



## SYLLABUS

### Industry internship, second year, undergraduate level BUSINESS ADMINISTRATION AND BUSINESS ADMINISTRATION IN HOSPITALITY SERVICES Full-time and distance learning Academic Year 2022-2023

#### I. Brief description

Bachelor students in Business Administration and Business Administration in Hospitality Services must carry out, in the second year of study, an internship in business administration (industry internship).

Industry internship - Business Administration is a compulsory discipline which requires a 90-hour commitment and accounts for 3 credits.

The objective of this discipline is to implement and deepen the practical knowledge of business administration. It aims to support future graduates of the Faculty of Business to familiarize themselves with the application of the theoretical knowledge acquired throughout the bachelor studies within companies (private or virtual companies) and to acquire new abilities and practical skills.

Industry internship in BUSINESS ADMINISTRATION and BUSINESS ADMINISTRATION IN HOSPITALITY SERVICES can be carried out in any company (including banks) chosen by the student under the guidance of the Internship Committee. Students pursuing the BUSINESS ADMINISTRATION IN HOSPITALITY SERVICES specialization are recommended to carry out their internship in a company operating in the area of tourism and hospitality.

#### II. Content

The industry internship covers the following areas: Marketing, Management, Finance, Accounting. Following the internship, the student will prepare a portfolio that he/she will submit to the Internship Committee before the submission deadline.

**The Industry Internship Portfolio will include the following documents:**

**The title page will include: the student's name and surname, specialization, year of study, form of education, academic year.**

- 1. The Final Student Assessment Report filled out by the faculty staff responsible for the industry internship period** (to be filled out after submission by the faculty staff responsible for the industry internship period).
- 2. The monography of the company where the industry internship was carried out.**
- 3. The supporting documents** indicating the activities performed during the internship (written reports, various documents produced during the industry internship, the financial statements of the company for the last three years).

**The entire Internship paperwork will be scanned and uploded to the MS Teams Platforms.**

#### III. Assessment methodology

**The industry internship assessment** will be conducted by the Internship Committee on the basis of **the submitted portfolio.**



## **APPENDIX: Project structure: The monograph of a company<sup>1</sup>**

For the company in which you have carried out the industry internship, address the following issues:

### **1. General presentation of the company where you have carried out your industry internship containing (maximum 1 page):**

- a. Legal form and type of company (by size category);
- b. Industry sector;
- c. Statistical data analysis: turnover, production volume, number of employees;
- d. Customers, suppliers, competitors.

### **2. Organizational structure (maximum 2 pages):**

Describe the manner in which the organization is structured: main departments, task-oriented departments.

### **3. Human Resources Management (maximum 2 pages):**

- a. Analyze staff structure (in the last 3 years):
  - diversity analysis (diversity of staff by gender, age, ethnicity, etc. at all levels of the organization - graphs, tables, descriptive analysis);
  - analysis of staff dynamics (personnel fluctuation analysis, age/loyalty analysis in the organization - graphs, tables, descriptive analysis).
- b. Analyze the recruitment activity (within one year):
  - recruitment sources (profiles of people with similar/identifiable characteristics on the labor market, which the organization considers - tables, graphs, analysis showing the variety of sources, the degree of detail on the recruitment sources profile, etc.);
  - recruitment methods (techniques used to attract potential candidates - tables, graphs, analysis of the extent to which these methods are synchronized with recruitment sources, creativity and the impact of recruitment methods, etc.);
  - recruiters (people involved in the search for talents, both within and outside the organization - description and analysis of the number of people correlated with the need for staff, the qualities of the persons involved, etc.).

### **4. Activity planning within the company (maximum 1 page):**

- a. Describe two plans drafted by the company for the current year: one plan for single use, the second plan for permanent use;

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<sup>1</sup> The industry internship can be carried out at all categories of commercial entities, including banks.



b. Illustrate two planning tools used by the company.

