

SYLLABUS

Academic year 2018-2019

1. Information regarding the programme

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| 1.1. Higher education institution | Universitatea Babeş-Bolyai |
| 1.2. Faculty | Faculty of 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 (English) |

2. Information regarding the course

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|--------------------------|--------------------------------------|---------------|----|-------------------------|---|---------------------|----------|
| 2.1. Name of the course | Marketing and Management Simulations | | | | | | |
| 2.2. Code | ILE0079 | | | | | | |
| 2.3. Course coordinator | Lecturer Cristina FLEŞERIU, PhD. | | | | | | |
| 2.4. Seminar coordinator | Lecturer Cristina FLEŞERIU, PhD. | | | | | | |
| 2.5. Year of study | 2 | 2.6. Semester | II | 2.7. Type of evaluation | C | 2.8. Type of course | elective |

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

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|---|----|------------------------|----|-------------------------|-------|
| 3.1. Hours per week | 3 | Of which: 3.2. lecture | 1 | 3.3 seminar/laboratory | 2 |
| 3.4. Total hours in the curriculum | 42 | Of which: 3.5. lecture | 14 | 3.6. seminar/laboratory | 28 |
| Time allotment: | | | | | hours |
| Learning using manual, course support, bibliography, course notes | | | | | 8 |
| Additional documentation (in libraries, on electronic platforms, field documentation) | | | | | 7 |
| Preparation for seminars/labs, homework, papers, portfolios and essays | | | | | 4 |
| Tutorship | | | | | 2 |
| Evaluations | | | | | 2 |
| Other activities: | | | | | 8 |
| 3.7. Total individual study hours | | | 33 | | |
| 3.8. Total hours per semester | | | 75 | | |
| 3.9. Number of ECTS credits | | | 3 | | |

4. Prerequisites (if necessary)

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| 4.1. curriculum | |
| 4.2. competencies | |

5. Conditions (if necessary)

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| 5.1. for the course | Room with computers network, Internet connection, video projector |
| 5.2. for the seminar /lab activities | |

6. Specific competencies acquired

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| Professional competencies | <ul style="list-style-type: none"> gathering, processing, and analysing economic data for business management (C1) implementing the business development strategies in the companies belonging to 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 teamwork (CT2) |

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

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|---------------------------------------|--|
| 7.1. General objective of the course | <ul style="list-style-type: none"> the students can apply marketing and management concepts and use the marketing variables in a realistic frame |
| 7.2. Specific objective of the course | <ul style="list-style-type: none"> to use in practice concepts such as: marketing mix (price, promotion, product, place); markets that have different answers and different types of business environments; the push strategy vs. the pull strategy; short term strategies vs. long term strategies; business-to-business sales; marketing research and it's help for taking the decisions; performance measures etc. |

8. Content

| 8.1. Course | | Teaching Method | Remarks |
|-------------|---|----------------------|-----------------------|
| 1 | Topic presentation and the requirements for the students regarding this laboratory. Company organization | Interactive exposure | Organizing activities |
| 2 | Marketing research about the market and establishing initial strategies to enter on the market | Interactive exposure | Theoretical aspects |
| 3 | Developing the tactical details (hiring the sales force, promotion campaigns and design, setting the price) | Interactive exposure | Theoretical aspects |
| 4 | Entrance on a chosen market/ markets | Interactive exposure | Theoretical aspects |
| 5 | The results evaluation until this moment | Interactive exposure | Theoretical aspects |
| 6 | Adjusting the strategy and the decisions for the future | Interactive exposure | Theoretical aspects |
| 7 | Reviewing the strategy and creating a | Interactive | Theoretical aspects |

