

## SYLLABUS

### Academic year 2017-2018

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

#### 2. Information regarding the course

2.1. Name of the course	Operațiuni și strategii în industria cazării/Lodging operations and business strategies						
2.2. Code	IME0033						
2.3. Course coordinator	ADINA NEGRUSA						
2.4. Seminar coordinator	ADINA NEGRUSA						
2.5. Year of study	I	2.6. Semester	2	2.7. Type of evaluation	E	2.8. Type of course	compulsory

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

3.1. Hours per week	4	Of which: 3.2. lecture	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	56	Of which: 3.5. lecture	28	3.6. seminar/laboratory	28
Time allotment:					ore
Learning using manual, course support, bibliography, course notes					24
Additional documentation (in libraries, on electronic platforms, field documentation)					24
Preparation for seminars/labs, homework, papers, portfolios and essays					24
Tutorship					6
Evaluations					2
Other activities:					8
3.7. Total individual study hours					94
3.8. Total hours per semester					150
3.9. Number of ECTS credits					<b>6</b>

#### 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**

Professional Competencies	<ul style="list-style-type: none"> <li>• Managing hotel operations</li> <li>• Inspect guestroom conditions according to standardized procedures</li> <li>• Motivate employees to achieve desired performance</li> <li>• Implementing hotel strategies</li> <li>• Accurately implement health and safety regulation</li> </ul>
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 objective of the course	<ul style="list-style-type: none"> <li>• This course is an overview of hospitality and lodging management.</li> <li>• Students will learn the types of lodging establishments, hotels, ownership and levels of service.</li> <li>• Special focus is given to the front office and basic communication and telecommunication procedures in relation to customer service.</li> <li>• Hospitality services, basic housekeeping skills and industry safety are additional components of this course.</li> </ul>
7.2. Specific objective of the course	<ul style="list-style-type: none"> <li>• Understand the history, organization, complexity, and scope of not only the lodging industry but also the people and roles (stakeholders) involved in the lodging industry.</li> <li>• Speak and write using terminology appropriate to the lodging industry.</li> <li>• Understand the various career directions within the Lodging Industry.</li> <li>• Identify the relationship between a hotel's operational departments.</li> <li>• Understand common lodging terms, and how they are used in the hotel industry.</li> <li>• Describe the basic organizational structure of a hotel.</li> <li>• Understand the role and responsibilities of a General Manager in a lodging establishment.</li> <li>• Understand the role and responsibilities of the human resource department.</li> </ul>

## 8. Content

8.1. Course	Teaching method	Remarks
1. Overview of Lodging Industry <ul style="list-style-type: none"> <li>• The history of lodging</li> <li>• Lodging industry classification</li> </ul>	interactive discussion, questioning, heuristic conversation	• 1 lecture
2. Organizational Structure <ul style="list-style-type: none"> <li>• Job specialization</li> <li>• The organization of a lodging establishment</li> <li>• Patterns of authority</li> <li>• Span of control</li> </ul>	interactive discussion, questioning, heuristic conversation	• 1 lecture
3. Front Office Operations <ul style="list-style-type: none"> <li>• Organization</li> <li>• Reservations</li> <li>• Registration</li> <li>• Guest services</li> <li>• Night Audit</li> <li>• Checkout</li> </ul>	interactive discussion, questioning, heuristic conversation	• 1 lecture
4. Housekeeping <ul style="list-style-type: none"> <li>• Housekeeping staff</li> <li>• Scheduling</li> <li>• Guest room cleaning</li> <li>• Public area cleaning</li> <li>• Inventory and control</li> </ul>	interactive discussion, questioning, heuristic conversation	• 1 lecture
5. Staff training and motivation <ul style="list-style-type: none"> <li>• Work and people</li> <li>• Motivating and paying</li> <li>• The sales staff</li> <li>• Characteristics of a successful sales department</li> </ul>	interactive discussion, questioning, heuristic conversation	• 1 lecture
6. Hotel Food and Beverage <ul style="list-style-type: none"> <li>• Operational areas of the Food and Beverage Department</li> <li>• Management of Hotel Food and Beverage</li> </ul>	interactive discussion, questioning, heuristic conversation	• 1 lecture
7. Strategic pricing and Yield Management <ul style="list-style-type: none"> <li>• Fundamentals of Yield</li> <li>• Ways to achieve Yield Management</li> </ul>	interactive discussion, questioning, heuristic conversation	• 1 lecture
8. Strategic pricing and Yield Management	interactive discussion,	• 1 lecture