**5. Marketing – the following elements will be analyzed (maximum 3 pages):**

- A. Product
  - Identify the main objectives of the product line.
  - Which products should be discontinued? Justify your answer.
  - Which products should be added? Justify your answer.
- B. Price
  - Identify the pricing objectives.
  - To what extent are prices determined by cost, demand, or competition criteria? Justify your answer.
- C. Distribution
  - Identify distribution goals.
  - Analyze distributors' effectiveness.
  - Should the company consider switching distribution channels? Justify your answer.
- D. Promotion
  - Identify the company's promotion objectives.
  - Is the allotted promotion budget sufficient? Justify your answer.
  - Identify the main promotional tools used by the company and analyze how effective they are.

**6. Finance and accounting: Financial reporting and analysis of the company (maximum 3 pages):**

- A. Briefly present the company annual financial statements (balance sheet and income statement) of the last three years, mentioning the main components: fixed assets, current assets, total assets, liabilities that must be paid in a period of up to one year and liabilities that must be paid in a period of more than one year, owner's equity, total revenues and total expenses, gross result and net result.
- B. Present aspects regarding the tax liabilities of the company: categories of tax liabilities owed, the date when they were registered, changes in the structure of tax liabilities occurred during the last three years.
- C. Present the net book result for the last three financial exercises and the method of distributing the profit/covering the accounting loss in accordance with the decisions of the General Meeting of Associates/Shareholders.
- D. Determine the main financial indicators for the last three years based on the balance sheet and the income statement of the company where you carried out the industry internship:
  - 1) Activity financing indicators:
    - Debt to Assets Ratio (DAR), computed as a ratio between total debt and total assets;
    - Equity to Assets Ratio (EAR), computed as a ratio between owner's equity and total assets.
  - 2) Short-term financial equilibrium indicators:
    - Current Liquidity Ratio (CLR), computed as the ratio between total current assets (inventories, accounts receivable, cash and current accounts, short-term investments and prepayments) and current liabilities (short-term liabilities and advance registered revenues);



- Acid Test Ratio (ATR), computed as the ratio between total current assets, minus inventories (accounts receivable, cash and current accounts, short-term investments and prepayments) and current liabilities (short-term liabilities and advance registered revenues).
- 3) Long-term financial equilibrium:
- Debt to Equity Ratio (DER), computed as the ratio between total debt and owner's equity;
  - Debt Coverage Ratio, computed as the ratio between total debt and turnover.
- 4) Financial performance indicators:
- Return on Equity (ROE), computed as the ratio between net profit and owner's equity;
  - Return on Assets (ROA), computed as the ratio between net profit and total assets;
  - Return on Sales (ROS), computed as the ratio between net profit and turnover.
- E. Analyze the abovementioned financial indicators each year and illustrate graphically the evolution for each indicator. In order to improve its activity, explain what financial decisions the commercial entity where you carried out the industry internship should take in the following period.

## APPENDIX:

### Project structure:

#### The monograph of an accommodation/ lodging unit

It is highly advised to choose an accommodation/ lodging unit (from Romania or internationally), ranked with a minimum of 3 stars, for which information can be found from secondary sources (for example, various activity reports of the company, reports of national or international institutions / bodies, case studies, articles from scientific or specialized publications, the company's website, specialized websites - Booking, TripAdvisor, etc.).

For the selected accommodation/ lodging unit, address the following issues:

#### **1. General presentation of the company where you have carried out your industry internship containing (maximum 1 page):**

- a. Legal form and type of company (by size category);
- b. Industry sector;
- c. Infrastructure, facilities, capacity;
- d. Services provided;
- e. Description of the activity in statistical data: turnover, profit / loss realized and number of employees - information can be collected from the website of the Ministry of Public Finance and / or on [www.listafirme.ro](http://www.listafirme.ro)

#### **2. Organizational structure (maximum 2 pages):**

Describe the manner in which the organization is structured: main departments, task-oriented departments.



### 3. Human Resources Management (maximum 2 pages):

#### a. Analyze staff structure (in the last 3 years):

- diversity analysis (diversity of staff by gender, age, ethnicity, etc. at all levels of the organization - graphs, tables, descriptive analysis);
- analysis of staff dynamics (personnel fluctuation analysis, age/loyalty analysis in the organization - graphs, tables, descriptive analysis).

