



SYLLABUS

Academic year 2018-2019

1. Information regarding the programme

1.1. Higher education institution	Universitatea Babeş-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	Business Administration in Hospitality Services

2. Information regarding the course

2.1. Name of the course	Leisure and recreation						
2.2. Code	ILE0057						
2.3. Course coordinator	Assoc. professor, dr. Marius BOTA						
2.4. Seminar coordinator	Assoc. professor, dr. Marius BOTA						
2.5. Year of study	3	2.6. Semester	I	2.7. Type of evaluation	C	2.8. Type of course	Optional

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

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:					hours
Learning using manual, course support, bibliography, course notes					20
Additional documentation (in libraries, on electronic platforms, field documentation)					12
Preparation for seminars/labs, homework, papers, portfolios and essays					12
Tutorship					2
Evaluations					2
Other activities:	Preparing the final exam				10
3.7. Total individual study hours					58
3.8. Total hours per semester					100
3.9. Number of ECTS credits					4

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

5. Conditions (if necessary)

5.1. for the course	Classroom equipped with projector, computer
5.2. for the seminar /lab activities	Classroom equipped with projector, computer



6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> Gathering, processing, and analysing economic data for business management (C1) Business environment research for substantiation of business decisions (C2) Implementing business development strategies in the hospitality industry (C4)
Transversal competencies	<ul style="list-style-type: none"> Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient work within a team (CT2)

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

7.1. General objective of the course	<ul style="list-style-type: none"> The objective of this course is to introduce students to leisure products and activities and its applications into business science
7.2. Specific objective of the course	<ul style="list-style-type: none"> Analyzing the leisure and recreation industry Analysis of mechanism for research and development of a new leisure product Study issues related to the development of different types of leisure products Learning management and marketing tactics for the new leisure products

8. Content

8.1. Course		Teaching Method	Remarks
1	Leisure – recreation and entertainment Leisure - historical perspective	Oral presentation, multimedia, exemplification	1 lecture
2	Leisure – recreation and entertainment Leisure - cultural heritage Leisure – different meanings	Oral presentation, multimedia, exemplification	1 lecture
3	Leisure industry Leisure industry – stakeholders The needs of consumers for leisure	Oral presentation, multimedia, exemplification	1 lecture
4	Leisure industry Providers of leisure products Current trends in leisure industry	Oral presentation, multimedia, exemplification	1 lecture
5	Evaluation of leisure demand and supply Factors determining participation in various leisure activities	Oral presentation, multimedia, exemplification	1 lecture
6	Evaluation of leisure demand and supply The impact of leisure	Oral presentation, multimedia,	1 lecture





		exemplification	
7	Leisure products Leisure products classification	Oral presentation, multimedia, exemplification	1 lecture
8	Leisure products Planning and developing leisure products	Oral presentation, multimedia, exemplification	1 lecture
9	Leisure products The legal framework necessary to develop a recreation and entertainment services	Oral presentation, multimedia, exemplification	1 lecture
10	Leisure products Planning entertainment and leisure services offered by the public sector	Oral presentation, multimedia, exemplification	1 lecture
11	Recreation and entertainment programs and events The program and the event	Oral presentation, multimedia, exemplification	1 lecture
12	Recreation and entertainment programs and events Events planning	Oral presentation, multimedia, exemplification	1 lecture
13	Recreation and entertainment programs and events Events conceptualization	Oral presentation, multimedia, exemplification	1 lecture
14	Recapitulation	Oral presentation, multimedia, exemplification	1 lecture
Bibliography		<ol style="list-style-type: none"> 1. Allen, J. (2000). <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events</i>. New York, John Wiley & Sons; 2. Grainger-Jones, B., <i>Managing leisure</i>, Butterworth Heinemann, Eastbourne, 1999 3. Hughes, H., <i>Arts, entertainment and tourism</i>, Butterworth Heinemann, 2005 4. Krippendorf, J., <i>The holiday makers – understanding the impact of leisure and travel</i>, Butterworth Heinemann, Cornwall, 2001 5. Tribe, J., <i>The economics of recreation, leisure and tourism</i>, Third Edition, Butterworth Heinemann, 2005 6. Torkildsen, G., <i>Leisure and recreation management</i>, Routledge, New York, 2005 	

8.2. Seminar/laboratory		Teaching Method	Remarks
1	Requirements for course and seminar activities	Group discussions/ Exemplification	1 seminar (2 hours/week)





2	Leisure - historical perspective Leisure – cultural heritage	Case study	1 seminar (2 hours/week)
3	The needs of consumers for leisure Current trends in leisure industry	Case study	1 seminar (2 hours/week)
4	Factors determining participation in various leisure activities	Case study	1 seminar (2 hours/week)
5	The impact of leisure Leisure products	Case study	1 seminar (2 hours/week)
6	Planning and developing leisure products	Case study	1 seminar (2 hours/week)
7	Project presentation	Group discussions/ Exemplification	1 seminar (2 hours/week)
Bibliography		<ol style="list-style-type: none"> 1. Grainger-Jones, B., <i>Managing leisure</i>, Butterworth Heinemann, Eastbourne, 1999 2. Hoyle, L. H. (2003). <i>Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions</i>. New York: Wiley 3. Hughes, H., <i>Arts, entertainment and tourism</i>, Butterworth Heinemann, 2005 4. Krippendorf, J., <i>The holiday makers – understanding the impact of leisure and travel</i>, Butterworth Heinemann, Cornwall, 2001 5. Tribe, J., <i>The economics of recreation, leisure and tourism</i>, Third Edition, Butterworth Heinemann, 2005 	

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

Course content is consistent with what is done in other universities at home and abroad.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share in the final grade (%)
10.4. Course	<ul style="list-style-type: none"> • Logical application of the learned concepts • Explain the results logically and correctly 	Final exam	60%
10.5. Seminar	<ul style="list-style-type: none"> • Ability to analyze and apply learned concepts 	Project (team)	25%
		Essay (individual)	15%
10.6. Minimum performance standards			
<ul style="list-style-type: none"> • Analyze research and development for of a new leisure product 			

Date

Course coordinator

Seminar coordinator

Assoc. professor, dr. Marius

Assoc. professor, dr. Marius BOTA





UNIVERSITATEA
BABEȘ-BOLYAI

FACULTATEA DE
BUSINESS
IN PARTNERSHIP

BOTA

Date of approval

Head of department

