



SYLLABUS

Family business, innovation and development of new tourism products Academic year 2026-2027

1. Information regarding the program

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

2. Information regarding the discipline

2.1. Name of the discipline	Family business, innovation and development of new tourism products			Discipline code	IME0081
2.2. Course coordinator	Assoc. prof. Oana Adriana Gică, PhD, Assoc. prof. Marius Bota, PhD				
2.3. Seminar coordinator	Assoc. prof. Oana Adriana Gică, PhD, Assoc. prof. Marius Bota, PhD				
2.4. Year of study	2	2.5. Semester	1	2.6. Type of assessment	Viva voce
2.7. Course status	Compulsory			2.8. Course type	Specialisation subject

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

3.1. Hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	42	of which: 3.5 course	28	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)					32
Additional documentation (in libraries, on electronic platforms, field documentation)					32
Preparation for seminars/labs, homework, papers, portfolios and essays					32
Tutorship					2
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	Not the case
4.2. competencies	Not the case

5. Specific conditions (if necessary)

5.1. for the course	Room equipped with video-projector, computer
5.2. for the seminar /lab activities	Room equipped with video-projector, computer



6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
PC1	<i>Running a business division/ subdivision in the hospitality and tourism sector</i>
PC2	<i>Advanced knowledge of concepts, techniques, and methods used in the scientific and applied research specific to the hospitality and tourism sector</i>
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
TC3	Making effective use of various learning resources and techniques for personal development

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
PC1 PC2 PC5 TC3	The graduate has a 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;	The graduate has a 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; the graduate is capable of drawing up and implementing business strategies and has the ability to propose methods for designing the tourism product..

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student has solid knowledge in the field of entrepreneurship and family business (starting a family business, characteristics of family businesses, family business succession, family business governance)
2. The student/graduate describes the methods for generating, selecting, and evaluating new tourism product ideas, as well as the factors influencing the success of their market launch.
3. The student/graduate explains the principles of planning, developing, testing, and commercializing new tourism products, using concepts specific to product management and marketing.
Specific academic skills
1. The student has the ability to identify specific problems faced by a family business and to offer solutions to address them.
2. The student/graduate applies specific methods and tools to generate, evaluate, and develop new product concepts.
3. The student/graduate analyzes the opportunities and risks associated with developing and launching a new product, using information regarding the market, consumers, and competition.
4. The student/graduate develops and justifies a project for the development and launch of a new product, substantiating decisions regarding product features, positioning, and the marketing strategy.



8. Content

8.1 Course	Teaching methods	Remarks
<i>Entrepreneurship and the Entrepreneur in the Hospitality Industry</i>	Interactive lecture	One lecture
<i>Starting a Family Business</i>	Interactive lecture	One lecture
<i>The Concept, Role, and Characteristics of Family Businesses</i>	Interactive lecture	Two lectures
<i>Specific Characteristics of Family Businesses in the Tourism and Hospitality Industry</i>	Interactive lecture	One lecture
<i>Family Business Governance and Intergenerational Succession</i>	Interactive lecture	Two lectures
<i>The tourism product – an experience</i>	Interactive lecture	One lecture
<i>Tourism products from services to experiences</i>	Interactive lecture	One lecture
<i>Innovation in hospitality an tourism</i> Types of innovation	Interactive lecture	One lecture
<i>Innovation in hospitality an tourism Creativity</i>	Interactive lecture	One lecture
<i>Managing the innovation in tourism experiences</i> <i>Tourism product conceptualisation</i>	Interactive lecture	One lecture
<i>Managing the innovation in tourism experiences</i> <i>Developing tourism experiences</i>	Interactive lecture	One lecture
<i>Management and marketing tactics for the new tourism experiences</i>	Interactive lecture	One lecture
Bibliography 1. Burger-Helmchen, T.(Ed.) (2012),Entrepreneurship – Creativity and Innovative Business Models, InTech 2. Getz, D., Carlsen, J., Morrison, A. (2004), The Family Business in Tourism and Hospitality, CABI Publishing - https://scispace.com/pdf/the-family-business-in-tourism-and-hospitality-bbex8ize4p.pdf 3.Gimeno, A. (2010). Family Business Models: Practical Solutions for the Family Business.New York: Palgrave Macmillan. 4. Hatten, T. S. (2009), Small Business, Management, Entrepreneurship and Beyond, Fifth Edition, South-Western, Cengage Learning 5. Hisrich, Robert D. and Claudine Kearney (2012), Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company, McGraw Hill. 6. Kuratko, D.F (2009), Introduction to Entrepreneurship, South-Western Cengage Learning 7. Lee-Ross, D., Lashley, C. (2009), Entrepreneurship and Small Business Management in the Hospitality Industry, Butterworth-Heinemann 8.Poza, Ernesto J. (2010). Family Business. Mason: Cengage Learning. 9. Bota, M., Cosma, S. (2014), Cercetarea-dezvoltarea noilor produse, Editura Presa Universitara Clujeana, Cluj-Napoca 10. Drucker, P.F. (2006), Innovation and Entrepreneurship, Harper Paperbacks, New York 11 Kotler, P., Bowen, T.B., Makens J.C., Marketing for Hospitality and Tourism, 5th ed., Pearson Prentice Hall, New Jersey, 2010. 12.Page, S., Ateljevic, J. (Eds.) (2009), Tourism and Entrepreneurship-international perspectives), Elsevier 13.Peters, M., Pikkemaat, B. (2005), Innovation in Hospitality and Tourism, The Haworth Hospitality Press, New York 14.Ratten, V., Braga, V., Álvarez-García, J., & Del Río, M. D. L. C. (Eds.). (2019). Tourism innovation: Technology, sustainability and creativity. Routledge. 15.Reid, R.D., Bojanic, D.C., Hospitality Marketing Management, 5th ed., John Wiley&Sons, New Jersey, 2010. 16. Smallbone, D. (2009), Entrepreneurship and growth in local, regional and national economics: frontiers in european entrepreneurship research. Ed. Edward Elgar Publishing, Cheltenham 17. Stokes, D. R., Wilson N. (2006), Small business management and entrepreneurship, ed. Thomson, Canada; Mexico 18. Timmons, J. A., Spinelli S. (2007), New venture creation: entrepreneurship for the 21st century. Ed. McGraw-Hill, Boston 19. Văduva, Sebastian (2011) <i>Afacerile de familie: cum să-ți transformi familia dintr-o povară într-o comoară</i> , ed. Universității Emanuel		
8.2 Seminar / laboratory	Metode de predare	Observații
<i>Presentation of seminar structure and requirements. Organization of work groups</i>	Interactive lecture, processing documents	One seminar