#### b. Analyze the recruitment activity (within one year):

- recruitment sources (profiles of people with similar/identifiable characteristics on the labor market, which the organization considers - tables, graphs, analysis showing the variety of sources, the degree of detail on the recruitment sources profile, etc.);
- recruitment methods (techniques used to attract potential candidates - tables, graphs, analysis of the extent to which these methods are synchronized with recruitment sources, creativity and the impact of recruitment methods, etc.);
- recruiters (people involved in the search for talents, both within and outside the organization - description and analysis of the number of people correlated with the need for staff, the qualities of the persons involved, etc.).

### 4. Activity planning within the company (maximum 1 page):

a. Describe two plans drafted by the company for the current year: one plan for single use, the second plan for permanent use;

b. Illustrate two planning tools used by the company.

### 5. Marketing – the following elements will be analyzed (maximum 3 pages):

- B. Product
- Identify the main objectives of the product line.
  - Which products should be discontinued? Justify your answer.
  - Which products should be added? Justify your answer.
- B. Price
- Identify the pricing objectives.
  - To what extent are prices determined by cost, demand, or competition criteria? Justify your answer.
- C. Distribution
- Identify distribution goals.
  - Analyze distributors' effectiveness.
  - Should the company consider switching distribution channels? Justify your answer.
- D. Marketing
- Identify the company's marketing objectives.
  - Is the allotted marketing budget sufficient? Justify your answer.
  - Identify the main promotional tools used by the company and analyze how effective they are.

### 6. Finance and accounting: Financial reporting and analysis of the company (maximum 3 pages):

F. Briefly present the company annual financial statements (balance sheet and income statement) of the last three years, mentioning the main components: fixed assets, current assets, total assets,



liabilities that must be paid in a period of up to one year and liabilities that must be paid in a period of more than one year, owner's equity, total revenues and total expenses, gross result and net result.

G. Present aspects regarding the tax liabilities of the company: categories of tax liabilities owed, the date when they were registered, changes in the structure of tax liabilities occurred during the last three years.

H. Present the net book result for the last three financial exercises and the method of distributing the profit/covering the accounting loss in accordance with the decisions of the General Meeting of Associates/Shareholders.

I. Determine the main financial indicators for the last three years based on the balance sheet and the income statement of the company where you carried out the industry internship:

5) Activity financing indicators:

- Debt to Assets Ratio (DAR), computed as a ratio between total debt and total assets;
- Equity to Assets Ratio (EAR), computed as a ratio between owner's equity and total assets.

6) Short-term financial equilibrium indicators:

- Current Liquidity Ratio (CLR), computed as the ratio between total current assets (inventories, accounts receivable, cash and current accounts, short-term investments and prepayments) and current liabilities (short-term liabilities and advance registered revenues);
- Acid Test Ratio (ATR), computed as the ratio between total current assets, minus inventories (accounts receivable, cash and current accounts, short-term investments and prepayments) and current liabilities (short-term liabilities and advance registered revenues).

7) Long-term financial equilibrium:

- Debt to Equity Ratio (DER), computed as the ratio between total debt and owner's equity;
- Debt Coverage Ratio, computed as the ratio between total debt and turnover.

8) Financial performance indicators:

- Return on Equity (ROE), computed as the ratio between net profit and owner's equity;
- Return on Assets (ROA), computed as the ratio between net profit and total assets;
- Return on Sales (ROS), computed as the ratio between net profit and turnover.

J. Analyze the abovementioned financial indicators each year and illustrate graphically the evolution for each indicator. In order to improve its activity, explain what financial decisions the commercial entity where you carried out the industry internship should take in the following period.





