



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	Excursie de studiu/Practică în Administrarea Afacerilor în ospitalitate și turism internațional/ Study tour / Internship on Business Administration in international hospitality and tourism						
2.2. Code	IME0046						
2.3. Course coordinator							
2.4. Seminar coordinator	Lect.dr. Sorin Lazăr						
2.5. Year of study	2	2.6. Semester	2	2.7. Type of evaluation	C	2.8. Type of course	compulsory

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

3.1. Hours per week	10	Of which: 3.2. lecture	0	3.3 seminar/laboratory	10
3.4. Total hours in the curriculum	120	Of which: 3.5. lecture	0	3.6. seminar/laboratory	120
Time allotment:					
Study tour / Activity within company					100
Additional documentation (in libraries, on electronic platforms, field documentation)					30
Preparation for seminars/labs, homework, papers, portfolios and essays					20
Tutorship					28
Evaluations					2
Other activities:					
3.7. Total individual study hours				180	
3.8. Total hours per semester				300	
3.9. Number of ECTS credits				12	

4. Prerequisites (if necessary)

4.1. curriculum	NA
4.2. competencies	NA



5. Conditions (if necessary)

5.1. for the course	
5.2. for the seminar /lab activities	

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 an advanced ability to model economic phenomena and processes, and draw up analysis & synthesis works about running a business in international hospitality and tourism • have an advanced ability to provide a basis for and assess decision alternatives, as well as to choose and implement them • ability to manage innovation in hospitality and tourism • have the ability to identify and interpret the indicators system used in economic and financial analysis in hospitality and tourism
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 • have in-depth knowledge of theoretical, methodological & practical development specific to the international hospitality and tourism • have the ability to appropriately and competently use criteria and methods for gathering, processing, analyzing and interpreting tourism business data & information in order to take efficient and argument-based decisions

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

7.1. General objective of the course	<ul style="list-style-type: none"> • to understand the business environment of international tourism • to have a practical approach regarding the tourist and tourism and hospitality firm behavior
7.2. Specific objective of the course	<ul style="list-style-type: none"> • to implement and deepen practical knowledge in the field of Business Administration in International Hospitality and Tourism • to develop new skills and practical issues for the future graduates

8. Content

The covered topics include but are not limited to the following courses: International Tourism Marketing and Management, Economics and Politics of International Tourism, Estate and Facilities' Management.

The internship/professional development/study trip portfolio will include the following documents:

1. The General Agreement on performing the internship (filled in, signed, stamped and with date mark). This document will be presented and included in the internship folder. After presenting the internship outcomes, two copies signed by the faculty Dean will return to the student; the student has



the obligation to submit one copy to the company/institution where she/he has performed the internship.

2. The student's Final Individual Evaluation Form filled in by the internship tutor (to be filled in by the teacher in charge after presenting the internship folder).

3. The student's Evaluation Report filled in by the tutor (to be filled in and signed by the on-site internship tutor/company representative).

4. The student's Individual Daily/Weekly Attendance Form at the internship activities (to be filled in and signed; this document is compulsory in order to prove that the student has spent the entire time-span of 12 weeks of internship/professional development program/study trip within the specified organization).

5. The Report Form of Specific Activities and Tasks performed at the host-company/ institution.

6. Appendices (if needed).

The above mentioned documents are to be handed in to the supervising professor who coordinates the internship/professional development program/study trip.

The student has the obligation to inform the coordinating professor regarding the institution/organization and its address/location where she/he will carry out the internship/professional development program/study trip.

Potential requirements/questions to be covered by the students:

a) International Tourism Marketing and Management:

Please describe the marketing strategy that your company has used when addressing the Romanian market or any of its foreign markets.

Present specific procedures applicable by the hotel's sectors: arrival reception, a blank room-cleaning, dissatisfied customer care, loyalty programs of the accommodation unit/chain.

Present the following aspects concerning the creation of a package including a minimum number of 2 services (accommodation and food-services) within your organization: present the needs of the customer and segment the clientele; identify the supply of services and create the most appropriate package for the clients' needs; identify and establish the activities involved in the provision of these services and plan them accordingly; present the necessary human, material and informational resources; describe the distribution and promotion activities of the created package; carry out an efficiency analysis of the provided package from the perspective of the cost/benefit ratio.

b) Economics and Politics of International Tourism:

Did your company consider expanding its activities toward emerging markets? If so describe the situation? If no, why? Does your company have among its clients or suppliers companies from emerging economies? From which emerging economies? (there is no need to give the name of the customers/suppliers; only the home countries). Try to point out the advantages/disadvantages of such co-operations.

c) Estate and Facilities' Management:

Identify the main idea of the creation/development/renovation of the hospitality property: why did the owner/manager choose their specific type of facility; why was a certain type of company preferred, does the company function independently or is it internationally/nationally affiliated, is it operated based on a franchise on a management contract?

What types of problems were encountered during the creation/development/renovation of the hospitality facility? Try to draw-up a list.



What message tries the facility to transmit to its clients based on: its location, on its refurbishing and decorations of the lobby, of other public spaces, respectively of the rooms? Is there any theme that can be identified? Does the unit make use of more themes?

Specify the level of classification of the analyzed unit. Establish if the provided services match the official classification level. Can you provide any recommendations? Argue in favor of your opinion.

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 subjects of this discipline was elaborated according to the recommendations received from the business units serving the international tourists.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of final grade
10.4. Course			
10.5. Seminar/lab activities	The evaluation of the internship/professional development program/study trip will be performed by the Faculty's academic staff, based on the portfolio elaborated and presented by each student. The evaluation will assess: the quality of the presentation and the analytical approach to issues, conclusions and suggestions made by the student; an important part of the evaluation consists of the assessment of the in-site tutor (the firm's representative).	Project presentation	100%

10.6. Minimum performance standards

- Participate in an internship / study tour 100 hours within the company

Date

Signature of course coordinator

Signature of seminar coordinator

Lect.dr. Sorin Lazăr

Date of approval

Signature of the Head of department

Adina Negrușa, assoc. prof.