



SYLLABUS Academic year 2022-2023

1. Information regarding the program

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 /	ADMINISTRAREA AFACERILOR ÎN OSPITALITATE ȘI
Qualification	TURISM INTERNATIONAL (cu predare în limba engleză)

2. Information regarding the course

zi imormation regarding the course						
2.1. Name of the course Operațiuni			și strategii în industria cazării/Lodging operations and business			
2.1. Name of the cour						
2.2. Code	IME0033	IME0033				
2.3. Course coordinate	or	Prof.dr.ADINA NEGRUSA				
2.4. Seminar coordinator Prof.dr.ADINA NEGRUSA						
2.5. Year of study I	26 Samastar	2	2.7. Type of	Е	2.8. Type of course	compulsory
2.3. 1 car of study 1	2.0. Semester	2	evaluation	Ľ	2.6. Type of course	compulsory

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

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3.1. Hours per week	3	Of which: 3.2. lecture	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	42	Of which: 3.5. lecture	28	3.6. seminar/laboratory	14
Time allotment:		·			ore
Learning using manual, course support, bibliography, course notes					30
Additional documentation (in libraries, on electronic platforms, field documentation)					30
Preparation for seminars/labs, homework, papers, portfolios and essays					32
Tutorship					6
Evaluations					2
Other activities:					8
3.7. Total individual study hours					108
3.8. Total hours per semester					150
3.9. Number of ECTS credits					6

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

	ceme competencies acquired
Professional Competencies	 Managing hotel operations Inspect guestroom conditions according to standardized procedures Motivate employees to achieve desired performance Implementing hotel strategies Accurately implement health and safety regulation
Transversal competencies	CT1 Application of the principles, norms and of the values of professional ethics within one's own rigorous, efficient and responsible work strategies

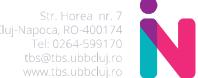
7. Objectives of the course (outcome of the acquired competencies)

7.1. General	This course is an overview of hospitality and lodging management.			
objective of the	• Students will learn the types of lodging establishments, hotels, ownership and			
course	levels of service.			
	Special focus is given to the front office and basic communication and			
	telecommunication procedures in relation to customer service.			
	Hospitality services, basic housekeeping skills and industry safety are			
	additional components of this course.			
	• Understand the history, organization, complexity, and scope of not only the lo			
	dging industry but			
	also the people and roles (stakeholders) involved in the lodging industry.			
	Speak and write using terminology appropriate to the lodging industry.			
72 6 '6	• Understand the various career directions within the Lodging Industry.			
7.2. Specific	• Identify the relationship between a hotel's operational departments.			
objective of the	Understand common lodging terms, and how they are used in the hotel			
course	industry.			
	Describe the basic organizational structure of a hotel.			
	Understand the role and responsibilities of a General Manager in a lodging			
	establishment.			
	Understand the role and responsibilities of the human resource department.			











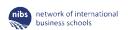


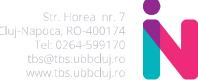
8. Content

8.1. Course	Teaching method	Remarks
Overview of Lodging Industry	interactive discussion,	• 2 lectures
The history of lodging	questioning, heuristic	
Lodging industry classification	conversation	
2. Front Office Operations	interactive discussion,	• 3 lectures
Organization	questioning, heuristic	
Reservations	conversation	
Registration		
Guest services		
Night Audit		
Checkout		
3. Housekeeping	interactive discussion,	• 1 lecture
Housekeeping staff	questioning, heuristic	
• Scheduling	conversation	
Guest room cleaning		
Public area cleaning		
Inventory and control		
4. Strategic pricing and Revenue Management	interactive discussion,	• 1 lecture
• Fundamentals of Revenue	questioning, heuristic	
Ways to achieve Revenue Management	conversation	
5. Strategic pricing and Yield Management	interactive discoveries	• 1 lecture
Strategic pricing and 4 leid Management Pricing and revenue optimization	interactive discussion,	• 1 lecture
Fricing and revenue optimization	questioning, heuristic	
	conversation	
6. Strategic management process	interactive discussion,	• 1 lecture
Global competitiveness in the hospitality	questioning, heuristic	
and lodging industry	conversation	
Situation analysis	Conversation	
7. Strategic direction for lodging and tourism	interactive discussion,	• 2 lectures
Analysis of external and internal context	questioning, heuristic	
Creating a strategic direction	conversation	
8. Strategy formulation	interactive discussion,	• 1 lecture
Concentration strategies	questioning, heuristic	
Vertical Integration strategies	conversation	
Diversification strategies		











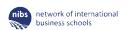


 9. Strategy implementation • Strategic restructuring • Function level strategies 		interactive discussion, questioning, heuristic conversation	• 1 lecture
Strategy implementation Interorganizational relations		interactive discussion, questioning, heuristic	• 1 lecture
Tourism		conversation	. 1 1 11
Bibliography	management, Butterworth He 2. Bardi, James A. (2007) – He &Sons, Third edition. 3. Enz, Cathy A. Hospitality Str Wiley and Sons, 2009 4. David K. Hayes & Jack D. N Hall, USA 5. David K. Hayes, Revenue M and Sons, 2010 6. Lupu, N., Hotelul- economie	einemann, Second edition. etel Front Office Management, Editategic Management: Concepts and inemeier, Hotel Operations Management for the Hospitality Indiginal management, Editura All Beck, unităților hoteliere, Editura Alma I	d Cases, John gement, Prentice ustry, John Wiley Bucureşti 2010.

8.2. Seminar / laboratory	Teaching method	Remarks
Partners in lodging industry	Exercise and case study analysis	1 seminar
2. Measuring hotel performance	Exercise and case study analysis -	1 seminar
	Assignement	
3. Reservation systems and operational	Exercise and case study analysis –	2 seminars
reservation plans	Assignment	
4. Check-in/Check-out operations	Exercise and case study analysis	1 seminar
5. Scheduling and inventory tools	Exercise and case study analysis	1 seminar
	Assignment	
7. Pricing and Yield Management	Exercise and case study analysis	1 seminar
	Practical Pricing for Hotel Industry	
8. Pricing and Yield Management	Exercise and case study analysis	1 seminar
	Assignement	
9. Analysis of the Lodging Industry	Exercise and case study analysis-	1 seminar
Players	presentation	













10. Porter's Five Forces and Industry Characteristics	Exercise and case study analysis - presentation	1 seminar
11. Strategic Direction Organizational values, resources and competitive advantages	Exercise and case study analysis - presentation	1 seminar
12. Strategy formulation Vertical Integration strategies and Generic business strategies	Exercise and case study analysis- presentation	1 seminar
13. Strategy formulation Concentration strategies and Generic business strategies	Exercise and case study analysis- presentation	1 seminar
Bibliography Same titles mentioned above	/e	

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
- accounting expert, in diagnosing the financial state of the entity within hospitality and tourism sector, revenue manager

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of final grade
10.4. Course	 correctly applying the learnt notions; identifying the correct solutions 	Final exam	40%
10.5.6	 correctly applying the learnt notions practical utilization of learnt notions 	Assignments	30%
10.5. Seminar/lab activities • applying the methods and research tools • applying the specific theoretical notions • practical skills in the field		Project	30%

10.6. Minimum performance standards















- > knowledge of basic notions and their application to practical situations;
- > interpretation of obtained results.

Date	Course coordinate	or Seminar coordinator
	Prof. Dr Adina Negrușa	Prof. Dr Adina Negrușa
Date	of approval	Head of department
		Assoc. Prof. Dr Oana Adriana Gică







