

**SYLLABUS**  
Academic year 2023-2024

**1. Information regarding the programme**

1.1 Higher education institution	Universitatea Babeș-Bolyai
1.2 Faculty	Business
1.3 Department	Hospitality Services
1.4 Field of study	Business Administration
1.5 Study cycle	Bachelor
1.6 Study programme / Qualification	<i>Business Administration in Hospitality Services (English)</i>

**2. Information regarding the discipline**

2.1 Name of the discipline	<b>Management of Hospitality Services/Managementul serviciilor de ospitalitate</b>						
2.2. Discipline cod	ILE0053						
2.3 Course coordinator	Prof. dr. Adina Negrușă						
2.4 Seminar coordinator	Prof.dr. Adina Negrușă						
2.5. Year of study	2	2.6 Semester	I	2.7. Type of evaluation	E	2.8 Type of discipline	Compulsory

**3. Total estimated time (hours/semester of didactic activities)**

3.1 Hours per week	4	Of which: 3.2 course	2	3.3 seminar/laboratory	2
3.4 Total hours in the curriculum	56	Of which: 3.5 course	28	3.6 seminar/laboratory	28
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					4
Additional documentation (in libraries, on electronic platforms, field documentation)					2
Preparation for seminars/labs, homework, papers, portfolios and essays					8
Tutorship					1
Evaluations					1
Other activities: Preparation for the Final Examination					5
3.7 Total individual study hours					19
3.8 Total hours per semester					75
3.9 Number of ECTS credits					3

**4. Prerequisites (if necessary)**

4.1. curriculum	
4.2. competencies	

**5. Conditions (if necessary)**

5.1. for the course	<ul style="list-style-type: none"> <li>Classroom with video projector</li> </ul>
5.2. for the seminar /lab activities	<ul style="list-style-type: none"> <li>Classroom with video projector</li> </ul>

## 6. Specific competencies acquired

<b>Professional competencies</b>	<ul style="list-style-type: none"> <li>• <b>C3. Negotiation of contract terms and customer and supplier relationship management</b></li> <li>• <b>C3.2. Identification of particularities of customer relationship and customer negotiation processes and selection of appropriate methods for solving problems specific to these processes</b></li> <li>• <b>C4. Implementation of business development strategies in hospitality organizations</b></li> <li>• <b>C4.2. Analysis of the current situation; selection and proposal of several strategic alternatives for business development</b></li> </ul>
<b>Transversal competencies</b>	<ul style="list-style-type: none"> <li>• <b>CT1. Implementation of ethical principles, norms, and values within one's own rigorous, effective, and responsible working strategy</b></li> </ul>

## 7. Objectives of the discipline (outcome of the acquired competencies)

7.1 General objective of the discipline	<ul style="list-style-type: none"> <li>• understanding of the manner how the activity of a company acting in the field of hospitality can be managed and organized</li> </ul>
7.2 Specific objective of the discipline	<ul style="list-style-type: none"> <li>• to detail the specific structure of the hospitality industry and its relation with the tourist industry</li> <li>• to communicate the basic understanding of the comprising elements of the organizations typical to the restoration services</li> <li>• to debate front- and back-office activities, procedures and the regulations in this field of activity</li> <li>• to analyze the four functions of management within hospitality units: planning, organizing, motivating and controlling</li> <li>• to identify the concept of hospitality, the modelling and construction of the principle of service quality, leading to the establishment of the concept of total quality management at the level of a hotel</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Remarks
1. <i>Introduction to the hospitality industry:</i> The relation tourism-tourist industry, The Structure of the hospitality industry in Romania and the forces that influence its development, The role of the managers within the hospitality industry	<ul style="list-style-type: none"> <li>the use of an interactive course, based on lecture and debates</li> <li>discussions and debates during the lecture based on examples provided by the teacher</li> </ul>	2 lectures
2. <i>The organizing of accommodation services:</i> The development of accommodation structures, The classification and the particularities specific to the accommodation facilities	<ul style="list-style-type: none"> <li>the use of an interactive course, based on lecture and debates</li> <li>discussions and debates during the lecture based on examples provided by the teacher</li> </ul>	1 lecture
3. <i>The front- and back-office operations within an accommodation unit:</i> The client's cycle within a hotel, Booking activities, Entrance reception, Exit reception, Floor service, Laundry, Technical and security aspects	<ul style="list-style-type: none"> <li>the use of an interactive course, based on lecture and debates</li> <li>discussions and debates during the lecture based on examples provided by the teacher</li> <li>the use of case studies</li> </ul>	3 lectures
4. <i>The organizing of restoration services:</i> The concept and the elements of restoration services, The units with social character, The commercial units, Independent or chain/ network affiliated, The concept and the role of the franchise among the providers of restoration services	<ul style="list-style-type: none"> <li>the use of an interactive course, based on lecture and debates</li> <li>discussions and debates during the lecture based on examples provided by the teacher</li> <li>the use of case studies</li> </ul>	2 lectures
5. <i>The operational system ant the functions of the restaurants:</i> The location of restaurants, The general plan of a restaurant, The particularities of fast-food restoration, The endowment of the restoration facilities with facilities and inventories for work and service, The activities specific to serving, The supply and stock management functions, The commercial function of the menu	<ul style="list-style-type: none"> <li>the use of an interactive course, based on lecture and debates</li> <li>discussions and debates during the lecture based on examples provided by the teacher</li> <li>the use of case studies</li> </ul>	3 lectures

