



## SYLLABUS Academic year 2023-2024

### 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 Și Turism International (cu predare în limba engleză)

### 2. Information regarding the course

2.1. Name of the course	Hospitality and tourism sales management						
2.2. Code	IME0030						
2.3. Course coordinator	Conf. dr. Cristina Fleșeriu						
2.4. Seminar coordinator	Conf. dr. Cristina Fleșeriu						
2.5. Year of study	I	2.6. Semester	1	2.7. Type of evaluation	E	2.8. Type of course	Required

### 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					11
Additional documentation (in libraries, on electronic platforms, field documentation)					11
Preparation for seminars/labs, homework, papers, portfolios and essays					11
Tutorship					2
Evaluations					2
Other activities:					10
3.7. Total individual study hours					47
3.8. Total hours per semester					75
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	Classroom equipped with computer and projector	
5.2. for the seminar /lab activities	Classroom equipped with computer and projector	

#### 6. Specific competencies acquired

Professional competence	<ul style="list-style-type: none"><li>C1. Running a business division/ subdivision in the hospitality and tourism sector</li></ul>
Transversal competence	<ul style="list-style-type: none"><li>CT2 identification of roles and responsibilities in a team and their implementation within various hospitality and tourism-based businesses</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>the students must assume the Sales Management concept and elements about the sales management theory and practice in hospitality and tourism</li></ul>
7.2. Specific objective of the course	<ul style="list-style-type: none"><li>to know how to identify and to target the clients</li><li>to study the consumer segmentation methods and techniques</li><li>to learn the sales presentation techniques</li><li>to analyse the objections and to know how to welcome these</li><li>assumption of sales techniques and know some aspects about the purpose and the importance of the sales force into the company</li></ul>

#### 8. Content

8.1. Course	Teaching method	Remarks
1. Requirements for course and seminar activities; Introduction regarding sales management and the sales activity in general and in hospitality and tourism in particular	Interactive exposure, multimedia, exemplification	1 lecture
2. Purchase-decision process: motivators and determinants in hospitality and tourism and the buying process	Interactive exposure, multimedia, exemplification	1 lecture
3. Distribution channels in the tourism industry	Interactive exposure, multimedia, exemplification	1 lecture



4. Customer approach and approach techniques: sales promotion	Interactive exposure, multimedia, exemplification	2 lectures
5. Personal selling	Interactive exposure, multimedia, exemplification	2 lectures
Bibliography	1. Siguaw J.A. (2004), <i>Hospitality sales: Selling smarter</i> , Delmar Learning by Thomson, New York. 2. Futrell C.M. (2011), <i>Fundamentals of selling, Customers for life through service</i> , McGraw Hill, New York. 3. Kaufmann T., Lashley C., Schreier L. A. (2009), <i>Timeshare management, The key issues for hospitality managers</i> , BH by Elsevier, Oxford. 4. Kotler Ph., Bowen J.T., Makens J.C., Balogu S. (2017), <i>Marketing for Hospitality and Tourism</i> , seventh edition, Pearson, Global Edition. 5. Reid R.D. & Bojanic D.C. (2006), <i>Hospitality marketing management</i> , 4-th edition, Wiley, New Jersey.	

8.2. Seminar / laboratory	Teaching method	Remarks
1. Discipline presentation and the requirements for the students from course and seminar activities, responsibilities during the semester		1 seminar
2. The importance of sales management: Spirit Airlines	Case studies	1 seminar
3. Leisure motivation scale, Motivators and determinants: Hilton Hotels and Disney	Practical applications, case studies	1 seminar
4. Distribution channels in the tourism industry, Tropicana fishing lounge	Practical applications, case studies	1 seminar
5. How to gain the customers commitment, The importance of relationship marketing in tourism, Elk Mountain Hotel	Practical applications, Case studies	1 seminar
6. Personal selling: The Ritz-Carlton	Practical applications, case studies	1 seminar
7. Project presentation	Students' presentations during the last seminar	1 seminar
Bibliography	1. Siguaw J.A. (2004), <i>Hospitality sales: Selling smarter</i> , Delmar Learning by Thomson, New York. 2. Futrell C.M. (2011), <i>Fundamentals of selling, Customers for life through service</i> , McGraw Hill, New York. 3. Kaufmann T., Lashley C., Schreier L. A. (2009), <i>Timeshare management, The key issues for hospitality managers</i> , BH by Elsevier, Oxford. 4. Kotler Ph., Bowen J.T., Makens J.C., Balogu S. (2017), <i>Marketing for Hospitality and Tourism</i> , seventh edition, Pearson, Global Edition. 5. Reid R.D. & Bojanic D.C. (2006), <i>Hospitality marketing management</i> , 4-th edition, Wiley, New Jersey.	



**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**

- The evaluation method will remain the same for the exam in the re-examination session.
- To calculate the final grade by summing up the points obtained during the semester, it is necessary to obtain at least 50% of the score for the written exam.

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 and leaning the specialized concepts;</li><li>• correct use of specialized knowledge;</li><li>• consistency logical thinking.</li></ul>	Final written exam (multiple choice questions with one right answer)	50%
10.5. Seminar/lab activities	<ul style="list-style-type: none"><li>• ability to apply the learned specialized concepts;</li><li>• creativity;</li><li>• ability to work in team;</li><li>• consulting the latest books and materials in this field;</li><li>• acquiring the terminology.</li></ul>	Project (done in teams or individually, presented during the last seminar)	50%
10.6. In the reexamination period, the evaluation will remain the same.			

**10.7. 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**

**29.09.2023**

**Conf. dr. Cristina Fleșeriu**

**Conf. dr. Cristina Fleșeriu**



UNIVERSITATEA BABEȘ-BOLYAI  
BABEȘ-BOLYAI TUDOMÁNYEGYETEM  
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FACULTATEA DE  
**BUSINESS**  
IN PARTNERSHIP  
Facultatea de Business

Str. Horea nr.7  
Cluj-Napoca, 400174  
Tel.: 0264599170  
Fax: 0264590110  
E-mail: secretariat.tbs@ubbcluj.ro  
Site: tbs.ubbcluj.ro

**Date of approval**

**11.10.2023**

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**Signature of the Head of department**

**Conf. Dr. Marius Bota**

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