

## **Managing Front Office Operations**

The main objectives of the course are to help students:

- Become acquainted with the social, economic and environmental context within which the hospitality industry operates.
- Understand the structure, nature and operating characteristics of the different sectors of the hospitality industry: food service, lodging and tourism.
- Obtain an appreciation of the various functions of hospitality management, including marketing, finance and human resource management.
- Identify the role of managers and to highlight their principal responsibilities.