Facultatea de Business
Str. Horea nr.7
Cluj-Napoca, 400174
Tel.: 0264599170
Fax: 0264590110
E-mail: secretariat.tbs@ubbcluj.ro
Site: tbs.ubbcluj.ro

SYLLABUS
Academic year 2023-2024

1. **Information regarding the programme**

1.1. Higher education institution	BABES-BOLYAI UNIVERSITY
1.2. Faculty	BUSINESS
1.3. Department	Hospitality Services
1.4. Field of study	BUSINESS ADMINISTRATION
1.5. Study cycle	MASTER
1.6. Study programme / Qualification	ADMINISTRAREA AFACERILOR ÎN OSPITALITATE ŞI TURISM INTERNATIONAL (cu predare în limba engleză)

2. **Information regarding the course**

2.1. Name of the course	Rapoarte şi analize în procesul decisional (Reports and analysis for decision process)						
2.2. Code	IME0045						
2.3. Course coordinator		Prof. dr. Adina Letiţia Negrusa					
2.4. Seminar coordinator		Conf. dr. Rozalia Veronica Rus					
2.5. Year of study	II	2.6. Semester	4	2.7. Type of evaluation	E	2.8. Type of course	compulsory

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

3.1. Hours per week	2	Of which: 3.2. lecture	1	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	24	Of which: 3.5. lecture	12	3.6. seminar/laboratory	12
Time allotment:					ore
Learning using manual, course support, bibliography, course notes					25
Additional documentation (in libraries, on electronic platforms, field documentation)					10
Preparation for seminars/labs, homework, papers, portfolios and essays					50
Tutorship					4
Evaluations					2
Other activities:					10

3.7. Total individual study hours	101
3.8. Total hours per semester	125
3.9. Number of ECTS credits	**5**

4. **Prerequisites (if necessary)**

4.1. curriculum	Tourism Information Systems

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4.2. competencies	

5. Conditions (if necessary)

5.1. for the course	The course takes place a room with computers. Students need a Microsoft institutional account, Microsoft Teams application, computer, Internet access, access to software (Microsoft Office, Medallion PMS, Infor HMS, eXpresSoft Master, eXpresSoft myBusiness, eXpresSoft Check, POS for Restaurant, Breeze, KeepApp).
5.2. for the seminar /lab activities	Microsoft institutional account, Microsoft Teams application, computer, Internet access, software (Microsoft Office, Medallion PMS, eXpresSoft Master, eXpresSoft myBusiness, eXpresSoft Check, POS for Restaurant (Breeze), KeepApp, Infor HMS).

6. Specific competencies acquired

Professional competencies	• C5. Drawing up various reports/ studies useful for the running of a hospitality/ tourism unit and the provision of consultancy in the field • C4. Drawing up decision-based strategies/ alternatives specific to hospitality/ tourism units by means of modern information technology tools
Transversal competencies	• CT2. Identification of roles and responsibilities in a team and their implementation within various hospitality and tourism-based businesses

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	• This course is design to introduce students to reports and analysis for decision process in Tourism Industry
7.2. Specific objective of the course	• identify common reports used in decision process in tourism industry; • understand the role of reports in decision making process; • identify the types of reports used in Tourism Industry; • analyze the reports for hospitality and lodging management; • analyze the reports food and beverage services management;

![Babes-Bolyai University logo]

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TRADITIO ET EXCELLENTIA

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	• generate reports for POS (Point of sale).

8. Content

8.1. Course	Teaching method	Remarks
1. **Visualizing data. Types of reports in Hospitality and Tourism Industry** (Property reports, Financial reports, Statistical reports).	interactive discussion, questioning, heuristic conversation	2 courses
2. **Monitoring key performance indicators**. Key performance indicators for revenue management in hotels. Data analysis	interactive discussion, questioning, heuristic conversation	3 courses
3. **Revenue management reports** (Revenue per available room. Rate structure. Rates configuration. Selling strategies)	interactive discussion, questioning, heuristic conversation	1 course
4. **Generating the hotels' reports from Property Management Systems** (Guest accounting in PMS. Daily reports. Internal hotel management reports.)	interactive discussion, questioning, heuristic conversation	2 courses
5. **Hotel management reports** (EOD (End of day) reports. EOS (End of shift) reports. Housekeeping reports)	interactive discussion, questioning, heuristic conversation	1 course
6. **Hotel management reports** (Monthly reports. EOM (End of month) reports. Annual reports. Forecasting reports. Statistics)	interactive discussion, questioning, heuristic conversation	1 course
7. **Food and beverage services management reports** (Sales reports, Promotions, Delivery reports, Z reports (End of Shift or Day), Z archive)	interactive discussion, questioning, heuristic conversation	1 course
8. **Food and beverage services management reports** (Inventory reports. Purchase and acquisitions reports. Statistics and forecasting reports)	interactive discussion, questioning, heuristic conversation	1 course

Bibliography	1	Bardi, James A. (2011) – Hotel Front Office Management, Editura John Wiley &Sons, Fifth edition.
	2	Benckendorff, Pierre J., Zheng Xiang, and Pauline J. Sheldon (2019). Tourism information technology, 3rd edition. Cabi.
	3	Collins, G. R., Cobanoglu, C., (2013), Hospitality Information Technology: learn how to use it, Kendall Hunt Pub.
	4	David K. Hayes (2010), Revenue Management for the Hospitality Industry, John Wiley and Sons.
	5	Enz, Cathy A. (2009), Hospitality Strategic Management: Concepts and Cases, John Wiley and Sons,
	6	Negruşa, A. (2006), Managementul unităţilor hoteliere, Editura Alma Mater, Cluj-Napoca,.
	7	Nyheim, Peter, and Daniel Connolly (2011), Technology strategies for the hospitality industry, Prentice Hall Press.

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8.2. Seminar / laboratory	Teaching method	Remarks
1. Visualizing data. Types of reports in Hospitality and Tourism Industry	step-by-step training, exercise and case study analysis	2 seminars
2. Monitoring key performance indicators	step-by-step training, exercise and case study analysis	3 seminars
3. Revenue management reports	step-by-step training, exercise and case study analysis	1 seminar
4. Generating the hotels' reports from Property Management Systems	step-by-step training, exercise and case study analysis	2 seminars
5. Hotel management reports	step-by-step training, exercise and case study analysis	2 seminars
6. Food and beverage services management reports	step-by-step training, exercise and case study analysis	2 seminars

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

- The content of the course is correlated with the content of similar courses offered by universities from our country and from abroad.
- To adapt the content of this course to the labor market needs we had meetings with hotels' and restaurants' business representatives.

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10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of final grade
10.4. Course	• Understanding the terminology	Multiple choice test	**50 %**
10.5. Seminar activities	• Practical utilization of learnt notions; • Applying the methods and research tools; • Practical skills in the field.	Project	**50 %**

10.6. Minimum performance standards
➢ knowledge of basic notions and their application to practical situations; ➢ interpretation of obtained results. ➢ the evaluation mode is also maintained for the re-exam's session; ➢ 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.

Date	**Signature of course coordinator**	**Signature of seminar coordinator**
	Prof. dr. Adina Letiția Negrușa	Conf. dr. Rozalia Veronica Rus
29.09.2023		

Date of approval	**Signature of the Head of department**
	Conf. dr. Marius Bota
11.10.2023	