## **APPENDIX: Project structure:**

### **The monograph of a traveling agency**

For the company in which you have carried out the industry internship, address the following issues:

#### **1. General presentation of the company where you have carried out your industry internship containing (maximum 1 page):**

a. Legal form and type of company (size category) - to identify the economic operator, access the database that includes travel agencies in Romania (<http://turism.gov.ro/web/autorizare-turism/>);

b. Main object of activity - to be studied on the website of the Ministry of Public Finance (<https://www.mfinante.gov.ro/pjuridice.html?pagina=domenii> - the search is made according to the unique Identification Code or after the Name of the operator and the County in which the operator is registered) and / or on ListaFirme.ro ([www.listafirme.ro](http://www.listafirme.ro)) - mention if there have been changes in the CANE code over the years;

c. Description of the activity in statistical data: turnover, profit / loss realized and number of employees - information can be collected from the website of the Ministry of Public Finance and / or on [www.ListaFirme.ro](http://www.ListaFirme.ro)

d. Customers, suppliers, competitors (collect information from the websites of the chosen agency and from other relevant sources; determine what customers are trying to attract - describe the customer segments; look for information about the suppliers they work with. Exemplify the categories of suppliers. Did you notice anything remarkable? Identify the main competitors of the studied travel agency and argue your answer).

e. Describe the products of the travel agency, discuss issues related to the development and / or marketing of own or other travel products (see Database of licensed agencies and study the information on the website of the agency, respectively on other platforms used in promoting its offer);

f. Present other information on how they carry out their activity;

g. Mention any other aspects that you consider relevant to your analysis.

#### **2. Organizational structure (maximum 2 pages):**

Describe the manner in which the organization is structured: main departments, task-oriented departments.

#### **3. Human Resources Management (maximum 2 pages):**

a. Analyze staff structure (in the last 3 years):

- diversity analysis (diversity of staff by gender, age, ethnicity, etc. at all levels of the organization - graphs, tables, descriptive analysis);
- analysis of staff dynamics (personnel fluctuation analysis, age/loyalty analysis in the organization - graphs, tables, descriptive analysis).

b. Analyze the recruitment activity (within one year):

- recruitment sources (profiles of people with similar/identifiable characteristics on the labor market, which the organization considers - tables, graphs, analysis showing the variety of sources, the degree of detail on the recruitment sources profile, etc.);



- recruitment methods (techniques used to attract potential candidates - tables, graphs, analysis of the extent to which these methods are synchronized with recruitment sources, creativity and the impact of recruitment methods, etc.);
- recruiters (people involved in the search for talents, both within and outside the organization - description and analysis of the number of people correlated with the need for staff, the qualities of the persons involved, etc.).

#### **4. Activity planning within the company (maximum 1 page):**

- a. Describe two plans drafted by the company for the current year: one plan for single use, the second plan for permanent use;
- b. Illustrate two planning tools used by the company.

#### **5. Marketing – the following elements will be analyzed (maximum 3 pages):**

- A. Product
  - Identify the main objectives of the product line.
  - Which products should be discontinued? Justify your answer.
  - Which products should be added? Justify your answer.
- B. Price
  - Identify the pricing objectives.
  - To what extent are prices determined by cost, demand, or competition criteria? Justify your answer.
- C. Distribution
  - Identify distribution goals.
  - Analyze distributors' effectiveness.
  - Should the company consider switching distribution channels? Justify your answer.
- D. Marketing
  - Identify the company's marketing objectives.
  - Is the allotted marketing budget sufficient? Justify your answer.
  - Identify the main promotional tools used by the company and analyze how effective they are.

#### **6. Finance and accounting: Financial reporting and analysis of the company (maximum 3 pages):**

- A. Briefly present the company annual financial statements (balance sheet and income statement) of the last three years, mentioning the main components: fixed assets, current assets, total assets, liabilities that must be paid in a period of up to one year and liabilities that must be paid in a period of more than one year, owner's equity, total revenues and total expenses, gross result and net result.
- B. Present aspects regarding the tax liabilities of the company: categories of tax liabilities owed, the date when they were registered, changes in the structure of tax liabilities occurred during the last three years.
- C. Present the net book result for the last three financial exercises and the method of distributing the profit/covering the accounting loss in accordance with the decisions of the General Meeting of Associates/Shareholders.
- D. Determine the main financial indicators for the last three years based on the balance sheet and the income statement of the company where you carried out the industry internship:





9) Activity financing indicators:

- Debt to Assets Ratio (DAR), computed as a ratio between total debt and total assets;
- Equity to Assets Ratio (EAR), computed as a ratio between owner's equity and total assets.

