

SYLLABUS

Academic year 2017-2018

1. Information regarding the programme

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| 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

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|--------------------------|---|---------------|---|-------------------------|---|---------------------|----------|
| 2.1. Name of the course | Managementul calității serviciilor/Service quality management | | | | | | |
| 2.2. Code | IME0055 | | | | | | |
| 2.3. Course coordinator | | | | | | | |
| 2.4. Seminar coordinator | | | | | | | |
| 2.5. Year of study | II | 2.6. Semester | 3 | 2.7. Type of evaluation | C | 2.8. Type of course | elective |

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

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|---|----|------------------------|----|-------------------------|-----|
| 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: | | | | | ore |
| Learning using manual, course support, bibliography, course notes | | | | | 14 |
| Additional documentation (in libraries, on electronic platforms, field documentation) | | | | | 7 |
| Preparation for seminars/labs, homework, papers, portfolios and essays | | | | | 7 |
| Tutorship | | | | | 4 |
| Evaluations | | | | | 2 |
| Other activities: | | | | | 8 |
| 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)

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|-------------------|--|
| 4.1. curriculum | |
| 4.2. competencies | |

5. Conditions (if necessary)

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| 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

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|---------------------------|---|
| Professional competencies | <ul style="list-style-type: none"> implementing the systems for quality, environment, and food safety management in the hospitality industry gathering, processing, and analysing economic data for business management |
| Transversal competencies | <ul style="list-style-type: none"> identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient work within a team |

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

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|---------------------------------------|--|
| 7.1. General objective of the course | <p>At the end of the course students should:</p> <ul style="list-style-type: none"> be able to use quality management concepts easily; know peculiarities of evolution of quality management and its significance for the management of modern organizations; be able to analyse quality features of hospitality and tourism services; know principles of standardization and conformity assessment; |
| 7.2. Specific objective of the course | <ul style="list-style-type: none"> know peculiarities of implementation, certification and audit of quality management systems; know the usage of quality control methods for the hotel, food and tourism services analysis and solution of organizations' problems. |

8. Content

| 8.1. Course | Teaching method | Remarks |
|--|---|------------|
| 1. Perceptions of service quality | interactive discussion, questioning, heuristic conversation | 1 lecture |
| 2. Dimensions of service quality | interactive discussion, questioning, heuristic conversation | 1 lecture |
| 3. Impacts of people and process on service quality. | interactive discussion, questioning, heuristic conversation | 2 lectures |
| 4. Impacts of physical evidence on service quality | interactive discussion, questioning, heuristic conversation | 1 lecture |
| 5. Service Quality-Satisfaction Relationship and a competitive advantage | interactive discussion, questioning, heuristic conversation | 2 lectures |
| 6. Definition of service quality. Determinants of service quality | interactive discussion, questioning, heuristic conversation | 2 lectures |
| 7. Measuring service quality | interactive discussion, questioning, heuristic conversation | 2 lectures |
| 8. Service quality procedures. | interactive discussion, questioning, heuristic conversation | 2 lectures |
| 9. Motivation personnel to deliver quality | interactive discussion, questioning, heuristic conversation | 1 lecture |
| Bibliography | <ol style="list-style-type: none"> 1. Ball S., Jones P., Kirk D. & Lockwood A. (2003) Hospitality Operations: A Systems Approach, London: Continuum. 2. Metter R., King-Metters K. & Pullman M. Successful Service Operations Management, Vancouver: Thomson, 2003. 3. Olsen M.T., Teare R. & Gummesson E., Service Quality in Hospitality Organizations. Cassell: Eds, 1997. 4. Rutherford, D. G. and O'Fallon, M. J. ,Hotel Management and Operations. New York: John Wiley & Sons,2006. 5. Williams C. and Buswell J., Service Quality in Leisure and Tourism, Oxon: CABI Publishing, 2003. | |

| 8.2. Seminar / laboratory | Teaching method | Remarks |
|---|--|---------------------|
| 1. Introduction and overview – expectations, course goals, syllabus. Project Teams set up and topics. The Design of Services Processes & Layout | Exercise and case study analysis | 1 seminar (2 hours) |
| 2. Elements of effective service quality | Exercise and case study analysis Essay evaluation | 1 seminar (2 hours) |

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| 3. Quality Management Process | Exercise and case study analysis | 1 seminar (2 hours) |
| 4. SERVQUAL instrument utilization in lodging industry | Exercise and case study analysis Essay evaluation | 1 seminar (2 hours) |
| 5. Quality procedures for lodging industry | Exercise and case study analysis Essay evaluation | 1 seminar (2 hours) |
| 6. Quality procedures and standards for food services | Exercise and case study analysis Project presentation | 1 seminar (2 hours) |
| 7. Service guarantee in fast-food | Exercise and case study analysis Project presentation | 1 seminar (2 hours) |
| Bibliography | <ol style="list-style-type: none"> 1. Ball S., Jones P., Kirk D. & Lockwood A. Hospitality Operations: A Systems Approach, London: Continuum,2003 2. Brown S., Gummesson E., Edvardsson B. & Gustavsson B., Service Quality, New York: Lexington Books, 1991 3. Metter R., King-Metters K. & Pullman M. Successful Service Operations Management, Vancouver: Thomson, 2003. 4. Olsen M.T., Teare R. & Gummesson E., Service Quality in Hospitality Organizations. Cassell: Eds, 1997. 5. Rutherford, D. G. and O’Fallon, M. J. ,Hotel Management and Operations. New York: John Wiley & Sons,2006. 6. Williams C. and Buswell J., Service Quality in Leisure and Tourism, Oxon: CABI Publishing, 2003. | |

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; | Final exam | 40% |



| | | | |
|------------------------------|---|---------|-----|
| | <ul style="list-style-type: none"> identifying the correct solutions | | |
| 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 <ul style="list-style-type: none"> 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 Negrușă

Assoc. Prof. Dr Adina Negrușă

Date of approval

Head of department

Assoc. Prof. Dr Oana Adriana Gică

