

SYLLABUS
Academic year 2017-2018

1. Information regarding the programme

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	Hospitality and tourism sales management						
2.2. Code	IME0039						
2.3. Course coordinator	Conf. Univ. dr. Morgovan Claudiu						
2.4. Seminar coordinator	Conf. Univ. dr. Morgovan Claudiu						
2.5. Year of study	I	2.6. Semester	1	2.7. Type of evaluation	E	2.8. Type of course	Required

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	28	Of which: 3.5. lecture	14	3.6. seminar/laboratory	14
Time allotment:					or e
Learning using manual, course support, bibliography, course notes					11
Additional documentation (in libraries, on electronic platforms, field documentation)					11
Preparation for seminars/labs, homework, papers, portfolios and essays					11
Tutorship					2
Evaluations					2
Other activities:					10
3.7. Total individual study hours					47
3.8. Total hours per semester					75
3.9. Number of ECTS credits					3

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

5. Conditions (if necessary)

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

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> • running a subdivision of a company/ an organization • using databases specific to business management
Transversal competencies	<ul style="list-style-type: none"> • identifying the roles and responsibilities in a team • implementing various techniques to have an efficient teamwork

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

7.1. General objective of the course	<ul style="list-style-type: none"> • the students must assume the Sales Management concept and elements about the sales management theory and practice in hospitality and tourism
7.2. Specific objective of the course	<ul style="list-style-type: none"> • to know how to identify and to target the clients • to study the consumer segmentation methods and techniques • to learn the sales presentation techniques • to analyse the objections and to know how to welcome these • assumption of sales techniques and know some aspects about the purpose and the importance of the sales force into the company

8. Content

8.1. Course	Teaching method	Remarks
1. Introduction regarding sales management and the sales activity in general and in hospitality and tourism in particular	Interactive exposure, multimedia,	2 lectures

	exemplification	
2. Purchase-decision process: motivators and determinants	Interactive exposure, multimedia, exemplification	1 lecture
3. Customer segmentation using customer life time value	Interactive exposure, multimedia, exemplification	1 lecture
4. Distribution channels in the tourism industry	Interactive exposure, multimedia, exemplification	1 lecture
5. Customer approach and approach techniques: sales promotion	Interactive exposure, multimedia, exemplification	1 lecture
6. The sales presentation	Interactive exposure, multimedia, exemplification	2 lectures
7. Handling objections	Interactive exposure, multimedia, exemplification	2 lectures
8. Gaining commitment and post sales follow-up	Interactive exposure, multimedia, exemplification	2 lectures
9. Personal selling tools	Interactive exposure, multimedia, exemplification	2 lectures
Bibliography	<ol style="list-style-type: none"> 1. Siguaw J. A., Hospitality sales: Selling smarter, Delmar Learning by Thomson, New York, 2004 2. Futrell C. M., Principiile vânzării, Ed. Rosetti Educational, Bucureşti, 2008 3. Carnegie D., Tehnici de a vinde, Ed. Curtea vechea, Bucureşti, 2008 4. Korda P. – „As în vânzări. Tehnici de a vinde”, Ed. Meteor Business, Bucureşti, 2008 5. Kaufmann T., Lashley C., Schreier L. A., Timeshare management, The key issues for hospitality managers, BH by Elsevier, Oxford, 2009 	

8.2. Seminar / laboratory	Teaching method	Remarks
1. Discipline presentation and the requirements		1 seminar

for the students from course and seminar activities, responsibilities during the semester		
2.The importance of sales management: British airlines, Hotel Dourmouse, The Swiss commercial	Case studies	1 seminar
3.Puerto Rico targets business travelers, Motivators and determinants: Hilton Hotels	Practical applications, case studies	1 seminar
4.Customer approach, An usual conversation, Lastminute.com, The Wind Shack	Practical applications, case studies	1 seminars
5.Distribution channels in the tourism industry, Electronic commerce strategy at Malone Golf Club	Case studies	1 seminar
6.Making a selling presentation using the SPIN technique, Presenting the product/ service benefits as an approach technique	Practical applications	1 seminar
7.Situations in which the sales person needs to handle objections, Orange Wings	Practical applications, case studies	2 seminars
8.How to gain the customers commitment, The importance of relationship marketing, The Times Hotel, Lucky Larry's	Practical applications	2 seminars
9.Personal selling: International travel agency	Practical applications, case studies	1 seminar
10. Is the salesman or the sales manager job the appropriate one for me?	Practical applications	1 seminar
11. Project presentation	Interactive exposure	2 seminars
Bibliography	<ol style="list-style-type: none"> 1. Siguaw J. A., Hospitality sales: Selling smarter, Delmar Learning by Thomson, New York, 2004 2. Futrell C. M., Principiile vânzărilor, Ed. Rosetti Educational, Bucureşti, 2008 3. Carnegie D., Tehnici de a vinde, Ed. Curtea vechea, Bucureşti, 2008 4. Korda P. – „As în vânzări. Tehnici de a vinde”, Ed. Meteor Business, Bucureşti, 2008 5. Kaufmann T., Lashley C., Schreier L. A., Timeshare management, The key issues for hospitality managers, BH by Elsevier, Oxford, 2009 	

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 Share of final grade
10.4. Course	<ul style="list-style-type: none"> • understanding and leaning the specialized concepts; • correct use of specialized knowledge; • consistency logical thinking. 	Final written exam	60%
10.5. Seminar/lab activities	<ul style="list-style-type: none"> • ability to apply the learned specialized concepts; • creativity; • ability to work in team; • consulting the latest books and materials in this field; • acquiring the terminology. 	Individual project presented in the least two seminars	40%

10.6. Minimum performance standards

- knowing the fundamental concepts who were taught;
- appropriate use and application of specialized concepts.

Date

Signature of course
coordinator

Signature of seminar
coordinator

Conf. Dr. Claudiu
Morgovan

Conf. Dr. Claudiu Morgovan

Date of approval

Signature of the Head of department

Conf. Dr. Oana Adriana Gică