10) Short-term financial equilibrium indicators:

- Current Liquidity Ratio (CLR), computed as the ratio between total current assets (inventories, accounts receivable, cash and current accounts, short-term investments and prepayments) and current liabilities (short-term liabilities and advance registered revenues);
- Acid Test Ratio (ATR), computed as the ratio between total current assets, minus inventories (accounts receivable, cash and current accounts, short-term investments and prepayments) and current liabilities (short-term liabilities and advance registered revenues).

11) Long-term financial equilibrium:

- Debt to Equity Ratio (DER), computed as the ratio between total debt and owner's equity;
- Debt Coverage Ratio, computed as the ratio between total debt and turnover.

12) Financial performance indicators:

- Return on Equity (ROE), computed as the ratio between net profit and owner's equity;
- Return on Assets (ROA), computed as the ratio between net profit and total assets;
- Return on Sales (ROS), computed as the ratio between net profit and turnover.

O. Analyze the abovementioned financial indicators each year and illustrate graphically the evolution for each indicator. In order to improve its activity, explain what financial decisions the commercial entity where you carried out the industry internship should take in the following period.



## **APPENDIX: Project structure: The monograph of food&beverage/ catering unit**

It is highly advised to choose a food&beverage/ catering unit (from Romania or internationally), classified at least 3 stars, for which you can find information from secondary sources (for example various activity reports of the company, reports of national or international institutions / bodies, case studies, articles from scientific or specialized publications, press articles, company website, specialized websites - Horeca Romania, Horeca Insight Magazine, etc.). We recommend you to focus on Romanian or international restaurants; you can also select local or international restaurant chains, fast food restaurants, wineries, etc.).

For the selected food&beverage/ catering unit, address the following issues:

### **1. General presentation of the company where you have carried out your industry internship containing (maximum 1 page):**

a. Legal form and type of company (size category) - to identify the economic operator, access the database that includes travel agencies in Romania (<http://turism.gov.ro/web/autorizare-turism/>);

b. Main object of activity - to be studied on the website of the Ministry of Public Finance (<https://www.mfinante.gov.ro/pjuridice.html?pagina=domenii> - the search is made according to the unique Identification Code or after the Name of the operator and the County in which the operator is registered) and / or on ListaFirme.ro ([www.listafirme.ro](http://www.listafirme.ro)) - mention if there have been changes in the CANE code over the years;

c. Description of the activity in statistical data: turnover, profit / loss realized and number of employees - information can be collected from the website of the Ministry of Public Finance and / or on [www.ListaFirme.ro](http://www.ListaFirme.ro)

d. Customers, suppliers, competitors (gather information from the websites of the chosen unit and from other relevant sources; determine which customers they are trying to attract; look for information about the suppliers they turn to - Have you noticed anything notable? Identify the main competitors of the unit studied and argue your answer).

e. Describe how the space of the food unit is organized, discuss aspects related to its capacity to receive (see the Database of classified units and study the information on the website of the unit, respectively on other platforms used in promoting its offer);

f. Describe the menu offered and the services offered (online orders with or without delivery, partnerships established for delivery, reservations, organization of events, etc.)

g. Present other information on how they carry out their activity;

h. Show whether or not the chef is promoted.

### **2. Organizational structure (maximum 2 pages):**

Describe the manner in which the organization is structured: main departments, task-oriented departments.



### 3. Human Resources Management (maximum 2 pages):

#### a. Analyze staff structure (in the last 3 years):

- diversity analysis (diversity of staff by gender, age, ethnicity, etc. at all levels of the organization - graphs, tables, descriptive analysis);
- analysis of staff dynamics (personnel fluctuation analysis, age/loyalty analysis in the organization - graphs, tables, descriptive analysis).

