



## 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	Rapoarte și analize în procesul decizional/Reports and analysis for decision process						
2.2. Code	IME0045						
2.3. Course coordinator	Conf.dr. Veronica Rus						
2.4. Seminar coordinator	Conf.dr. Adina 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					10
Additional documentation (in libraries, on electronic platforms, field documentation)					12
Preparation for seminars/labs, homework, papers, portfolios and essays					20
Tutorship					2
Evaluations					2
Other activities:					2
3.7. Total individual study hours					48
3.8. Total hours per semester					72
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	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	<ul style="list-style-type: none"> <li>gathering, processing, and analyzing economic data for business management;</li> <li>business environment research for substantiation of business decisions;</li> <li>negotiating contract clauses and managing the relationships with clients and suppliers;</li> <li>implementing business development strategies in the hospitality industry.</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>achieving professional tasks responsibly under limited autonomy and with a qualified assistance</li> <li>familiarity with teamwork roles and activities and delegating various tasks to the subordinate levels</li> <li>critical thinking and problem solving approach</li> </ul>

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

7.1. General objective of the course	<ul style="list-style-type: none"> <li>This course is design to introduce students to reports and analysis for decision process in Tourism Industry</li> </ul>
7.2. Specific objective of the course	<ul style="list-style-type: none"> <li>identify common reports used in decision process in tourism industry;</li> <li>understand the role of reports in decision making process;</li> <li>identify the types of reports used in Tourism Industry;</li> <li>analyze the reports for hospitality and lodging management;</li> <li>analyze the reports food and beverage services management;</li> <li>analyze the reports for event management;</li> <li>generate reports for POS (Point of sale).</li> </ul>



## 8. Content

8.1. Course	Teaching method	Remarks
1. Introduction	interactive discussion, questioning, heuristic conversation	Visualizing data. Types of reports in Hospitality and Tourism Industry.
2. Monitoring key performance indicators	interactive discussion, questioning, heuristic conversation	Key Performance Indicators for hospitality.
3. Hotel management reports	interactive discussion, questioning, heuristic conversation	Internal hotel management reports. Daily reports.
4. Hotel management reports	interactive discussion, questioning, heuristic conversation	EOD (End of day) reports. EOS (End of shift) reports. Housekeeping reports.
5. Revenue management reports	interactive discussion, questioning, heuristic conversation	Revenue per available room. Rate structure. Rates configuration. Selling strategies.
6. Hotel management reports	interactive discussion, questioning, heuristic conversation	Monthly reports. EOM (End of month) reports.
7. Hotel management reports	interactive discussion, questioning, heuristic conversation	Annual reports. Forecasting reports. Statistics.
8. Hotel management reports	interactive discussion, questioning, heuristic conversation	Forecasting reports. Statistics.
9. Food and beverage services management reports	interactive discussion, questioning, heuristic conversation	Sales reports, Promotions, Delivery reports, Z reports (End of Shift or Day), Z archive.
10. Food and beverage services management reports	interactive discussion, questioning, heuristic conversation	Inventory reports. Purchase and acquisitions reports. Statistics and forecasting reports.
11. Events management reports	interactive discussion, questioning, heuristic conversation	Event list, Banquet summary by group, Ordered items, banquet summary report.



12. Customer relationship management reports	Interactive lecture, step-by-step training	CRM reports.
Bibliography	<ol style="list-style-type: none"> <li>1 Bardi, James A. (2003) – Hotel Front Office Management, Editura John Wiley &amp; Sons, Third edition.</li> <li>2 Benckendorff, P.J., Sheldon, P.J., Fesenmaie, D. R. (2014), Tourism Information Technology, CABI.</li> <li>3 Collins, G. R., Cobanoglu, C., (2013), Hospitality Information Technology: learn how to use it, Kendall Hunt Pub.</li> <li>4 David K. Hayes (2010), Revenue Management for the Hospitality Industry, John Wiley and Sons.</li> <li>5 Enz, Cathy A. (2009), Hospitality Strategic Management: Concepts and Cases, John Wiley and Sons,</li> <li>6 Negrușă, A. (2006), Managementul unităților hoteliere, Editura Alma Mater, Cluj-Napoca,.</li> <li>7 Nyheim, Peter, and Daniel Connolly (2011), Technology strategies for the hospitality industry, Prentice Hall Press.</li> </ol>	

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



9. Food and beverage services management reports	step-by-step training, exercise and case study analysis	Case studies, practical applications
10. Food and beverage services management reports	step-by-step training, exercise and case study analysis	Case studies, practical applications
11. Events management reports	step-by-step training, exercise and case study analysis	Presentation of project
12. Customer relationship management reports	step-by-step training, exercise and case study analysis	Presentation of project
Bibliography	<ol style="list-style-type: none"> <li>1 Bardi, James A. (2003) – Hotel Front Office Management, Editura John Wiley &amp; Sons, Third edition.</li> <li>2 Benckendorff, P.J., Sheldon, P.J., Fesenmaie, D. R. (2014), Tourism Information Technology, CABI.</li> <li>3 Collins, G. R., Cobanoglu, C., (2013), Hospitality Information Technology: learn how to use it, Kendall Hunt Pub.</li> <li>4 David K. Hayes (2010), Revenue Management for the Hospitality Industry, John Wiley and Sons.</li> <li>5 Enz, Cathy A. (2009), Hospitality Strategic Management: Concepts and Cases, John Wiley and Sons,</li> <li>6 Negrușă, A. (2006), Managementul unităților hoteliere, Editura Alma Mater, Cluj-Napoca,.</li> <li>7 Nyheim, Peter, and Daniel Connolly (2011), Technology strategies for the hospitality industry, Prentice Hall Press.</li> </ol>	

**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.
- In order 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	<ul style="list-style-type: none"> <li>• Understanding the terminology</li> </ul>	Multiple choice test	<b>20 %</b>
	<ul style="list-style-type: none"> <li>• correctly applying the learnt notions</li> <li>• practical utilization of learnt notions</li> </ul>	Essays	<b>30%</b>



10.5. Seminar/lab activities	<ul style="list-style-type: none"><li>• Practical utilization of learnt notions;</li><li>• applying the methods and research tools;</li><li>• Practical skills in the field.</li></ul>	Project	40 %
	<ul style="list-style-type: none"><li>• individual study;</li><li>• Interest and interactive participation</li></ul>	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  
Conf. dr. Veronica Rus

Signature of seminar coordinator  
Conf. dr. Adina Negruşa

Date of approval

Signature of the Head of department  
Conf. dr. Adina Negruşa