



SYLLABUS

Academic year 2016-2017

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		Managementul vânzărilor în ospitalitate și turism/Hospitality and tourism sales management					
2.2. Code		IME0030					
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	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	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					42
3.8. Total hours per semester					70
3.9. Number of ECTS credits					3

4. Prerequisites (if necessary)

4.1. curriculum	
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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"> have the ability to start and manage a business in tourism and hospitality, undertake tourism managerial tasks and activities such as accommodation & food service and tour operator services have the ability to draw up various studies concerning the impact of tourism activity, and manage developmental & territorial coordination projects, as well as tourism planning projects using databases specific to business management
Transversal competencies	<ul style="list-style-type: none"> have good communication and public speaking skills, leadership capabilities and professional behavior in to the work environment be able to work as part of a team in a multicultural environment, assume managerial roles, and carry out professional tasks in an autonomous and accountable manner identifying the roles and responsibilities in a team

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 in general and in hospitality and tourism in particular	Interactive exposure, multimedia, exemplification	<ul style="list-style-type: none"> Sales management definition Evolution presentation and sales management importance



2. Customer segmentation using customer life time value	Interactive exposure, multimedia, exemplification	<ul style="list-style-type: none"> • Setting the role and the importance of the customers for the companies present in the hospitality and tourism sector • Segmentation and targeting for each segment
3. Customer approach and approach techniques	Interactive exposure, multimedia, exemplification	<ul style="list-style-type: none"> • Importance of an adequate approach • Importance of appropriate approach techniques
4. The sales presentation	Interactive exposure, multimedia, exemplification	<ul style="list-style-type: none"> • Definition for this concept; • Identifying the appropriate methods to do the sales presentation • Learning the sales presentation techniques
5. Handling objections	Interactive exposure, multimedia, exemplification	<ul style="list-style-type: none"> • Defining the objection concept • Classification of objections • Identifying the appropriate techniques used to welcome the objectives
6. Gaining commitment and post sales follow-up	Interactive exposure, multimedia, exemplification	<ul style="list-style-type: none"> • Identifying the appropriate techniques used to complete the sales process • Identifying follow-up suggestions to extend the relationship
7. Personal selling tools	Interactive exposure, multimedia, exemplification	<ul style="list-style-type: none"> • Learning about time management • Learning about negotiating skills • Identifying some ethical issues in personal selling
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, București, 2008 3. Carnegie D., Tehnici de a vinde, Ed. Curtea vechea, București, 2008 4. Korda P. – „As în vânzări. Tehnici de a vinde”, Ed. Meteor Business, București, 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 for the students from course and seminar activities		<ul style="list-style-type: none"> Responsibilities during the semester
2. The importance of sales management: British airlines, Hotel Dourmouse, The Swiss commercial	Case studies	<ul style="list-style-type: none"> Group discussions
3. Customer approach, An usual conversation, Lastminute.com	Practical applications, case studies	<ul style="list-style-type: none"> Group discussions
4. Making a selling presentation using the SPIN technique, Presenting the product/ service benefits as an approach technique	Practical applications	<ul style="list-style-type: none"> Group discussions
5. Situations in which the sales person needs to handle objections, Orange Wings	Practical applications, case studies	<ul style="list-style-type: none"> Group discussions
6. How to gain the customers commitment, The importance of relationship marketing	Practical applications	<ul style="list-style-type: none"> Group discussions
7. Is the salesman or the sales manager job the appropriate one for me?	Practical applications	<ul style="list-style-type: none"> Group discussions
Bibliography	<ol style="list-style-type: none"> Siguaw J. A., Hospitality sales: Selling smarter, Delmar Learning by Thomson, New York, 2004 Futrell C. M., Principiile vânzării, Ed. Rosetti Educational, București, 2008 Carnegie D., Tehnici de a vinde, Ed. Curtea vechea, București, 2008 Korda P. – „As în vânzări. Tehnici de a vinde”, Ed. Meteor Business, București, 2008 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; 	Final written exam	60%



	<ul style="list-style-type: none"> • correct use of specialized knowledge; • consistency logical thinking. 		
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. 	Project	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

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Date of approval

Signature of the Head of department

Conf.dr. Adina Negrușă