

**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 ȘI TURISM INTERNATIONAL (cu predare în limba engleză)	

**2. Information regarding the course**

2.1. Name of the course	<b>Managementul calității serviciilor/Service quality management</b>						
2.2. Code	IME0050						
2.3. Course coordinator	Prof. Dr Adina Negrușa						
2.4. Seminar coordinator	Prof. Dr Adina Negrușa						
2.5. Year of study	II	2.6. Semester	3	2.7. Type of evaluation	C	2.8. Type of course	elective

**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	28	Of which: 3.5. lecture	14	3.6. seminar/laboratory	14
Time allotment:					or e
Learning using manual, course support, bibliography, course notes					14
Additional documentation (in libraries, on electronic platforms, field documentation)					7
Preparation for seminars/labs, homework, papers, portfolios and essays					7
Tutorship					4
Evaluations					2
Other activities:					8
3.7. Total individual study hours			47		
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	Course room with computer and beamer
5.2. for the seminar /lab activities	Course room with computer and beamer

### 6. Specific competencies acquired

Professional competencies	<p>C1. Running a business division/ subdivision in the hospitality and tourism sector. C5. Drawing up various reports/ studies useful for the running of a hospitality/ tourism unit and the provision of consultancy in the field</p> <ul style="list-style-type: none"> <li>implementing the systems for quality, environment, and food safety management in the hospitality industry</li> </ul>
Transversal competencies	CT2. identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork

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

7.1. General objective of the course	<p>At the end of the course students should:</p> <ul style="list-style-type: none"> <li>be able to use quality management concepts easily;</li> <li>know peculiarities of evolution of quality management and its significance for the management of modern organizations;</li> <li>be able to analyse quality features of hospitality and tourism services;</li> <li>know principles of standardization and conformity assessment;</li> </ul>
7.2. Specific objective of the course	<ul style="list-style-type: none"> <li>know peculiarities of implementation, certification and audit of quality management systems;</li> <li>know the usage of quality control methods for the hotel, food and tourism services</li> <li>analysis and solution of organizations' problems.</li> </ul>

### 8. Content

8.1. Course	Teaching method	Remarks
1. Perceptions of service quality	interactive discussion, questioning, heuristic conversation	1 lecture
2. Dimensions of service quality	interactive discussion, questioning, heuristic conversation	1 lecture
3. Impacts of people on service quality.	interactive discussion, questioning, heuristic conversation	1 lecture

4. Impacts of process on service quality	interactive discussion, questioning, heuristic conversation	1 lecture
5. Impacts of physical evidence on service quality	interactive discussion, questioning, heuristic conversation	1 lecture
6. Service Quality-Satisfaction Relationship and a competitive advantage	interactive discussion, questioning, heuristic conversation	2 lectures
7. Definition of service quality.	interactive discussion, questioning, heuristic conversation	1 lecture
8. Determinants of service quality	interactive discussion, questioning, heuristic conversation	1 lecture
9. Measuring service quality	interactive discussion, questioning, heuristic conversation	2 lectures
10. Service quality procedures.	interactive discussion, questioning, heuristic conversation	2 lectures
11. Motivation personnel to deliver quality	interactive discussion, questioning, heuristic conversation	1 lecture
<b>Bibliography</b>	<ol style="list-style-type: none"> <li>1. Ball S., Jones P., Kirk D. &amp; Lockwood A. (2003) Hospitality Operations: A Systems Approach, London: Continuum.</li> <li>2. Metter R., King-Metters K. &amp; Pullman M. Successful Service Operations Management, Vancouver: Thomson, 2003.</li> <li>3. Olsen M.T., Teare R. &amp; Gummesson E., Service Quality in Hospitality Organizations. Cassell: Eds, 1997.</li> <li>4. Rutherford, D. G. and O'Fallon, M. J. ,Hotel Management and Operations. New York: John Wiley &amp; Sons,2006.</li> <li>5. Williams C. and Buswell J., Service Quality in Leisure and Tourism, Oxon: CABI Publishing, 2003.</li> </ol>	

8.2. Seminar / laboratory	Teaching method	Remarks
1. Introduction and overview – expectations, course goals, syllabus. Project Teams set up and topics. The Design of Services Processes & Layout	Exercise and case study analysis	1 seminar (2 hours)
2. Elements of effective service quality	Exercise and case study analysis	1 seminar (2 hours)
3. Quality Management Process	Exercise and case study analysis	1 seminar (2 hours)
4. SERVQUAL instrument utilization in lodging industry	Exercise and case study analysis	1 seminar (2 hours)
5. Quality procedures for lodging industry	Exercise and case study analysis	1 seminar (2 hours)
6. Quality procedures and standards for food services	Exercise and Project presentation	1 seminar (2 hours)

7. Service guarantee in fast-food		Exercise and Project presentation	1 seminar (2 hours)
Bibliography	<ol style="list-style-type: none"> <li>1. Ball S., Jones P., Kirk D. &amp; Lockwood A. Hospitality Operations: A Systems Approach, London: Continuum,2003</li> <li>2. Brown S., Gummesson E., Edvardsson B. &amp; Gustavsson B., Service Quality, New York: Lexington Books, 1991</li> <li>3. Metter R., King-Metters K. &amp; Pullman M. Successful Service Operations Management, Vancouver: Thomson, 2003.</li> <li>4. Olsen M.T., Teare R. &amp; Gummesson E., Service Quality in Hospitality Organizations. Cassell: Eds, 1997.</li> <li>5. Rutherford, D. G. and O'Fallon, M. J. ,Hotel Management and Operations. New York: John Wiley &amp; Sons,2006.</li> <li>6. Williams C. and Buswell J., Service Quality in Leisure and Tourism, Oxon: CABI Publishing, 2003.</li> </ol>		

**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 course is useful for all professions from hospitality and tourism sector or related to them, as follows:

- Hotel general manager, Attraction manager, Local authority tourism manager
- Hotel clerk, Front office manager, Events manager, room manager
- Meeting and convention planner
- Reservation ticket agent, reservation analyst, head concierge, F&B manager

**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of final grade
10.4. Course	<ul style="list-style-type: none"> <li>• correctly applying the learnt notions;</li> <li>• identifying the correct solutions</li> </ul>	Final exam	40%
10.5. Seminar/lab activities	<ul style="list-style-type: none"> <li>• correctly applying the learnt notions</li> <li>• practical utilization of learnt notions</li> </ul>	Assignments (2 minimum)	30%
	<ul style="list-style-type: none"> <li>• applying the methods and research tools</li> <li>• applying the specific theoretical notions</li> <li>• practical skills in the field</li> </ul>	Project	30%

**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.

Content	Competencies acquired	Competencies evaluation method
Chap. I-VII	<b>C1. Running a business division/ subdivision in the hospitality and tourism sector.</b>	50% Project (Grade for content) + 50% grade for final test
Chap. I-VII	<b>C5. Drawing up various reports/ studies useful for the running of a hospitality/ tourism unit and the provision of consultancy in the field</b>	50% grade for final test + 50% Assignments grade
	CT2. identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork	50% Project (Grade for oral presentation) + 50% Assignments grade

**Date**

**Course coordinator**

**Seminar coordinator**

**29.09.2023**

**Prof. Dr Adina Negrușă**

**Prof. Dr Adina Negrușă**

**Date of approval**

**Head of department**

**11.10.2023**

**Assoc. Prof. Dr Marius Bota**

