

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Master Certificate in Front Office Management

Leadership Level



LAPT — London Academy of Professional Training

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Reference HS-FOO-L • Hospitality Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	HS-FOO-L
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Advanced Leadership in Hospitality

5 chapters · 30 classes 105 marks

• 1 Foundations of Advanced Leadership in Hospitality — 6 classes

› 1.1 Understanding Leadership Styles in Hospitality

› 1.2 Identifying Key Traits of Successful Leaders

› 1.3 Analyzing Communication Techniques for Effective Leadership

› 1.4 Implementing Decision-Making Strategies in Hospitality Contexts

› 1.5 Developing Conflict Resolution Skills in Teams

› 1.6 Building and Sustaining an Inclusive Organizational Culture

• 2 Strategic Decision-Making and Problem Solving — 6 classes

› 2.1 Understanding Strategic Decision-Making in Hospitality

› 2.2 Identifying and Analyzing Problems in Hotel Operations

› 2.3 Evaluating Risk and Opportunities in Decision-Making

› 2.4 Developing Effective Problem-Solving Techniques

› 2.5 Implementing Data-Driven Decisions in Front Office Management

› 2.6 Reviewing Real-World Case Studies in Hospitality Leadership

• 3 Effective Team Leadership and Motivation — 6 classes

› 3.1 Understanding Team Dynamics in Hospitality Settings

› 3.2 Leveraging Leadership Styles for Effective Team Management

› 3.3 Encouraging Collaboration and Communication Among Team Members

› 3.4 Applying Motivational Theories to Enhance Team Performance

› 3.5 Resolving Conflicts and Building Team Resilience

› 3.6 Evaluating and Reflecting on Team Leadership Practices

• 4 Customer Relationship Management and Service Excellence — 6 classes

› 4.1 Understanding Customer Relationship Management in Hospitality

› 4.2 Identifying Key Elements of Service Excellence

› 4.3 Exploring the Role of Effective Communication in CRM

› 4.4 Developing Customer-Centric Strategies for Improved Loyalty

› 4.5 Implementing Feedback Mechanisms to Enhance Service Quality

› 4.6 Analyzing Case Studies of Exemplary Customer Service in Hospitality

• 5 Innovative Leadership and Change Management — 6 classes

› 5.1 Understanding Innovative Leadership Concepts

› 5.2 Exploring the Role of Change Management in Hospitality

› 5.3 Identifying Key Leadership Traits for Innovation

› 5.4 Analyzing Case Studies of Successful Change Initiatives

› 5.5 Developing Strategies for Implementing Change in Hotel Operations

› 5.6 Evaluating Leadership Effectiveness in Driving Innovation

• 1 Understanding Conflict in Front Office Operations — 6 classes

- › 1.1 Identifying Sources of Conflict in Front Office Operations
- › 1.2 Understanding the Impact of Conflict on Team Dynamics
- › 1.3 Analyzing Common Conflict Scenarios in the Front Office
- › 1.4 Exploring Conflict Resolution Strategies
- › 1.5 Applying Problem-Solving Techniques to Real-World Situations
- › 1.6 Evaluating the Effectiveness of Conflict Resolution Methods

• 2 Communication Skills for Conflict Prevention — 6 classes

- › 2.1 Understanding the Role of Communication in Conflict Prevention
- › 2.2 Identifying Barriers to Effective Communication
- › 2.3 Developing Active Listening Skills
- › 2.4 Practicing Empathy to Enhance Understanding
- › 2.5 Mastering Clear and Concise Communication Techniques
- › 2.6 Applying Conflict Resolution Strategies through Communication

• 3 Strategies for Effective Conflict Resolution — 6 classes

- › 3.1 Understanding Conflict Dynamics
- › 3.2 Identifying Root Causes of Conflict
- › 3.3 Developing Empathy and Active Listening Skills
- › 3.4 Exploring Effective Communication Techniques
- › 3.5 Applying Negotiation Strategies
- › 3.6 Implementing Conflict Resolution Plans

• 4 Problem Solving Techniques for Front Office Challenges — 6 classes

- › 4.1 Understanding Front Office Challenges
- › 4.2 Identifying Key Problem-Solving Techniques
- › 4.3 Applying Root Cause Analysis for Effective Solutions
- › 4.4 Implementing Creative Thinking in Conflict Resolution
- › 4.5 Practicing Decision-Making Strategies
- › 4.6 Evaluating Solutions and Measuring Outcomes

• 5 Leadership Skills for Managing Conflict and Problems — 6 classes

- › 5.1 Understanding Conflict and Its Causes
- › 5.2 Identifying Leadership Styles for Conflict Management
- › 5.3 Developing Effective Communication Skills
- › 5.4 Applying Problem-Solving Techniques in the Workplace
- › 5.5 Implementing Conflict Resolution Strategies
- › 5.6 Evaluating Outcomes and Reflecting on Leadership Approaches

