

Ellective Disciplines
Academic year 2018-2019
Specialization Business Administration in Hospitality and
International Tourism – line of study English
2nd Year
FULL-TIME

1st Semester

Studentii vor alege 2 din cele 3 discipline prezentate

Nr. crt	Disciplina	Titular	credite	Forma de verificare	Ore curs	Ore seminar	Ore laborator
1.	Managamentul lanțului logistic/Supply Chain Management	Conf.univ.dr. Oana Adriana Gică	3	C	1	1	-
2.	Comportanetul consumatorului în ospitalitate și turism/Principles of Consumer Behavior in Hospitality and Tourism	Conf.univ.dr. Crina Dacina Petrescu	3	C	1	1	-
3.	Managementul calității serviciilor/Service Quality Management	Lect.univ.dr. Sorin Paul Lazăr	3	C	1	1	-

2nd Semester

Studentii vor alege 2 din cele 4 discipline prezentate

Nr. crt	Disciplina	Titular	credite	Forma de verificare	Ore curs	Ore seminar	Ore laborator
1.	Turism urban/Urban Tourism	Conf.univ.dr.Valentin Toader/Lect.univ.dr. Cristina Freșeriu	5	E	1	1	-
2.	Turism cultural/Cultural Tourism	Lect.univ.dr. Monica Maria Coroș	5	E	1	1	-
3.	Limbă străină/Foreign Language		5	E	1	1	-

4.	Organizarea activităților de ghidaj turistic/Organizing Guiding Activities	Cristina Bolog	5	E	1	1	-
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1st Semester

Supply Chain Management

General objective of the course

The course objective is to provide students the main theoretical approaches and practical supply chain management field. After completion of this course students will pose a solid set of knowledge on procurement, storage and inventory management, transportation systems and strategies for building an effective supply chain. During the semester lectures will be supplemented by discussion and analysis of case studies or articles.

Specific objective of the course

- Have knowledge of the overall supply chain concepts and components.
- To describe the activities of procurement and to use properly inventory management techniques
- Have knowledge of transportation systems
- Acquire the means to assess the overall performance of their supply network.

Evaluation policy

Final exam will consist of both multiple-choice questions and opened questions	50 %
Group Project – case study	40 % (25% written report; 15% presentation)
Active participation during classes	10 %

Consumer behavior

Course objectives:

To help students understand the way consumers believe, feel, act, and react in the market place, what are the influencing factors, and answer questions such as: Why do they buy? Why do they have certain preferences and not others? How are they formed? Where do they buy? Where do they consume? How often do they buy? Under what conditions do they buy? Under what circumstances do they consume? What are they doing with the product after use?, from the perspective of the hospitality and tourism field.



Course topics:

1. Consumer behavior - definition, its role and importance
2. Factors influencing consumer behavior: cultural, economic, personal and demographic (age and stage of life cycle, lifestyle, etc.), social (social groups, roles, social status, etc.), psychological (perception, motivation, learning, attitudes, beliefs), situational and their characteristics for hospitality and tourism field.
3. Purchase decision: What is buying decision?, Participants in decision, Behavior and purchasing decisions patterns, Buying decision process
4. We are all consumers: Consumers in the European Union, Consumer Protection in Romania, Unfair trade practices, Alternative methods of conflict resolution - ADR
5. Consumer behavior between profit, society and the natural environment: Consumer behavior and ethics, consumer behavior and sustainable development in hospitality and tourism field.

SERVICE QUALITY MANAGEMENT

Customers today expect a very high overall level of service in hospitality, tourism, and leisure. Competition in these fields will thus be driven by strategies focusing on quality of service to add value.

Service Quality Management highlights concepts and strategies that will improve the delivery of hospitality services, and provides clear and simple explanations of theoretical concepts as well as their practical applications.

The aim of this course is to help students understand what the organization does in relation to quality management, highlight how to develop high quality processes, help to develop an appreciation of quality as a consideration not just for organizations but for the individual managers. The module will also provide guidance on a number of appropriate methods for understanding and measuring performance.