<ul style="list-style-type: none"> <li>Pricing and revenue optimization</li> </ul>	questioning, heuristic conversation	
9. Resorts, Themed Lodging and Special Lodging Environments <ul style="list-style-type: none"> <li>Recreation and leisure activities</li> <li>Activity-based lodging</li> <li>Themed lodging</li> </ul>	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> <li>1 lecture</li> </ul>
10. Strategic management process <ul style="list-style-type: none"> <li>Global competitiveness in the hospitality and lodging industry</li> <li>Situation analysis</li> </ul>	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> <li>1 lecture</li> </ul>
11. Strategic direction for lodging and tourism <ul style="list-style-type: none"> <li>Analysis of external and internal context</li> <li>Creating a strategic direction</li> </ul>	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> <li>1 lecture</li> </ul>
12. Strategy formulation <ul style="list-style-type: none"> <li>Concentration strategies</li> <li>Vertical Integration strategies</li> <li>Diversification strategies</li> </ul>	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> <li>1 lecture</li> </ul>
13. Strategy implementation <ul style="list-style-type: none"> <li>Strategic restructuring</li> <li>Function level strategies</li> </ul>	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> <li>1 lecture</li> </ul>
14. Strategy implementation <ul style="list-style-type: none"> <li>Interorganizational relations</li> <li>Tourism clusters</li> </ul>	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> <li>1 lecture</li> </ul>
Bibliography	1. Abbot, P. and Lewry, S. (1999) – Front-office: Procedures, social skills, yield and management, Butterworth Heinemann, Second edition. 2. Bardi, James A. (2007) – Hotel Front Office Management, Editura John Wiley & Sons, Third edition. 3. Enz, Cathy A. Hospitality Strategic Management: Concepts and Cases, John Wiley and Sons, 2009 4. David K. Hayes & Jack D. Ninemeier, Hotel Operations Management, Prentice Hall, USA 5. David K. Hayes, Revenue Management for the Hospitality Industry, John Wiley and Sons, 2010 6. Lupu, N., Hotelul- economie și management, Editura All Beck, București 2010. 7. Negrușă, A., Managementul unităților hoteliere, Editura Alma Mater, Cluj-Napoca, 2006.	

8.2. Seminar / laboratory	Teaching method	Remarks
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1. Partners in lodging industry	Exercise and case study analysis	1 seminar
2. Measuring hotel performance	Exercise and case study analysis	1 seminar
3. Design organization structure	Exercise and case study analysis Essay evaluation	1 seminar
4. Reservation systems and operational reservation plans	Exercise and case study analysis	1 seminar
5. Check-in/Check-out operations	Exercise and case study analysis	1 seminar
6. Scheduling and inventory tools	Exercise and case study analysis Essay evaluation	1 seminar
7. Pricing and Yield Management	Exercise and case study analysis Practical Pricing for Hotel Industry	1 seminar
8. Pricing and Yield Management	Exercise and case study analysis Presentation of project	1 seminar
9. Resort sales and financing	Exercise and case study analysis Essay evaluation	1 seminar
10. Analysis of the Lodging Industry Players	Exercise and case study analysis	1 seminar
11. Porter's Five Forces and Industry Characteristics	Exercise and case study analysis Essay evaluation	1 seminar
12. Strategic Direction Organizational values, resources and competitive advantages	Exercise and case study analysis	1 seminar
13. Strategy formulation Vertical Integration strategies and Generic business strategies	Exercise and case study analysis Essay evaluation	1 seminar
14. Strategy formulation Concentration strategies and Generic business strategies	Exercise and case study analysis Presentation of project	1 seminar
<b>Bibliography</b>	Same titles mentioned above	

**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	<ul style="list-style-type: none"> <li>• correctly applying the learnt notions;</li> <li>• identifying the correct solutions</li> </ul>	Final exam	40%
10.5. Seminar/lab activities	<ul style="list-style-type: none"> <li>• correctly applying the learnt notions</li> <li>• practical utilization of learnt notions</li> </ul>	Essays	30%
	<ul style="list-style-type: none"> <li>• applying the methods and research tools</li> <li>• applying the specific theoretical notions</li> <li>• practical skills in the field</li> </ul>	Project	30%

### 10.6. Minimum performance standards

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

**Date**

**Course coordinator**

**Seminar coordinator**

Assoc. Prof. Dr Adina Negruşa

Assoc. Prof. Dr Adina Negruşa

**Date of approval**

**Head of department**

Assoc. Prof. Dr Oana Adriana Gică