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 ŞI TURISM INTERNATIONAL (cu predare în limba engleză)

2. Information regarding the course

2.1. Name of the course	Rapoarte şi analize în procesul decisional (Reports and analysis for decision process)					
2.2. Code	IME0045					
2.3. Course coordinator		Assoc. Prof. Adina Letiţia Negrusa				
2.4. Seminar coordinator		Assoc. Prof. Adina Letiţia Negrusa				
2.5. Year of study	II	2.6. Semester	4	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	24	Of which: 3.5. lecture	12	3.6. seminar/laboratory	12
Time allotment:					ore
Learning using manual, course support, bibliography, course notes					14
Additional documentation (in libraries, on electronic platforms, field documentation)					14
Preparation for seminars/labs, homework, papers, portfolios and essays					9
Tutorship					4
Evaluations					2
Other activities:					8

3.7. Total individual study hours	51
3.8. Total hours per semester	75
3.9. Number of ECTS credits	3

4. Prerequisites (if necessary)

4.1. curriculum	Tourism Information Systems
4.2. competencies	

5. Conditions (if necessary)

5.1. for the course	videoprojector, computer, Internet access, software (Microsoft Office, Medallion PMS, eXpresSoft Master, eXpresSoft myBusiness, eXpresSoft myCheck, eXpressoft Event, POS for Restaurant, Ibelsa.rooms).

5.2. for the seminar /lab activities	Laboratory with videoprojector, computer network, Internet access, software (Microsoft Office, Medallion PMS, eXpresSoft Master, eXpresSoft myBusiness, eXpresSoft myCheck, eXpressoft Event, POS for Restaurant, Ibelsa.rooms).

6.   Specific competencies acquired

Professional competencies	• gathering, processing, and analyzing economic data for business management; • business environment research for substantiation of business decisions; • negotiating contract clauses and managing the relationships with clients and suppliers; • implementing business development strategies in the hospitality industry.
Transversal competencies	• achieving professional tasks responsibly under limited autonomy and with a qualified assistance • familiarity with teamwork roles and activities and delegating various tasks to the subordinate levels • critical thinking and problem solving approach

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

7.1. General objective of the course	• This course is design to introduce students to reports and analysis for decision process in Tourism Industry
7.2. Specific objective of the course	• identify common reports used in decision process in tourism industry; • understand the role of reports in decision making process; • identify the types of reports used in Tourism Industry; • analyze the reports for hospitality and lodging management; • analyze the reports food and beverage services management; • analyze the reports for event management; • generate reports for POS (Point of sale).

8.   Content

8.1. Course	Teaching method	Remarks
1. **Introduction** (Visualizing data. Types of reports in Hospitality and Tourism Industry)	interactive discussion, questioning, heuristic conversation	1 course
2. **Monitoring key performance indicators**	interactive discussion, questioning, heuristic conversation	1 course
3. **Hotel management reports** (Internal hotel management reports. Daily reports)	interactive discussion, questioning, heuristic conversation	1 course
4. **Hotel management reports** (EOD (End of day) reports. EOS (End of shift) reports. Housekeeping reports)	interactive discussion, questioning, heuristic conversation	1 course

5. **Revenue management reports** (Revenue per available room. Rate structure. Rates configuration. Selling strategies)	interactive discussion, questioning, heuristic conversation	1 course
6. **Hotel management reports** (Monthly reports. EOM (End of month) reports)	interactive discussion, questioning, heuristic conversation	1 course
7. **Hotel management reports** (Annual reports. Forecasting reports. Statistics)	interactive discussion, questioning, heuristic conversation	2 courses
8. **Food and beverage services management reports** (Sales reports, Promotions, Delivery reports, Z reports (End of Shift or Day), Z archive)	interactive discussion, questioning, heuristic conversation	1 course
9. **Food and beverage services management reports** (Inventory reports. Purchase and acquisitions reports. Statistics and forecasting reports)	interactive discussion, questioning, heuristic conversation	1 course
10. **Events management reports** (Event list, Banquet summary by group, Ordered items, banquet summary report)	interactive discussion, questioning, heuristic conversation	1 course
11. **Customer relationship management reports**	Interactive lecture, step-by-step training	1 course

Bibliography	1	Bardi, James A. (2003) – Hotel Front Office Management, Editura John Wiley &Sons, Third edition.
	2	Benckendorff, P.J., Sheldon, P.J., Fesenmaie, D. R. (2014), Tourism Information Technology, CABI.
	3	Collins, G. R., Cobanoglu, C., (2013), Hospitality Information Technology: learn how to use it, Kendall Hunt Pub.
	4	David K. Hayes (2010), Revenue Management for the Hospitality Industry, John Wiley and Sons.
	5	Enz, Cathy A. (2009), Hospitality Strategic Management: Concepts and Cases, John Wiley and Sons,
	6	Negruşa, A. (2006), Managementul unităţilor hoteliere, Editura Alma Mater, Cluj-Napoca,.
	7	Nyheim, Peter, and Daniel Connolly (2011), Technology strategies for the hospitality industry, Prentice Hall Press.

8.2. Seminar / laboratory	Teaching method	Remarks
1. Introduction	step-by-step training, exercise and case study analysis	1 seminar
2. Monitoring key performance indicators	step-by-step training, exercise and case study analysis	1 seminar
3. Hotel management reports	step-by-step training, exercise and case study analysis	1 seminar
4. Hotel management reports	step-by-step training, exercise and case study analysis	1 seminar
5. Revenue management reports	step-by-step training, exercise and case study analysis	1 seminar

6. Hotel management reports	step-by-step training, exercise and case study analysis	1 seminar
7. Hotel management reports	step-by-step training, exercise and case study analysis	1 seminar
8. Hotel management reports	step-by-step training, exercise and case study analysis	1 seminar
9. Food and beverage services management reports	step-by-step training, exercise and case study analysis	1 seminar
10. Food and beverage services management reports	step-by-step training, exercise and case study analysis	1 seminar
11. Events management reports	step-by-step training, exercise and case study analysis	1 seminar
12. Customer relationship management reports	step-by-step training, exercise and case study analysis	1 seminar

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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 content of the course is correlated with the content of similar courses offered by universities from our country and from abroad.
- To adapt the content of this course to the labor market needs we had meetings with hotels' and restaurants' business representatives.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of final grade
10.4. Course	• Understanding the terminology	Multiple choice test	**40 %**
10.5. Seminar/lab activities	• Practical utilization of learnt notions; • applying the methods and research tools; • Practical skills in the field.	Project	**50 %**
	• individual study; Interest and interactive participation	Attendance and class participation	**10 %**

10.6. Minimum performance standards
➢ knowledge of basic notions and their application to practical situations; ➢ interpretation of obtained results.

Date   **Signature of course coordinator**   **Signature of seminar coordinator**
                            Conf. dr. Adina Letiția Negrușa   Conf. dr. Adina Letiția Negrușa

            Date of approval   **Signature of the Head of department**
                                                    Conf. dr. Oana Adriana Gică