<p>6. <i>The management of hospitality:</i> The concept of hospitality, The manager's role in hospitality assurance, Quality management of hospitality services</p>	<ul style="list-style-type: none"> <li>• the use of an interactive course, based on lecture and debates</li> <li>• discussions and debates during the lecture based on examples provided by the teacher</li> <li>• the use of case studies</li> </ul>	<p>2 lectures</p>
<p>7. <i>The training for hospitality:</i> The development of training and orientation programs, Training systems, The manager's role in the training of the employees</p>	<ul style="list-style-type: none"> <li>• the use of an interactive course, based on lecture and debates</li> <li>• discussions and debates during the lecture based on examples provided by the teacher</li> <li>• the use of case studies</li> </ul>	<p>1 lecture</p>
<p><b>Bibliography</b> Compulsory references:</p> <ol style="list-style-type: none"> <li>1. Bojanic D., Reid R. , Hospitality Marketing Management, 6th Edition, Wiley, 2016</li> <li>2. Clayton W. Barrows, Tom Powers, Dennis R. Reynolds, <i>Introduction to management in the hospitality Industry</i>, John Wiley&amp;Sons, Inc, 2011.</li> <li>3. Lupu, N., <i>Hotelul- economie și management</i>, Editura All Beck, București 2010.</li> <li>4. Negrușă, A., <i>Managementul unităților hoteliere</i>, Editura Alma Mater, Cluj-Napoca, 2006.</li> <li>5. Szende P., <i>Operations Management in the Hospitality Industry</i>, 2021, Emerald Publishing Limited.</li> </ol> <p>Optional references:</p> <ol style="list-style-type: none"> <li>1. Bardi, James A. (2010) – <i>Hotel Front Office Management</i>, Editura John Wiley &amp; Sons, Third edition.</li> <li>2. Băbăiță, Carmen, <i>Catering – elemente fundamentale</i>, Editura Mirton Timișoara, 2003</li> <li>3. Florea, C., Bugan M., <i>Maitre D'Hotel</i>, Editura Gema Print, București, 2003.</li> <li>4. Walker, J.R., <i>Restaurant Concepts, Management and Operations</i>, Eighth Edition, Wiley, 2017.</li> </ol>		
<p>8.2 Seminar / laboratory</p>	<p>Teaching methods</p>	<p>Remarks</p>
<p>1. Brief presentation of the discipline, of the requirements and objectives, respectively the planning and organizing of the activities; the presentation of the semester and final evaluation methods</p>	<p><b>Interactive exposition; problem formulation;</b></p>	<p>1 seminar</p>
<p>2. Practical applications + analysis and discussions</p>	<p><b>Problem formulation; solving of practical applications</b></p>	<p>1 seminar</p>
<p>3. Presentations of first stage of the project +Assignment</p>	<p><b>Interactive exposition; multimedia (video projector) exemplification; problem formulation</b></p>	<p>1 seminar</p>
<p>4. Training HMS +Assignment</p>	<p><b>Interactive exposition;</b></p>	<p>2 seminars</p>