Structure:

- Perceptions of service quality
- Dimensions of service quality
- Impacts of people on service quality.
- Impacts of process on service quality
- Impacts of physical evidence on service quality
- Service Quality-Satisfaction Relationship
- Definition of service quality.
- Determinants of service quality
- Measuring service quality
- Measurements techniques
- Service quality procedures.
- Service quality procedures.
- Motivation personnel to deliver quality



2nd Semester

URBAN TOURISM

Professors: lect.dr. Cristina FLEȘERIU, conf.univ.dr. Valentin TOADER

Number of hours/week: 1 hour of lecture + 1 hour of seminar/week

Number of ECTS: 3

Semester: second year, second semester

Why is useful to study Urban Tourism?

- understand better the characteristics of urban tourism
- know the motivations tourism have when they practice urban tourism
- be able to measure the urban tourism flows
- recognize the challenges faced by local authorities in the urban tourism strategy development
- understand the role of sharing economy (AirBNB, Uber, Bla Bla Car, Eat With, With locals) in urban tourism development

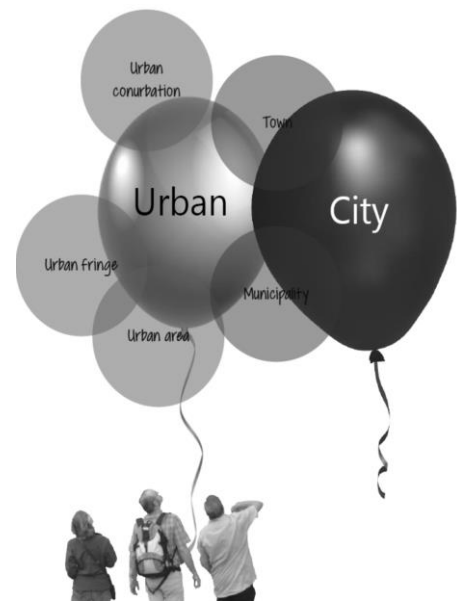
The main topics discussed:

- Defining urban tourism and urban tourism organizations
- Relationship between tourism and urban development
- Motivations for urban tourism. Information needs of city travelers
- Challenges in urban tourism development
- Measuring the level of activity in urban tourism
- Sharing economy and urban tourism

Evaluation method

Project:

- 40% out of your final grade – project content: Urban Tourism in the city of...
- 60% out of your final grade – project presentation



CULTURAL TOURISM

assist. lect. dr Monica Maria COROȘ
monica.coros@gmail.com



Foreign Language (elective course)

French: Assoc. Prof. Dr Alexandra Viorica Dulău (alexandra.dulau@econ.ubbcluj.ro);

German: Assist. Lect. Dr Kovacs Reka; Italian: Asist. Lect. Dr Diana Sopen; Spanish: Assist. Lect. Dr Timea Tocalachis

- *General objective of the course:* development of the language skills required for the effective use of foreign languages in everyday life and in professional contexts by developing linguistic, discursive, strategic and socio-cultural competences;



- *Specific objectives of the course:* to understand clear standard spoken and written messages on tourism and hospitality topics; to understand the main points of clear messages; to understand attitudes and opinions expressed in clear standard foreign languages; to engage and hold conversations on various every day and professional topics; to describe clearly and fluently (orally and in writing) real or imaginary events, experiences; to adapt the discourse to the context (formal/informal register); to produce simple connected text on topics which are familiar or of personal interest; to write clear memos, letters, reports; to summarize information, giving reasons and explanations for opinions and plans; to communicate effectively in foreign-language governed business environment.
- *Topics:*
 - Hospitality businesses – accommodation, restoration, and leisure services;
 - Legal framework in international tourism and international organizations;
 - Hospitality businesses – travel services; insurances; intermediaries; getting and providing directions/tour-guiding;
 - Types of tourists; tourism-related interactions;
 - Heritage Events and Festivals. Trails and Themed Routes. Religion, Religious and Pilgrimage Tourism;
- *Evaluation:* Lecture attendance and activity (30 %), Seminar attendance and activity (30 %) and Oral presentation of assigned topics (40 %).