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|---------------------|---|--|---------------------|
| | financial projection and analyzing the results and improving the strategy and the tactics | exposure | |
| 8 | Increasing the number of products (the goal is to increase the market share and the profit) | Interactive exposure | Theoretical aspects |
| 9 | Penetrating new markets (the goal is to increase the market share and the profit) | Interactive exposure | Theoretical aspects |
| 10 | Increasing the number of products and penetrating new markets (the goal is to increase the market share and the profit) | Interactive exposure | Theoretical aspects |
| Bibliography | | <ol style="list-style-type: none"> 1. Mathur U.C. (2008), <i>Business-to-Business Marketing</i>, New Age International (P) Ltd., New Delhi 2. Kotler P. & Keller K. L. (2006), <i>Marketing Management</i>, Twelfth edition, Pearson Education, New Jersey 3. Proctor T. (2005), <i>Essentials of marketing Research</i>, Forth Edition, Prentice Hall, London 4. Wilson R. M. S. & Gilligan C. (2005), <i>Strategic Marketing Management</i>, Third Edition, Elsevier, London 5. Kotler P. & Amstrong G. (2008), <i>Principiile marketingului</i>, Ediția a IV-a, Editura Teora, București | |

| 8.2. Seminar/laboratory | | Teaching Method | Remarks |
|-------------------------|---|--------------------------------|--|
| 1 | Topic presentation and the requirements for the students regarding this laboratory. Company organization | Interactive exposure, Exercise | Organizing activities. The company's stage at this moment and the identification of potential markets |
| 2 | Marketing research about the market and establishing initial strategies to enter on the market | Interactive exposure, Exercise | Analyzing the market dimension, establishing the main objectives and the initial strategy, establishing the products |
| 3 | Developing the tactical details (hiring the sales force, promotion campaigns and design, setting the price) | Interactive exposure, Exercise | Hiring the sales force, establishing the promotion campaign, setting the production costs and then the prices for the products, setting the profitability based on the estimations |
| 4 | Entrance on a chosen market/ markets | Interactive exposure, Exercise | Opening some outlets |
| 5 | The results evaluation until this moment | Interactive exposure, Exercise | Identifying the market share, analyzing the sales, identifying the profitability for each division, identifying the profitability for each product |
| 6 | Adjusting the strategy and the decisions for | Interactive | Analyzing the competition |

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| | the future | exposure, Exercise | (market share, volume of sales, profitability, price etc.) |
| 7 | Reviewing the strategy and creating a financial projection and analyzing the results and improving the strategy and the tactics | Interactive exposure, Exercise | Research investments – development, regional publicity, schedule for the sales force etc., evaluating the results after the strategy improvement |
| 8 | Increasing the number of products (the goal is to increase the market share and the profit) | Interactive exposure, Exercise | Research investments – development with the goal to create new products |
| 9 | Penetrating new markets (the goal is to increase the market share and the profit) | Interactive exposure, Exercise | Market research to penetrate other markets |
| 10 | Increasing the number of products and penetrating new markets (the goal is to increase the market share and the profit) | Interactive exposure, Exercise | Developing an improved strategy with the goal to increase the market share and the profit |
| 11 | Colocviu | | Evaluating the simulation results |
| Bibliography | | 6. Mathur U.C. (2008), <i>Business-to-Business Marketing</i> , New Age International (P) Ltd., New Delhi 7. Kotler P. & Keller K. L. (2006), <i>Marketing Management</i> , Twelfth edition, Pearson Education, New Jersey 8. Proctor T. (2005), <i>Essentials of marketing Research</i> , Forth Edition, Prentice Hall, London 9. Wilson R. M. S. & Gilligan C. (2005), <i>Strategic Marketing Management</i> , Third Edition, Elsevier, London 10. Kotler P. & Amstrong G. (2008), <i>Principiile marketingului</i> , Ediția a IV-a, Editura Teora, București | |

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 topics covered are similar to those addressed in other prestigious universities at home and abroad. In order to adapt the content the discipline to the labor, meetings were held with representatives from the business community.

10. Evaluation

| Type of activity | 10.1 Evaluation criteria | 10.2 Evaluation method | 10.3 Percent from the end grade |
|---|--|-----------------------------------|---------------------------------|
| 10.5 Seminar/lab activities | <ul style="list-style-type: none"> Ability to apply the learned specialized concepts; Interest for study | Evaluating the simulation results | 100 % |
| 10.6. Minimum performance standards | | | |
| <ul style="list-style-type: none"> Evaluating the fundamental concepts about management and marketing and putting these notions into | | | |



practice.

Date

Course coordinator

Seminar coordinator

Lecturer Cristina FLEȘERIU,
PhD.

Lecturer Cristina FLEȘERIU, PhD.

Date of approval

Head of department