5. Practical applications +Assignment	<b>Problem formulation; solving of case studies; solving of practical applications</b>	1 seminar
6. Case study + Case study <i>Romanian restaurants Hobo</i>	<b>Interactive exposition; multimedia (video projector) exemplification; problem formulation; solving of case studies;</b>	1 seminar
7. Case study +Assignment	<b>Interactive exposition; problem formulation; solving of case studies;</b>	1 seminar
8. Exercises restaurants' design + Mise-en-place exercises +Assignment	<b>Multimedia (video projector) exemplification; problem formulation; solving of practical applications</b>	1 seminar
9. Study visit/ Case study +Assignment	<b>Interactive exposition; problem formulation; solving of case studies; solving of practical applications</b>	1 seminar
10. Practical applications – The establishment of the price for foods and beverages + The establishment of an average tariff for a summer-camp menu	<b>Interactive exposition; problem formulation; solving of case studies;</b>	1 seminar
11. Project activity+ discussions	<b>Interactive exposition; exemplification; problem formulation; solving of case studies; solving of practical applications</b>	2 seminars
12. Project presentation	<b>Interactive exposition; multimedia (video projector) exemplification; problem formulation; solving of case studies; solving of practical applications</b>	1 seminar

### Bibliography

#### Compulsory references:

1. Clayton W. Barrows, Tom Powers, Dennis R. Reynolds, *Introduction to management in the hospitality Industry*, John Wiley&Sons, Inc, 2011.
2. Negrușă, A., *Managementul unităților hoteliere*, Editura Alma Mater, Cluj-Napoca, 2006.
3. Rutherford, D., Michael J. O'Fallon, *Hotel Management and Operations*, John Wiley & Sons, Third edition 2007.

#### Optional references:

1. Bardi, James A. (2010) – *Hotel Front Office Management*, Editura John Wiley & Sons, Third edition.
2. Chon, K.S. and Sparrowe, R.T. (2000) – *Welcome to Hospitality – An Introduction*, Thomson Learning.
3. Hänssler, Karl Heinz (2008) – *Management in de Hotellerie und Gastronomie*, 7 Auflage, Oldenbourg Verlag Wien München.

## 9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations and representative employers within the field of the program

First of all, a general view regarding the manner how a company from the field of hospitality is organized and functions is compulsory for any graduate. Moreover, the graduates must understand their particularities and specific activities. Finally, it is important to know the methods practiced and applicable in this field in order to be able to properly fulfill specific tasks.

## 10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the grade (%)
10.4 Course	<ul style="list-style-type: none"> <li>• Correctness and amplitude of theoretic knowledge</li> <li>• Logic coherence</li> <li>• Specialized terminology</li> <li>• Understanding of basic concepts in the field of hospitality service management: check-in/check-out, restaurant plan, serving inventories, accommodation efficiency indexes, planning chart, service quality</li> </ul>	Final test	40 %



10.5 Seminar/lab activities	<ul style="list-style-type: none"> <li>Capacity to use the acquired knowledge</li> <li>Interest towards study (proposal of discussion topics based on the optional references)</li> <li>Compulsory attendance – minimum 50 % of total seminars</li> </ul>	Seminar attendance and activities ( 2 assignments)	20 %
		Training session HMS software	10%
	<ul style="list-style-type: none"> <li>Study work elaborated on announced topic</li> </ul>	Elaboration and oral presentation of a project (in teams of 3-4)	30 %
10.6 Minimum performance standards			
<ul style="list-style-type: none"> <li>comprehension of basic notions and their usage</li> <li>interpretations of the obtained results</li> <li>Assignments and projects are verified against plagiarism with Turnitin – no more than 25% similitude</li> <li>The evaluation mode is also maintained for the re-exam's session;</li> <li>In order to calculate the final mark summing up the points obtained during the semester, it is necessary to obtain at least 50% of the score related to the written exam.</li> </ul>			

Content	Competencies acquired	Competencies evaluation method
Chap. I-VII	<b>C4. Implementation of business development strategies in hospitality organizations</b> <b>C4.2. Analysis of the current situation; selection and proposal of several strategic alternatives for business development</b>	50% Project (Grade for content) + 50% grade for final test
Chap. I-VII	<b>C3. Negotiation of contract terms and customer and supplier relationship management</b> <b>C3.2. Identification of particularities of customer relationship and customer negotiation processes and selection of appropriate methods for solving problems specific to these processes</b>	50% grade for final test + 25% Training session HMS + 25% Assignments grade
	CT1. Implementation of ethical principles, norms, and values within one's own rigorous, effective, and responsible working strategy	50% Project (Grade for oral presentation) + 50% Assignments grade

Date

Signature of course coordinator

Signature of seminar coordinator

29.09.2023

Prof.univ.dr. Adina Negruşa

Prof.univ.dr. Adina Negruşa

Date of approval

Signature of the Head of department

11.10.2023

Conf.univ.dr. Marius Bota