• 1 Understanding the Principles of Guest Experience — 6 classes

- › 1.1 Defining Guest Experience: Concepts and Importance
- › 1.2 Recognizing Guest Needs and Expectations
- › 1.3 Exploring the Impact of First Impressions
- › 1.4 Identifying Touchpoints for Enhanced Satisfaction
- › 1.5 Analyzing Guest Feedback for Continuous Improvement
- › 1.6 Applying Techniques to Elevate Guest Experience

• 2 Identifying and Managing Guest Expectations — 6 classes

- › 2.1 Understanding Guest Expectations: An Introduction
- › 2.2 Exploring Cultural Differences in Guest Expectations
- › 2.3 Identifying Guest Expectations through Active Listening
- › 2.4 Analyzing Common Guest Complaints and Expectations
- › 2.5 Implementing Strategies to Manage Guest Expectations
- › 2.6 Evaluating Service Quality and Guest Satisfaction

• 3 Communication Skills for Front Office Professionals — 6 classes

- › 3.1 Understanding Key Communication Concepts
- › 3.2 Mastering Verbal and Non-verbal Communication Techniques
- › 3.3 Developing Active Listening Skills
- › 3.4 Using Empathy to Enhance Guest Interactions
- › 3.5 Handling Complaints and Difficult Conversations
- › 3.6 Applying Communication Skills in Real-world Scenarios

• 4 Problem Solving and Conflict Resolution Strategies — 6 classes

- › 4.1 Understanding Guest Needs and Expectations
- › 4.2 Identifying Common Guest Problems in Front Office
- › 4.3 Employing Effective Communication for Conflict Resolution
- › 4.4 Applying Problem Solving Techniques to Guest Issues
- › 4.5 Implementing Conflict Resolution Strategies in Real-Time
- › 4.6 Evaluating and Improving Guest Satisfaction Outcomes

• 5 Leveraging Technology to Enhance Guest Experience — 6 classes

- › 5.1 Understanding Guest Experience Metrics
- › 5.2 Exploring Technology Trends in Guest Services
- › 5.3 Implementing Data-Driven Guest Personalization
- › 5.4 Integrating Mobile Apps for Seamless Experience
- › 5.5 Utilizing AI and Automation to Improve Satisfaction
- › 5.6 Evaluating Technology Impact on Guest Feedback

• **1 Overview of Front Office Systems** — 6 classes

- › 1.1 Understanding the Role of Front Office Systems
- › 1.2 Identifying Key Features of Front Office Software
- › 1.3 Exploring Common Front Office Technologies
- › 1.4 Analyzing Front Office Workflow Processes
- › 1.5 Integrating Technology for Front Office Efficiency
- › 1.6 Evaluating the Impact of Front Office Systems on Customer Satisfaction

• **2 Reservation Management Technologies** — 6 classes

- › 2.1 Understanding Reservation Management Systems
- › 2.2 Exploring Key Features of Modern Booking Platforms
- › 2.3 Analyzing Customer Data through Technology Integration
- › 2.4 Implementing Automated Reservation Confirmation Processes
- › 2.5 Enhancing Customer Experience with Technological Tools
- › 2.6 Evaluating the Impact of Technology on Reservation Efficiency

• **3 Check-in and Check-out Systems** — 6 classes

- › 3.1 Understanding the Role of Check-in and Check-out Systems
- › 3.2 Navigating Front Office Software Interfaces
- › 3.3 Setting Up Efficient Check-in Procedures
- › 3.4 Managing Guest Check-out Processes
- › 3.5 Leveraging Technology for Seamless Operations
- › 3.6 Analyzing Data from Check-in and Check-out Systems

• **4 Integrated Communication Platforms** — 6 classes

- › 4.1 Understanding Integrated Communication Platforms
- › 4.2 Exploring Key Features of Communication Systems
- › 4.3 Analyzing Benefits of Integrated Communication in Front Office
- › 4.4 Implementing Communication Platforms for Operational Efficiency
- › 4.5 Troubleshooting Common Issues in Communication Systems
- › 4.6 Evaluating Technological Impact on Front Office Operations

• **5 Analytics and Reporting Tools** — 6 classes

- › 5.1 Understanding Key Performance Indicators in Front Office Operations
- › 5.2 Exploring Data Sources for Front Office Analytics
- › 5.3 Employing Statistical Techniques for Accurate Reporting
- › 5.4 Utilizing Analytical Software for Front Office Insights
- › 5.5 Interpreting Reports to Enhance Front Office Efficiency
- › 5.6 Implementing Data-Driven Decision Making in Front Office Management

