



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	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	Conf.dr. Adina Negrusa						
2.4. Seminar coordinator	Lect.dr. Aurelian Sofică						
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	4	Of which: 3.2. lecture	2	3.3 seminar/laboratory	2
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					30
Additional documentation (in libraries, on electronic platforms, field documentation)					16
Preparation for seminars/labs, homework, papers, portfolios and essays					20
Tutorship					8
Evaluations					4
Other activities:					16
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
5.2. for the seminar /lab activities	Course room with computer and beamer

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> Understand the factors affecting the supply of hotels in the international hospitality industry Motivation to learn about new culture Sensitivity to cultural differences in tourism demand Become familiarized with the key cultural characteristics of the main countries Use a repertoire of behavioural skills appropriate for different intercultural situations Implement the business strategies in the hospitality industry 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 have the ability to manage the interest conflicts relating to the tourism development and competently solve communication tasks with reference to the international tourism
Transversal competencies	<ul style="list-style-type: none"> deal with ambiguity in an ever-changing and unpredictable context that results from the globalization of business and people exhibit a high degree of effectiveness when working in culturally diverse groups development of communication, team work and leadership capabilities; accomplishment of tasks by following principles and norms of professional ethics; critical thinking and problem solving approach

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.
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	<ul style="list-style-type: none"> 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	
2. Cultural theories and practices.	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> Communication resourcefulness theory Anxiety/uncertainty management theory
3. Cultural variability	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> Hofstede's and Hall's cultural dimensions
4. Cultural influences on services	interactive discussion, questioning, heuristic conversation	
5. Cultural influences on buyer's personal characteristics	interactive discussion, questioning, heuristic conversation	
6. Cultural influences on buyer's decision process	interactive discussion, questioning, heuristic conversation	
7. Cultural characteristics for European, Asian and North American tourists	interactive discussion, questioning, heuristic conversation	
8. Whistle-blower policies	Lecture and debate	Ethical behaviour of employees willing to signal suspected wrongdoing at work and making a disclosure in public interest.



9. Sexual behaviour and work environment. Humour in the workplace. Bullying and stress	Lecture and debate	Gender problems, sexual behaviour, LGBT Humour's role in fostering collegiality and reducing conflict
10. Corporate Social Responsibility	Lecture and debate	The PR and marketing appeal of the Corporate Social Responsibility
11. Deviant organizational behaviour	Lecture and debate	Extreme behaviours in the organizational setting
12. Redundancy management	Lecture and debate	The new theories and practices used to "fire humanly" people from the organizations
13. Workaholic behaviour. Volunteerism	Lecture and debate	A specific form of deviance in the organizational environment that disregard completely the social life of the employee
14. Bureaucracy	Lecture and debate	The dark side and the positive side of bureaucracy in the organizational environment
Bibliography	<ol style="list-style-type: none"> Brotherton B., The International Hospitality Industry, BH Elsevier, 2003 Mead, Richard - International management - Cross Cultural Dimensions, Blackwell Publishing, International, 2005 DeMooij, M. Consumer behavior and culture: Consequences for global marketing and advertising, Sage, Thousand Oaks, CA, 2004. Hall, E., & Hall, M. Understanding cultural differences, Intercultural Press, Yarmouth, ME 1990. Mendenhall, M.; Punnett, B.J.; Ricks, D.: Global Management, Blackwell Publishers International 1995. Mintzberg, Henry: The Nature of Managerial Work, Prentice-Hall, Englewood Cliffs. H.S. 1980 Negrușă, Adina: Tranziția și managementul japonez, Editura Concordia, Arad, 2003 Reisinger Y., International Tourism. Cultures and behaviours, BH Elsevier, 2009 Reisinger Y., Turner L., Cross-cultural behaviour in tourism, BH Elsevier, 2004. Wagner, J.A. și Hollenbeck, J.R. (2010). Organizational Behavior, Routledge, Taylor-Francis Group Slocum, W. și Hellriegel, D. (2009). Principles of Organizational Behavior, 12thEd. South-Western Chengage Learning 	

8.2. Seminar / laboratory	Teaching method	Remarks
1. Globalization and tourism industry. Cultural diversity	Exercise and case study analysis	
2. Cultural theories and practices.	Exercise and case study analysis	Essay evaluation.



3. Cultural variability	Exercise and case study analysis	
4. Cultural influences on services	Exercise and case study analysis	
5. Cultural influences on buyer's personal characteristics	Exercise and case study analysis	
6. Cultural influences on buyer's decision process	Exercise and case study analysis	
7. Cultural characteristics for European, Asian and North American tourists	Exercise and case study analysis	
8. Whistle-blower policies	Exercise and case study analysis	Essay evaluation.
9. Sexual behaviour and work environment. Humour in the workplace. Bullying and stress	Exercise and case study analysis	
10. Corporate Social Responsibility	Exercise and case study analysis	
11. Deviant organizational behaviour	Exercise and case study analysis	Essay evaluation.
12. Redundancy management	Exercise and case study analysis	Project presentation.
13. Workaholic behaviour. Volunteerism	Exercise and case study analysis	Project presentation.
14. Bureaucracy	Exercise and case study analysis	Project presentation.
Bibliography	<ol style="list-style-type: none"> Brotherton B., The International Hospitality Industry, BH Elsevier, 2003 Mead, Richard - International management - Cross Cultural Dimensions, Blackwell Publishing, International, 2005 DeMooij, M. Consumer behavior and culture: Consequences for global marketing and advertising, Sage, Thousand Oaks, CA, 2004. Hall, E., & Hall, M. Understanding cultural differences, Intercultural Press, Yarmouth, ME 1990. Mendenhall, M.; Punnett, B.J.; Ricks, D.: Global Management, Blackwell Publishers International 1995. Mintzberg, Henry: The Nature of Managerial Work, Prentice-Hall, Englewood Cliffs. H.S. 1980 Negrușă, Adina: Tranziția și managementul japonez, Editura Concordia, Arad, 2003 Reisinger Y., International Tourism. Cultures and behaviours, BH Elsevier, 2009 Reisinger Y., Turner L., Cross-cultural behaviour in tourism, BH Elsevier, 2004. Wagner, J.A. și Hollenbeck, J.R. (2010). Organizational Behavior, Routledge, Taylor-Francis Group Slocum, W. și Hellriegel, D. (2009). Principles of Organizational Behavior, 12thEd. South-Western Chengage Learning 	

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

Signature of course coordinator

Signature of seminar coordinator

Conf.dr. Adina Negrusa

Lect.dr. Aurelian Sofică

Date of approval

Signature of the Head of department

conf.dr. Adina Negrusa