
<td>Acquire knowledge about the General guidelines to front office staff</td>
<td>Seminar and Group discussion on General guidelines to front office staff</td>
<td>Report on General guidelines to front office staff</td>
</tr>
<tr>
<td>4.2.2.7. Crisis handling</td>
<td>Understand the procedure of crisis handling</td>
<td>Observe the video clipping and showing picture and discuss Crisis handling</td>
<td>Activity log on the crisis handling</td>
</tr>
</tbody>
</table>
**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.

<table>
<thead>
<tr>
<th>IDEA \CONCEPTS SKILLS</th>
<th>LEARNING OUTCOMES</th>
<th>SUGGESTED ACTIVITIES28888</th>
<th>ASSESSMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.3.1 OP Departments services</td>
<td>Identifies the importance and functions of OP Department. List out the activities of outpatient Departments.</td>
<td>Visit any hospital nearby to see the OP action. Group discussion on OP Departments services Brain storming</td>
<td>Discussion notes. Report on group discussion</td>
</tr>
<tr>
<td>4.3.2 IP services</td>
<td>Understand, compare and construct knowledge about IP Service</td>
<td>Group discussion on IP services. Brain storming</td>
<td>Notes in Activity log</td>
</tr>
<tr>
<td>4.3.3. Dietary services</td>
<td>Identify and recognize the importance and functions of dietary services</td>
<td>Interactive lecture on the topic of Dietary services</td>
<td>Examine the importance of dietary services</td>
</tr>
<tr>
<td>------------------------</td>
<td>-------------------------------------------------------------------</td>
<td>-------------------------------------------------</td>
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</tr>
<tr>
<td>4.3.4. Emergency services</td>
<td>Acquire knowledge and understand handling the Emergency Situations.</td>
<td>Visualization of video clipping on the emergency services</td>
<td>Activity log on Emergency services</td>
</tr>
<tr>
<td>4.3.5. Security services.</td>
<td>Recognizes the importance of hospital security services and identifies its functions</td>
<td>Group discussion about the security services</td>
<td>Discussion notes on security services</td>
</tr>
<tr>
<td>4.3.7. Patient safety management programme</td>
<td>Identifies the meaning and importance of patient safety management programme</td>
<td>Showing a newspaper report on the negligence of patient safety, Introduces the topic collection of pictures or newspaper report</td>
<td>Collection. Activity log on Patient information and Education programme</td>
</tr>
<tr>
<td>4.3.8. Patient information and Education programme</td>
<td>Understands the importance of Patient information and education programme</td>
<td>Brain storming. General discussion on Patient information and Education programme</td>
<td>Discussion note. Exam the importance of Patient information and Education programme</td>
</tr>
<tr>
<td>4.3.9. Rights and responsibilities of patients</td>
<td>Identifies the importance and lists out the various rights and responsibilities of patients</td>
<td>Interactive Lecture on the Rights and responsibilities of patients and Group discussion on the topic</td>
<td>Activity log</td>
</tr>
</tbody>
</table>
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

**Portfolio**

Discussion note

Report patient account

Activity log

Collection
UNIT 4
PUBLIC RELATION IN HOSPITALS

Introduction

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

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

Portfolio

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 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
CUSTOMER RELATIONSHIP MANAGEMENT

Standard list of tools

1. Front Office Counter (Wooden / MTF)
   Specification: Height 3.5 - 4 feet, Length 5 - 6 feet,