• **1 Understanding Front Office Dynamics and Operations** — 6 classes

- › 1.1 Identifying Front Office Roles and Responsibilities
- › 1.2 Analyzing Customer Interaction Processes
- › 1.3 Exploring Essential Front Office Technologies
- › 1.4 Streamlining Front Office Operations for Efficiency
- › 1.5 Integrating Customer Feedback into Front Office Strategy
- › 1.6 Implementing Best Practices for Front Office Management

• **2 Customer Relationship Management and Guest Experience** — 6 classes

- › 2.1 Understanding Customer Relationship Management
- › 2.2 Identifying Key Elements of Guest Experience
- › 2.3 Analyzing Customer Feedback for Strategic Improvement
- › 2.4 Implementing Personalization in Guest Services
- › 2.5 Utilizing Technology to Enhance Guest Interactions
- › 2.6 Measuring Success in Customer Relationship Management

• **3 Revenue Management and Pricing Strategies** — 6 classes

- › 3.1 Understanding Revenue Management Principles
- › 3.2 Analyzing Market Demand and Segmentation
- › 3.3 Applying Dynamic Pricing Techniques
- › 3.4 Utilizing Technology in Pricing Strategies
- › 3.5 Implementing Effective Rate Fencing Methods
- › 3.6 Evaluating Pricing Strategy Outcomes

• **4 Technology Integration in Front Office Operations** — 6 classes

- › 4.1 Understanding the Role of Technology in Front Office Operations
- › 4.2 Exploring Key Technologies Used in Front Office Management
- › 4.3 Analyzing Benefits and Challenges of Tech Integration
- › 4.4 Implementing Technology for Improved Guest Experience
- › 4.5 Leveraging Data Analytics for Front Office Efficiency
- › 4.6 Developing Strategies for Effective Technology Adoption

• **5 Leadership and Strategic Decision-Making in Front Office Management** — 6 classes

- › 5.1 Understanding Leadership Roles in Front Office Management
- › 5.2 Analyzing Strategic Decision-Making Processes
- › 5.3 Developing Effective Communication Strategies for Leaders
- › 5.4 Implementing Team Motivation Techniques
- › 5.5 Evaluating Risk Management in Decision-Making
- › 5.6 Applying Leadership Skills to Real-World Scenarios

• 1 Understanding the Basics of Training and Development in Hospitality — 6 classes

- › 1.1 Exploring the Role of Training in Hospitality
- › 1.2 Identifying Key Skills for Front Office Staff
- › 1.3 Designing Effective Training Programs
- › 1.4 Implementing On-the-Job Training Techniques
- › 1.5 Evaluating Training Program Success
- › 1.6 Adapting Training to Diverse Workforce Needs

• 2 Designing Effective Training Programs for Front Office Staff — 6 classes

- › 2.1 Understand the Importance of Training in Front Office Operations
- › 2.2 Identify Key Competencies for Front Office Staff
- › 2.3 Analyze the Training Needs of Front Office Teams
- › 2.4 Develop Objectives for Effective Training Programs
- › 2.5 Design Engaging and Interactive Training Modules
- › 2.6 Evaluate the Impact of Training on Front Office Performance

• 3 Implementing Training Programs: Best Practices and Tools — 6 classes

- › 3.1 Understanding Training Needs: Identifying Gaps and Setting Objectives
- › 3.2 Designing Engaging Content: Developing Effective Training Materials
- › 3.3 Choosing the Right Tools: Evaluating Training Software and Platforms
- › 3.4 Delivering Training: Best Practices for Implementation and Engagement
- › 3.5 Monitoring Progress: Techniques for Assessment and Feedback
- › 3.6 Evaluating Program Success: Analyzing Outcomes and Making Improvements

• 4 Evaluating and Improving Training Program Effectiveness — 6 classes

- › 4.1 Understanding Key Metrics for Training Evaluation
- › 4.2 Designing Effective Evaluation Strategies
- › 4.3 Analyzing Feedback and Data from Trainees
- › 4.4 Identifying Areas for Improvement in Training
- › 4.5 Implementing Enhancements to Training Programs
- › 4.6 Monitoring Long-term Impact of Training Improvements

• 5 Leadership Development and Progression Planning in Front Office Operations — 6 classes

- › 5.1 Understanding Leadership Roles in Front Office Operations
- › 5.2 Identifying Key Skills for Front Office Leaders
- › 5.3 Developing Leadership Mindsets for Effective Management
- › 5.4 Implementing Training Programs for Leadership Growth
- › 5.5 Crafting Development Plans for Front Office Leaders
- › 5.6 Evaluating Leadership Progression and Success