

SYLLABUS

Academic year 2023-2024

1. Information regarding the program

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	Operațiuni și strategii în industria cazării/Lodging operations and business strategies						
2.2. Code	IME0033						
2.3. Course coordinator	Prof.dr.ADINA NEGRUSA						
2.4. Seminar coordinator	Prof.dr.ADINA NEGRUSA						
2.5. Year of study	I	2.6. Semester	2	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	3	Of which: 3.2. lecture	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	42	Of which: 3.5. lecture	28	3.6. seminar/laboratory	14
Time allotment:					ore
Learning using manual, course support, bibliography, course notes					30
Additional documentation (in libraries, on electronic platforms, field documentation)					30
Preparation for seminars/labs, homework, papers, portfolios and essays					32
Tutorship					6
Evaluations					2
Other activities:					8
3.7. Total individual study hours					108
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	<p>C1. Running a business division/ subdivision in the hospitality and tourism sector. C4. Drawing up decision-based strategies/ alternatives specific to hospitality/ tourism units by means of modern information technology tools</p> <ul style="list-style-type: none"> • Managing hotel operations • Inspect guestroom conditions according to standardized procedures • Motivate employees to achieve desired performance • Implementing hotel strategies • Accurately implement health and safety regulation
Transversal competencies	<p>CT1 Application of the principles, norms and of the values of professional ethics within one's own rigorous, efficient and responsible work strategies</p>

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

7.1. General objective of the course	<ul style="list-style-type: none"> • This course is an overview of hospitality and lodging management. • Students will learn the types of lodging establishments, hotels, ownership and levels of service. • Special focus is given to the front office and basic communication and telecommunication procedures in relation to customer service. • Hospitality services, basic housekeeping skills and industry safety are additional components of this course.
7.2. Specific objective of the course	<ul style="list-style-type: none"> • Understand the history, organization, complexity, and scope of not only the lodging industry but also the people and roles (stakeholders) involved in the lodging industry. • Speak and write using terminology appropriate to the lodging industry. • Understand the various career directions within the Lodging Industry. • Identify the relationship between a hotel's operational departments. • Understand common lodging terms, and how they are used in the hotel industry. • Describe the basic organizational structure of a hotel. • Understand the role and responsibilities of a General Manager in a lodging establishment. • Understand the role and responsibilities of the human resource department.

8. Content

8.1. Course	Teaching method	Remarks
1. Overview of Lodging Industry <ul style="list-style-type: none"> • The history of lodging • Lodging industry classification 	interactive discussion, questioning, heuristic conversation	• 2 lectures
2. Front Office Operations <ul style="list-style-type: none"> • Organization • Reservations • Registration • Guest services • Night Audit • Checkout 	interactive discussion, questioning, heuristic conversation	• 3 lectures
3. Housekeeping <ul style="list-style-type: none"> • Housekeeping staff • Scheduling • Guest room cleaning • Public area cleaning • Inventory and control 	interactive discussion, questioning, heuristic conversation	• 1 lecture
4. Strategic pricing and Revenue Management <ul style="list-style-type: none"> • Fundamentals of Revenue • Ways to achieve Revenue Management 	interactive discussion, questioning, heuristic conversation	• 1 lecture
5. Strategic pricing and Yield Management <ul style="list-style-type: none"> • Pricing and revenue optimization 	interactive discussion, questioning, heuristic conversation	• 1 lecture
6. Strategic management process <ul style="list-style-type: none"> • Global competitiveness in the hospitality and lodging industry • Situation analysis 	interactive discussion, questioning, heuristic conversation	• 1 lecture
7. Strategic direction for lodging and tourism <ul style="list-style-type: none"> • Analysis of external and internal context • Creating a strategic direction 	interactive discussion, questioning, heuristic conversation	• 2 lectures
8. Strategy formulation <ul style="list-style-type: none"> • Concentration strategies • Vertical Integration strategies • Diversification strategies 	interactive discussion, questioning, heuristic conversation	• 1 lecture

9. Strategy implementation	interactive discussion, questioning, heuristic conversation	• 1 lecture
<ul style="list-style-type: none"> Strategic restructuring Function level strategies 		
10. Strategy implementation	interactive discussion, questioning, heuristic conversation	• 1 lecture
<ul style="list-style-type: none"> Interorganizational relations Tourism clusters 		
Bibliography	<ol style="list-style-type: none"> 1. Abbot, P. and Lewry, S. (1999) – Front-office: Procedures, social skills, yield and management, Butterworth Heinemann, Second edition. 2. Bardi, James A. (2007) – Hotel Front Office Management, Editura John Wiley & Sons, Third edition. 3. Enz, Cathy A. Hospitality Strategic Management: Concepts and Cases, John Wiley and Sons, 2009 4. David K. Hayes & Jack D. Ninemeier, Hotel Operations Management, Prentice Hall, USA 5. David K. Hayes, Revenue Management for the Hospitality Industry, John Wiley and Sons, 2010 6. Lupu, N., Hotelul- economie și management, Editura All Beck, București 2010. 7. Negrușă, A., Managementul unităților hoteliere, Editura Alma Mater, Cluj-Napoca, 2006. 	

8.2. Seminar / laboratory	Teaching method	Remarks
1. Partners in lodging industry	Exercise and case study analysis	1 seminar
2. Measuring hotel performance	Exercise and case study analysis - Assignment	1 seminar
3. Reservation systems and operational reservation plans	Exercise and case study analysis – Assignment	2 seminars
4. Check-in/Check-out operations	Exercise and case study analysis	1 seminar
5. Scheduling and inventory tools	Exercise and case study analysis Assignment	1 seminar
7. Pricing and Yield Management	Exercise and case study analysis Practical Pricing for Hotel Industry	1 seminar
8. Pricing and Yield Management	Exercise and case study analysis Assignment	1 seminar
9. Analysis of the Lodging Industry Players	Exercise and case study analysis- presentation	1 seminar

10. Porter's Five Forces and Industry Characteristics	Exercise and case study analysis - presentation	1 seminar
11. Strategic Direction Organizational values, resources and competitive advantages	Exercise and case study analysis - presentation	1 seminar
12. Strategy formulation Vertical Integration strategies and Generic business strategies	Exercise and case study analysis- presentation	1 seminar
13. Strategy formulation Concentration strategies and Generic business strategies	Exercise and case study analysis- presentation	1 seminar
Bibliography	Same titles mentioned above	

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
- accounting expert, in diagnosing the financial state of the entity within hospitality and tourism sector, revenue 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 	Assignments (3 minimum)	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.
- The evaluation mode is also maintained for the re-exam's session;



- In order to calculate the final mark summing up the points obtained during the semester, it is necessary to obtain at least 50% of the score related to the written exam.

Content	Competencies acquired	Competencies evaluation method
Topics. 1-13	C1. Running a business division/ subdivision in the hospitality and tourism sector.	50% Project (Grade for content) + 50% grade for final test
Topics. 1-13	C4. Drawing up decision-based strategies/ alternatives specific to hospitality/ tourism units by means of modern information technology tools	50% grade for final test + 50% Assignments grade
	CT1 Application of the principles, norms and of the values of professional ethics within one's own rigorous, efficient and responsible work strategies	50% Project (Grade for oral presentation) + 50% Assignments grade

Date

Course coordinator

Seminar coordinator

29.09.2023

Prof. Dr Adina Negrușă

Prof. Dr Adina Negrușă

Date of approval

Head of department

11.10.2023

Assoc. Prof. Dr Marius Bota

