



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	Competențe interculturale și comportament organizațional în ospitalitatea și turismul internațional/ Cross-cultural competencies and organisational behavior in international hospitality and tourism						
2.2. Code	IME0039						
2.3. Course coordinator	Adina Negrușă						
2.4. Seminar coordinator	Aurelian Sofica						
2.5. Year of study	II	2.6. Semester	3	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	2	Of which: 3.2. lecture	1	3.3 seminar/laboratory	1
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					26
Tutorship					4
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					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
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5.2. for the seminar /lab activities	Course room with computer and beamer
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6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> • Sensitivity to cultural differences in tourism demand • Use a repertoire of behavioural skills appropriate for different intercultural situations • Project an ethical and professional behavior in to the work environment • Identify the roles and responsibilities in a team in order to enhance the communication between the team members
Transversal competencies	<ul style="list-style-type: none"> • CT1. implementing ethical principles, norms, and values within one's own rigorous, efficient, and responsible strategy of work • CT2. identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork

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

7.1. General objective of the course	<p>This course is collaborative because the students are expected to provide some of the content. The weekly readings target particular aspects of cultural differentiation. Working within those topics, teams of students are asked to describe aspects of tourism behaviour in particular cultures based on their research and/or personal experiences. Students use both formal presentations and informal discussions to engage each other in learning about different cultural expectations.</p> <ul style="list-style-type: none"> • To understand the definition of culture and how it applies to international tourism issues. • To review the concepts and issues surrounding international culture and business management. • To identify new directions of critical interest for the organizational behaviour topic at all the organizational levels, and to facilitate the rapid changes that take place in the organizations.
7.2. Specific objective of the course	<ul style="list-style-type: none"> • Knowledge about the models and methods of analysing intercultural differences in tourists behaviour • To become more aware of the student's own culture as a starting point for understanding other cultures • To learn specific skills that will increase the student's ability to integrate with, live within and enjoy a foreign culture. • To enhance the critical analysis skills in order to understand multiple dimensions of the organizational reality. • To generate interest for a series of topics that are not necessarily mainstream

8. Content

8.1. Course	Teaching method	Remarks
1. Globalization and tourism industry. Cultural diversity	interactive discussion, questioning, heuristic conversation	1 lecture
2. Cultural theories and practices <ul style="list-style-type: none"> • Communication resourcefulness theory • Anxiety/uncertainty management theory 	interactive discussion, questioning, heuristic conversation	1 lecture
3. Cultural variability. <ul style="list-style-type: none"> • Hofstede's cultural dimensions 	interactive discussion, questioning, heuristic conversation	1 lecture
4. Cultural influences on services	interactive discussion, questioning, heuristic conversation	1 lecture
5. Cultural influences on buyer's personal characteristics	interactive discussion, questioning, heuristic conversation	1 lecture
6. Cultural influences on buyer's decision process	interactive discussion, questioning, heuristic conversation	1 lecture
7. Cultural characteristics for European, Asian and North American tourists	interactive discussion, questioning, heuristic conversation	1 lecture
8. Whistle-blower policies. <ul style="list-style-type: none"> • Ethical behaviour of employees willing to signal suspected wrongdoing at work and making a disclosure in public interest. 	interactive discussion, questioning, heuristic conversation	1 lecture
9. Sexual behaviour and work environment. Humour in the workplace. Bullying and stress	interactive discussion, questioning, heuristic conversation	1 lecture
10. Corporate Social Responsibility. <ul style="list-style-type: none"> • The PR and marketing appeal of the Corporate Social Responsibility 	interactive discussion, questioning, heuristic conversation	1 lecture
11. Deviant organizational behaviour. <ul style="list-style-type: none"> • Extreme behaviours in the organizational setting 	interactive discussion, questioning, heuristic conversation	1 lecture
12. Redundancy management. <ul style="list-style-type: none"> • The new theories and practices used to "fire humanly" people from the organizations 	interactive discussion, questioning, heuristic conversation	1 lecture
13. Workaholic behaviour. Volunteerism. <ul style="list-style-type: none"> • A specific form of deviance in the organizational environment that disregard completely the social life of the employee 	interactive discussion, questioning, heuristic conversation	1 lecture
14. Bureaucracy. <ul style="list-style-type: none"> • The dark side and the positive side of bureaucracy in the organizational environment 	interactive discussion, questioning, heuristic conversation	1 lecture
Bibliography	1. Brotherton B., The International Hospitality Industry, BH Elsevier, 2003 2. Mead, Richard - International management - Cross Cultural Dimensions, Blackwell Publishing, International, 2005 3. Hall, E., & Hall, M. Understanding cultural differences, Intercultural Press, Yarmouth,	

	<p>ME 1990.</p> <ol style="list-style-type: none"> 4. Reisinger Y., International Tourism. Cultures and behaviours, BH Elsevier, 2009 5. Reisinger Y., Turner L., Cross-cultural behaviour in tourism, BH Elsevier, 2004. 6. Wagner, J.A. și Hollenbeck, J.R. (2010). Organizational Behavior, Routledge, Taylor Francis Group 7. Slocum, W. și Hellriegel, D. (2009). Principles of Organizational Behavior, 12thEd. South-Western Chenge Learning.
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8.2. Seminar / laboratory	Teaching method	Remarks
1. Introduction and overview – expectations, course goals, syllabus. Project Teams set up and topics.	Exercise and case study analysis	1 seminar
2. Individual exercises. The Fundamentals of Culture. Essay evaluation.	Exercise and case study analysis	1 seminar
3. Individual exercises. Drivers and consequences of globalization.	Exercise and case study analysis	1 seminar
4. Concept of “National Culture”. Typologies of Hofstede. Essay evaluation	Exercise and case study analysis	1 seminar
5. Cultural influences on buyer’s personal characteristics	Exercise and case study analysis	1 seminar
6. Types of culture in tourism.	Exercise and case study analysis	1 seminar
7. Cultural influences on buyer’s decision process	Exercise and case study analysis	1 seminar
8. Whistle-blower policies. Essay evaluation.	Exercise and case study analysis	1 seminar
9. Sexual behaviour and work environment.	Exercise and case study analysis	1 seminar
10. Corporate Social Responsibility.	Exercise and case study analysis	1 seminar
11. Deviant organizational behaviour. Essay evaluation	Exercise and case study analysis	1 seminar
12. Redundancy management. Project presentation.	Exercise and case study analysis	1 seminar
13. Workaholic behaviour. Volunteerism. Project presentation	Exercise and case study analysis	1 seminar
14. Bureaucracy. Project presentation.	Exercise and case study analysis	1 seminar
Bibliography	See titles from 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

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"> • correctly applying the learnt notions; • identifying the correct solutions 	Final exam	40%
10.5. Seminar/lab activities	<ul style="list-style-type: none"> • correctly applying the learnt notions • practical utilization of learnt notions 	Essays	30%
	<ul style="list-style-type: none"> • 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 coordinator

Seminar coordinator

Assoc. Prof. Dr Adina Negruşa

Lecture Dr Aurelian Sofica

Date of approval

Head of department

Assoc. Prof. Dr Oana Adriana Gică