



## SYLLABUS

### Academic year 2022-2023

#### 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  | Rapoarte și analize în procesul decizional (Reports and analysis for decision process) |               |   |                         |   |                     |            |
| 2.2. Code                | IME0045  |               |   |                         |   |                     |            |
| 2.3. Course coordinator  | Prof. dr. Adina Letiția Negrusa  |               |   |                         |   |                     |            |
| 2.4. Seminar coordinator | Conf. dr. Rozalia Veronica Rus   |               |   |                         |   |                     |            |
| 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                     |    |                        |    |                         | 25  |
| Additional documentation (in libraries, on electronic platforms, field documentation) |    |                        |    |                         | 10  |
| Preparation for seminars/labs, homework, papers, portfolios and essays                |    |                        |    |                         | 50  |
| Tutorship   |    |                        |    |                         | 4   |
| Evaluations   |    |                        |    |                         | 2   |
| Other activities:   |    |                        |    |                         | 10  |
| 3.7. Total individual study hours   |    |                        |    |                         | 101 |
| 3.8. Total hours per semester   |    |                        |    |                         | 125 |
| 3.9. Number of ECTS credits   |    |                        |    |                         | 5   |

#### 4. Prerequisites (if necessary)

|                 |                             |
|-----------------|-----------------------------|
| 4.1. curriculum | Tourism Information Systems |
|-----------------|-----------------------------|



|                   |  |
|-------------------|--|
| 4.2. competencies |  |
|-------------------|--|

|                                      |  |
|--------------------------------------|--|
| 5.1. for the course                  | The course takes place a room with computers. Students need a Microsoft institutional account, Microsoft Teams application, computer, Internet access, access to software (Microsoft Office, Medallion PMS, Infor HMS, eXpresSoft Master, eXpresSoft myBusiness, eXpresSoft Check, POS for Restaurant, Breeze, KeepApp). |
| 5.2. for the seminar /lab activities | Microsoft institutional account, Microsoft Teams application, computer, Internet access, software (Microsoft Office, Medallion PMS, eXpresSoft Master, eXpresSoft myBusiness, eXpresSoft Check, POS for Restaurant (Breeze), KeepApp, Infor HMS).  |

**5. Conditions** (if necessary)

**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>   |

|                                       |  |
|---------------------------------------|--|
| 7.1. 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>generate reports for POS (Point of sale).</li> </ul> |

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

**8. Content**



| 8.1. Course  | Teaching method  | Remarks   |
|--|--|-----------|
| 1. <b>Visualizing data. Types of reports in Hospitality and Tourism Industry</b> (Property reports, Financial reports, Statistical reports).           | interactive discussion, questioning, heuristic conversation  | 2 courses |
| 2. <b>Monitoring key performance indicators.</b> Key performance indicators for revenue management in hotels. Data analysis                            | interactive discussion, questioning, heuristic conversation  | 3 courses |
| 3. <b>Revenue management reports</b> (Revenue per available room. Rate structure. Rates configuration. Selling strategies)                             | interactive discussion, questioning, heuristic conversation  | 1 course  |
| 4. <b>Generating the hotels' reports from Property Management Systems</b> (Guest accounting in PMS. Daily reports. Internal hotel management reports.) | interactive discussion, questioning, heuristic conversation  | 2 courses |
| 5. <b>Hotel management reports</b> (EOD (End of day) reports. EOS (End of shift) reports. Housekeeping reports)  | interactive discussion, questioning, heuristic conversation  | 1 course  |
| 6. <b>Hotel management reports</b> (Monthly reports. EOM (End of month) reports. Annual reports. Forecasting reports. Statistics)                      | interactive discussion, questioning, heuristic conversation  | 1 course  |
| 7. <b>Food and beverage services management reports</b> (Sales reports, Promotions, Delivery reports, Z reports (End of Shift or Day), Z archive)      | interactive discussion, questioning, heuristic conversation  | 1 course  |
| 8. <b>Food and beverage services management reports</b> (Inventory reports. Purchase and acquisitions reports. Statistics and forecasting reports)     | interactive discussion, questioning, heuristic conversation  | 1 course  |
| Bibliography   | 1 Bardi, James A. (2011) – Hotel Front Office Management, Editura John Wiley & Sons, Fifth edition.<br>2 Benckendorff, Pierre J., Zheng Xiang, and Pauline J. Sheldon (2019). Tourism information technology, 3 <sup>rd</sup> edition. Cabi.<br>3 Collins, G. R., Cobanoglu, C., (2013), Hospitality Information Technology: learn how to use it, Kendall Hunt Pub.<br>4 David K. Hayes (2010), Revenue Management for the Hospitality Industry, John Wiley and Sons.<br>5 Enz, Cathy A. (2009), Hospitality Strategic Management: Concepts and Cases, John Wiley and Sons,<br>6 Negrușă, A. (2006), Managementul unităților hoteliere, Editura Alma Mater, Cluj-Napoca.,<br>7 Nyheim, Peter, and Daniel Connolly (2011), Technology strategies for the hospitality industry, Prentice Hall Press. |           |



| 8.2. Seminar / laboratory   | Teaching method  | Remarks    |
|---|--|------------|
| 1. Visualizing data. Types of reports in Hospitality and Tourism Industry | step-by-step training, exercise and case study analysis  | 2 seminars |
| 2. Monitoring key performance indicators                                  | step-by-step training, exercise and case study analysis  | 3 seminars |
| 3. Revenue management reports   | step-by-step training, exercise and case study analysis  | 1 seminar  |
| 4. Generating the hotels' reports from Property Management Systems        | step-by-step training, exercise and case study analysis  | 2 seminars |
| 5. Hotel management reports   | step-by-step training, exercise and case study analysis  | 2 seminars |
| 6. Food and beverage services management reports                          | step-by-step training, exercise and case study analysis  | 2 seminars |
| <b>Bibliography</b>   | 1 Bardi, James A. (2011) – Hotel Front Office Management, Editura John Wiley & Sons, Fifth edition.<br>2 Benckendorff, Pierre J., Zheng Xiang, and Pauline J. Sheldon (2019). Tourism information technology, 3 <sup>rd</sup> edition. Cabi.<br>3 Collins, G. R., Cobanoglu, C., (2013), Hospitality Information Technology: learn how to use it, Kendall Hunt Pub.<br>4 David K. Hayes (2010), Revenue Management for the Hospitality Industry, John Wiley and Sons.<br>5 Enz, Cathy A. (2009), Hospitality Strategic Management: Concepts and Cases, John Wiley and Sons,<br>6 Negrușă, A. (2006), Managementul unităților hoteliere, Editura Alma Mater, Cluj-Napoca.,<br>7 Nyheim, Peter, and Daniel Connolly (2011), Technology strategies for the hospitality industry, Prentice Hall Press. |            |

**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.
- To adapt the content of this course to the labor market needs we had meetings with hotels' and restaurants' business representatives.



**Facultatea de Business**

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

**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>40 %</b>               |
| 10.5. Seminar 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                | <b>60 %</b>               |

**10.6. Minimum performance standards**

- knowledge of basic notions and their application to practical situations;
- interpretation of obtained results.

**Date**

**Signature of course coordinator**

Prof. dr. Adina Letiția Negrușa

**Signature of seminar coordinator**

Conf. dr. Rozalia Veronica Rus

**Date of approval**

**Signature of the Head of department**

Conf. dr. Oana Adriana Gică