



SYLLABUS

Service quality management

Academic year 2025-2026

1. Information regarding the program

1.1. Higher education institution	Universitatea Babeș Bolyai
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	Business Administration in Hospitality and International Tourism /Master
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		Managementul calității serviciilor/Service quality management				Discipline code		IME0050			
2.2. Course coordinator			Prof.univ.dr. Adina Negrusa								
2.3. Seminar coordinator			Prof.univ.dr. Adina Negrusa								
2.4. Year of study		II	2.5. Semester		3	2.6. Type of evaluation		C	2.7. Discipline regime		elective

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

3.1. Hours per week	2	of which: 3.2 course	1	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	28	of which: 3.5 course	14	3.6 seminar/laborator	14
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					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					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 beamer
5.2. for the seminar /lab activities	Classroom equipped with computer and PMS software



6.1. Specific competencies acquired

Professional/essential competencies	<ul style="list-style-type: none">• C1. Running a business division/ subdivision in the hospitality and tourism sector• C5. Drawing up various reports/ studies useful for the running of a hospitality/ tourism unit and the provision of consultancy in the field
Transversal competencies	<ul style="list-style-type: none">• CT2. identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork

6.2. Learning outcomes

Knowledge	<p>The student has in-depth knowledge regarding: planning and organization of human, material and financial resources; employee motivation; control of the activities carried out; customer relationship management of hotel companies.</p> <ul style="list-style-type: none">• has advanced knowledge regarding the organization's management system and its constituent elements (decision-making, informational, organizational, methodological and human resources subsystems).• defines the concepts and principles specific to the coordination and management of service, tourism, hotel and restaurant activities
Skills	<p>The student has high ability to use complex techniques and tools to analyse the organisational environment so that enterprises operating in the hospitality industry and international tourism can adapt to the identified requirements and challenges;</p> <ul style="list-style-type: none">• demonstrates the ability to choose methods of managing relationships with customers and suppliers.• solves simple, well-defined problems associated with the coordination and management of service, tourism, hotel and restaurant activities.
Responsibility and autonomy:	<p>The student is able to make decisions at the level of the position he occupies and to assume responsibility towards the higher hierarchical levels.</p> <ul style="list-style-type: none">• The student demonstrates the ability to develop proposals and make appropriate decisions, considering economic criteria.• The student establishes a positive, long-term relationship between organizations and third-party stakeholders, such as suppliers, distributors, shareholders and other stakeholders, in order to provide them with information about the organization and its objectives.

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

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

8.1 Course	Teaching methods	Remarks
Perceptions of service quality	interactive discussion, questioning, heuristic conversation	1 lecture
Dimensions of service quality	interactive discussion, questioning, heuristic conversation	1 lecture
Impacts of people on service quality.	interactive discussion, questioning, heuristic conversation	1 lecture
Impacts of process on service quality	interactive discussion, questioning, heuristic conversation	1 lecture
Impacts of physical evidence on service quality	interactive discussion, questioning, heuristic conversation	1 lecture
Service Quality-Satisfaction Relationship and a competitive advantage	interactive discussion, questioning, heuristic conversation	2 lectures
Definition of service quality.	interactive discussion, questioning, heuristic conversation	1 lecture
Determinants of service quality	interactive discussion, questioning, heuristic conversation	1 lecture
Measuring service quality	interactive discussion, questioning, heuristic conversation	2 lectures
Service quality procedures.	interactive discussion, questioning, heuristic conversation	2 lectures
Motivation personnel to deliver quality	interactive discussion, questioning, heuristic conversation	1 lecture

Bibliography:

1. Bardi, James A. (2007) – Hotel Front Office Management, Editura John Wiley & Sons, Third edition.
2. Bojanic D., Reid R., Hospitality Marketing Management, 6th Edition, Wiley, 2016
3. Lupu, N., Hotelul- economie și management, Editura All Beck, București 2010.
4. Negrușă, A., Managementul unităților hoteliere, Editura Alma Mater, Cluj-Napoca, 2006.
5. Szende P., Operations Management in the Hospitality Industry, 2021, Emerald Publishing Limited.

8.2 Seminar / laboratory	Teaching methods	Remarks
Introduction and overview – expectations, course goals, syllabus. Project Teams set up and topics. The Design of Services Processes & Layout	Exercise and case study analysis	1 seminar (2 hours)
Elements of effective service quality	Exercise and case study analysis	1 seminar (2 hours)
Quality Management Process	Exercise and case study analysis	1 seminar (2 hours)
SERVQUAL instrument utilization in lodging industry	Exercise and case study analysis	1 seminar (2 hours)
Quality procedures for lodging industry	Exercise and case study analysis	1 seminar (2 hours)
Quality procedures and standards for food services	Exercise and Project presentation	1 seminar (2 hours)
Service guarantee in fast-food	Exercise and Project presentation	1 seminar (2 hours)



Bibliography:

Same titles mentioned above

9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations and representative employers within the field of the program

The content of the discipline is in line with what is done in other university centers in the country and abroad.

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

- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<ul style="list-style-type: none">• correctly applying the learnt notions;• identifying the correct solutions	Final examination (exam period)	50%
10.5 Seminar/laboratory	<ul style="list-style-type: none">• Ability to apply learned concepts	Assignments (3 min)	10%
	<ul style="list-style-type: none">• applying the methods and research tools• applying the specific theoretical notions• practical skills in the field	Project	40%
10.6 Minimum standard of performance			
To obtain a grade of 5 it is necessary:			
<ul style="list-style-type: none">• To know the fundamental concepts who were taught;• To appropriate use and apply specialized concepts.			

Content	Competencies acquired	Competencies evaluation method
Chap. I-VII	C1. Running a business division/ subdivision in the hospitality and tourism sector.	50% Project (Grade for content) + 50% grade for final test
Chap. I-VII	C5. Drawing up various reports/ studies useful for the running of a hospitality/ tourism unit and the provision of consultancy in the field	50% grade for final test + 50% Assignments grade
	CT2. identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork	50% Project (Grade for oral presentation) + 50% Assignments grade

11. Labels ODD (Sustainable Development Goals)



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FACULTATEA DE
BUSINESS
IN PARTNERSHIP

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Date:
7.04.2025

Signature of course coordinator
Prof.univ.dr. Adina Negrusa

Signature of seminar coordinator
Prof.univ.dr. Adina Negrusa

Date of approval:
10.04.2025

Signature of the head of department
Assoc. prof. dr. Marius BOTA