



## 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 calităţii serviciilor/Service quality management						
2.2. Code	IME0050						
2.3. Course coordinator	Lect.dr. Sorin Lazăr						
2.4. Seminar coordinator	Lect.dr. Sorin Lazăr						
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)

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	
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"> <li>be able to plan, design and implement business strategies</li> <li>have the ability to start and manage a business in tourism and hospitality, undertake tourism managerial tasks and activities such as accommodation &amp; food service and tour operator services</li> <li>be able to implement training programs for various types of tourism business, carry out interviews for personnel hiring and promotion, and manage professional conflicts</li> <li>have the ability to manage the interest conflicts relating to the tourism development and competently solve communication tasks with reference to the international tourism</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>have the ability to use critical thinking skills to address business situations and / or problems that pose ethical dilemmas, while also to maintain the organization's values</li> <li>have in-depth knowledge of and the ability to systematically interpret regulations and norms of the economic and social field in order to solve and cope with the new problems &amp; situations within the tourism business environment</li> </ul>

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

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

## 8. Content

8.1. Course	Teaching method	Remarks
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1. Perceptions of service quality	interactive discussion, questioning, heuristic conversation	
2. Dimensions of service quality	interactive discussion, questioning, heuristic conversation	
3. Impacts of people on service quality.	interactive discussion, questioning, heuristic conversation	
4. Impacts of process on service quality	interactive discussion, questioning, heuristic conversation	
5. Impacts of physical evidence on service quality	interactive discussion, questioning, heuristic conversation	
6. Service Quality-Satisfaction Relationship	interactive discussion, questioning, heuristic conversation	
7. Service quality as a competitive advantage	interactive discussion, questioning, heuristic conversation	
8. Definition of service quality.	interactive discussion, questioning, heuristic conversation	
9. DETERMINANTS OF SERVICE QUALITY	interactive discussion, questioning, heuristic conversation	
10. Measuring service quality	interactive discussion, questioning, heuristic conversation	
11. Measurements techniques	interactive discussion, questioning, heuristic conversation	
12. Service quality procedures.	interactive discussion, questioning, heuristic conversation	
13. Service quality procedures.	interactive discussion, questioning, heuristic conversation	
14. Motivation personnel to deliver quality	interactive discussion, questioning, heuristic conversation	



Bibliography	<ol style="list-style-type: none"><li>1. Ball S., Jones P., Kirk D. &amp; Lockwood A. (2003) Hospitality Operations: A Systems Approach, London: Continuum.</li><li>2. Brown S., Gummesson E., Edvardsson B. &amp; Gustavsson B., Service Quality, New York: Lexington Books, 1991</li><li>3. Metter R., King-Metters K. &amp; Pullman M. Successful Service Operations Management, Vancouver: Thomson, 2003.</li><li>4. Olsen M.T., Teare R. &amp; Gummesson E., Service Quality in Hospitality Organizations. Cassell: Eds, 1997.</li><li>5. Rutherford, D. G. and O’Fallon, M. J. ,Hotel Management and Operations. New York: John Wiley &amp; Sons,2006.</li><li>6. Williams C. and Buswell J., Service Quality in Leisure and Tourism, Oxon: CABI Publishing, 2003.</li></ol>
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8.2. Seminar / laboratory	Teaching method	Remarks
1. Introduction and overview – expectations, course goals, syllabus. Project Teams set up and topics.	Exercise and case study analysis	
2. The Design of Services Processes & Layout	Exercise and case study analysis	Essay evaluation.
3. Forecasting & Capacity planning & Control	Exercise and case study analysis	
4. Elements of effective service quality	Exercise and case study analysis	
5. Quality Management Process	Exercise and case study analysis	
6. Marketing and service quality relationship.	Exercise and case study analysis	
7. SERVQUAL methods	Exercise and case study analysis	
8. SERVQUAL instrument utilization in lodging industry	Exercise and case study analysis	Essay evaluation.



9. Other types of methods of measure service quality	Exercise and case study analysis	
10. Quality procedures for lodging industry	Exercise and case study analysis	
11. Quality procedures and standards for food services	Exercise and case study analysis	Essay evaluation.
12. Service guarantee in fast-food	Exercise and case study analysis	Project presentation.
13. Service guarantee in hotel	Exercise and case study analysis	Project presentation.
14. Service guarantee in travel	Exercise and case study analysis	Project presentation.
Bibliography	<ol style="list-style-type: none"> <li>1. Ball S., Jones P., Kirk D. &amp; Lockwood A. Hospitality Operations: A Systems Approach, London: Continuum,2003</li> <li>2. Brown S., Gummesson E., Edvardsson B. &amp; Gustavsson B., Service Quality, New York: Lexington Books, 1991</li> <li>3. Metter R., King-Metters K. &amp; Pullman M. Successful Service Operations Management, Vancouver: Thomson, 2003.</li> <li>4. Olsen M.T., Teare R. &amp; Gummesson E., Service Quality in Hospitality Organizations. Cassell: Eds, 1997.</li> <li>5. Rutherford, D. G. and O'Fallon, M. J. ,Hotel Management and Operations. New York: John Wiley &amp; Sons,2006.</li> <li>6. Williams C. and Buswell J., Service Quality in Leisure and Tourism, Oxon: CABI Publishing, 2003.</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 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"><li>correctly applying the learnt notions;</li><li>identifying the correct solutions</li></ul>	Final exam	40%
10.5. Seminar/lab activities	<ul style="list-style-type: none"><li>correctly applying the learnt notions</li><li>practical utilization of learnt notions</li></ul>	Essays	30%
	<ul style="list-style-type: none"><li>applying the methods and research tools</li><li>applying the specific theoretical notions<ul style="list-style-type: none"><li>practical skills in the field</li></ul></li></ul>	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

Lect.dr. Sorin Lazăr

Lect.dr. Sorin Lazăr

Date of approval

Signature of the Head of department

Conf.dr. Adina Negrușa