#### b. Analyze the recruitment activity (within one year):

- recruitment sources (profiles of people with similar/identifiable characteristics on the labor market, which the organization considers - tables, graphs, analysis showing the variety of sources, the degree of detail on the recruitment sources profile, etc.);
- recruitment methods (techniques used to attract potential candidates - tables, graphs, analysis of the extent to which these methods are synchronized with recruitment sources, creativity and the impact of recruitment methods, etc.);
- recruiters (people involved in the search for talents, both within and outside the organization - description and analysis of the number of people correlated with the need for staff, the qualities of the persons involved, etc.).

### 4. Activity planning within the company (maximum 1 page):

a. Describe two plans drafted by the company for the current year: one plan for single use, the second plan for permanent use;

b. Illustrate two planning tools used by the company.

### 5. Marketing – the following elements will be analyzed (maximum 3 pages):

- D. Product
- Identify the main objectives of the product line.
  - Which products should be discontinued? Justify your answer.
  - Which products should be added? Justify your answer.
- B. Price
- Identify the pricing objectives.
  - To what extent are prices determined by cost, demand, or competition criteria? Justify your answer.
- C. Distribution
- Identify distribution goals.
  - Analyze distributors' effectiveness.
  - Should the company consider switching distribution channels? Justify your answer.
- D. Marketing
- Identify the company's marketing objectives.
  - Is the allotted marketing budget sufficient? Justify your answer.
  - Identify the main promotional tools used by the company and analyze how effective they are.

### 6. Finance and accounting: Financial reporting and analysis of the company (maximum 3 pages):

P. Briefly present the company annual financial statements (balance sheet and income statement) of the last three years, mentioning the main components: fixed assets, current assets, total assets,



liabilities that must be paid in a period of up to one year and liabilities that must be paid in a period of more than one year, owner's equity, total revenues and total expenses, gross result and net result.

Q. Present aspects regarding the tax liabilities of the company: categories of tax liabilities owed, the date when they were registered, changes in the structure of tax liabilities occurred during the last three years.

R. Present the net book result for the last three financial exercises and the method of distributing the profit/covering the accounting loss in accordance with the decisions of the General Meeting of Associates/Shareholders.

S. Determine the main financial indicators for the last three years based on the balance sheet and the income statement of the company where you carried out the industry internship:

13) Activity financing indicators:

- Debt to Assets Ratio (DAR), computed as a ratio between total debt and total assets;
- Equity to Assets Ratio (EAR), computed as a ratio between owner's equity and total assets.

14) Short-term financial equilibrium indicators:

- Current Liquidity Ratio (CLR), computed as the ratio between total current assets (inventories, accounts receivable, cash and current accounts, short-term investments and prepayments) and current liabilities (short-term liabilities and advance registered revenues);
- Acid Test Ratio (ATR), computed as the ratio between total current assets, minus inventories (accounts receivable, cash and current accounts, short-term investments and prepayments) and current liabilities (short-term liabilities and advance registered revenues).

15) Long-term financial equilibrium:

- Debt to Equity Ratio (DER), computed as the ratio between total debt and owner's equity;
- Debt Coverage Ratio, computed as the ratio between total debt and turnover.

16) Financial performance indicators:

- Return on Equity (ROE), computed as the ratio between net profit and owner's equity;
- Return on Assets (ROA), computed as the ratio between net profit and total assets;
- Return on Sales (ROS), computed as the ratio between net profit and turnover.

T. Analyze the abovementioned financial indicators each year and illustrate graphically the evolution for each indicator. In order to improve its activity, explain what financial decisions the commercial entity where you carried out the industry internship should take in the following period.

Internship coordinators

1. Lect.univ.dr. Cristina-Ioana Balint
2. Lect.univ.dr. Emanuel Emil Săvan
3. Asist.univ.dr. Tudor Opreșor
4. Asist.univ.drd. Ionuț Călin Cazan