



COURSE DESCRIPTION

Managementul calității serviciilor/Service quality management

Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field	Business Administration
1.5. Level of study	Master
1.6. Degree 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			Codul disciplinei	IME0050
2.2. Course coordinator	Prof.habil.univ.dr. Adina Negrusa				
2.3. Seminar coordinator	Prof.habil.univ.dr. Adina Negrusa				
2.4. Year of study	2	2.5. Semester	1	2.6. Type of assessment	Viva voce
2.7. Course status	Elective			2.8. Course type	Specialisation subject

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	2	of which: 3.2. course	1	3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum	28	of which: 3.5. course	14	3.6. seminar/ laboratory	14
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					14
Additional research in the library, on subject-specific electronic platforms, and on-site					7
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					7
Tutoring (professional guidance)					4
Examinations					2
Other activities					8
3.7. Total hours of individual study (IS) and self-taught activities (ST)				47	
3.8. Total hours per semester				75	
3.9. Number of credits				3	

4. Prerequisites (where applicable)

4.1. curriculum-related	
4.2. skills-related	

5. Specific conditions (where applicable)

5.1. course-related	Classroom equipped with computer and beamer
5.2. seminar/laboratory-related	Classroom equipped with computer

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
PC1	Running a business division/ subdivision in the hospitality and tourism sector
PC5	Drawing up various reports/ studies useful for the running of a hospitality/ tourism unit and the provision of consultancy in the field
Transversal competencies	
Competency code	Competency
TC2	Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
PC1	1. The graduate has in-depth knowledge of micro- and macro-marketing components, as well as regarding their implications for international businesses in the hospitality industry and tourism.	1. The graduate has an advanced ability to identify and analyse various opportunities to adapt businesses operating in the hospitality industry and international tourism to the elements of the micro- and macro-marketing environment, using specific techniques and tools.
PC5		
TC2		

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student/graduate explains and understands the key concepts and principles regarding: planning and organization of human, material and financial resources; employee motivation; control of the activities carried out; customer relationship management of hotel companies.
2. The student/graduate knows how to analyze the external and internal environment of an organization, identifying strengths and weaknesses, in order to provide a basis for the company's strategies and for further planning.
3. The student/graduate knows about the organization's management system and its constituent elements (decision-making, informational, organizational, methodological and human resources subsystems).
Specific academic skills
1. The student demonstrates the ability to choose methods of managing relationships with customers and suppliers.
2. The student demonstrates the ability to solve simple, well-defined problems associated with the coordination and management of service, tourism, hotel and restaurant activities
3. The student/graduate demonstrates the ability to develop proposals and make appropriate decisions, considering economic criteria.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Perceptions of service quality	interactive discussion, questioning, heuristic conversation	1 lectures
Dimensions of service quality	interactive discussion, questioning, heuristic conversation	1 lectures
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	1 lecture
Definition of service quality.	interactive discussion, questioning, heuristic conversation	2 lectures
Determinants of service quality	interactive discussion, questioning, heuristic conversation	1 lecture
Measuring service quality	interactive discussion, questioning, heuristic conversation	2 lecture
Service quality procedures.	interactive discussion, questioning, heuristic conversation	2 lecture
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 and learning 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
Elements of effective service quality	Exercise and case study analysis - Assignment	1 seminar
Quality Management Process	Exercise and case study analysis – Assignment	1 seminar
SERVQUAL instrument utilization in lodging industry	Exercise and case study analysis	1 seminar
Quality procedures for lodging industry	Exercise and case study analysis Assignment	1 seminar
Quality procedures and standards for food services	Exercise and case study analysis Practical Pricing for Hotel Industry	1 seminar
Service guarantee in fast-food	Exercise and case study analysis Assignment	1 seminar

Bibliography

Same titles mentioned above

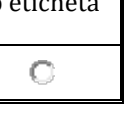
9. Evaluation

- 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).

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	• correctly applying the learnt notions; identifying the correct solutions	Final examination (exam period)	50%
9.5. Seminar/ laboratory	Ability to apply learned concepts	Assignments (3 min)	10%
	• applying the methods and research tools • applying the specific theoretical notions practical skills in the field	Project	40%
9.6 Minimum standard for passing			
To obtain a grade of 5 it is necessary: • To know the fundamental concepts who were taught; • To appropriate use and apply specialized concepts.			

10. SDG labels (Sustainable Development Goals)¹

		Sustainable Development Generic Label						
								
								Nu se aplică nici o etichetă
								

Date of entry:

22.05.26

Signature of course coordinator

Prof.univ.dr. Adina Negrusa

Signature of seminar coordinator

Prof.univ.dr. Adina Negrusa

Date of approval in the department:

27.05.26

Signature of the head of department

Assoc. Prof. Marius BOTA, PhD

¹ Select a single label which, according to the [Implementation of SDG labels in the academic process](#), best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: "No label applies."