Entrepreneuril process	Case study	One seminar
Characteristics of Family Businesses	Case study	One seminar
Specific Characteristics of Family Businesses in the Tourism and Hospitality Industry	Interactive lecture	Two seminars
Family Business Governance and Intergenerational Succession	Case study	One seminar
The tourism product - an experience	Case study	One seminar
Innovation and creativity	Case study	One seminar
Tourism product conceptualisation	Case study	Two seminars
Developing tourism experiences	Case study	Two seminars
Project presentation	In class presentation and discussion	Two seminars

Bibliography

1. Burger-Helmchen, T.(Ed.) (2012),Entrepreneurship – Creativity and Innovative Business Models, InTech
2. Getz, D., Carlsen, J., Morrison, A. (2004), The Family Business in Tourism and Hospitality, CABI Publishing - <https://scispace.com/pdf/the-family-business-in-tourism-and-hospitality-bbex8ize4p.pdf>
- 3.Gimeno, A. (2010). Family Business Models: Practical Solutions for the Family Business.New York: Palgrave Macmillan.
4. Hatten, T. S. (2009), Small Business, Management, Entrepreneurship and Beyond, Fifth Edition, South-Western, Cengage Learning
5. Hisrich, Robert D. and Claudine Kearney (2012), Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company, McGraw Hill.
6. Kuratko, D.F (2009), Introduction to Entrepreneurship, South-Western Cengage Learning
7. Lee-Ross, D., Lashley, C. (2009), Entrepreneurship and Small Business Management in the Hospitality Industry, Butterworth-Heinemann
- 8.Poza, Ernesto J. (2010). Family Business. Mason: Cengage Learning.
9. Bota, M., Cosma, S. (2014), Cercetarea-dezvoltarea noilor produse, Editura Presa Universitara Clujeana, Cluj-Napoca
- 10.Drucker, P.F. (2006), Innovation and Entrepreneurship, Harper Paperbacks, New York
- 11 Kotler, P., Bowen, T.B., Makens J.C., Marketing for Hospitality and Tourism, 5th ed., Pearson Prentice Hall, New Jersey, 2010.
- 12.Page, S., Ateljevic, J. (Eds.) (2009), Tourism and Entrepreneurship-international perspectives), Elsevier
- 13.Peters, M., Pikkemaat, B. (2005), Innovation in Hospitality and Tourism, The Haworth Hospitality Press, New York
- 14.Ratten, V., Braga, V., Álvarez-García, J., & Del Río, M. D. L. C. (Eds.). (2019). Tourism innovation: Technology, sustainability and creativity. Routledge.
- 15.Reid, R.D., Bojanic, D.C., Hospitality Marketing Management, 5th ed., John Wiley&Sons, New Jersey, 2010.
16. Smallbone, D. (2009), Entrepreneurship and growth in local, regional and national economics: frontiers in european entrepreneurship research. Ed. Edward Elgar Publishing, Cheltenham
17. Stokes, D. R., Wilson N. (2006), Small business management and entrepreneurship, ed. Thomson, Canada; Mexico
18. Timmons, J. A., Spinelli S. (2007), New venture creation: entrepreneurship for the 21st century. Ed. McGraw-Hill, Boston
19. Văduva, Sebastian (2011) *Afacerile de familie: cum să-ți transformi familia dintr-o povară într-o comoară*, ed. Universității Emanuel

9. Evaluation

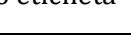
- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum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

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	• correct logical and coherent application of the concepts learned • active participation in group discussions by formulating personal opinions.	Individual Project – The profile of a family business in	90% (70% written report; 30% presentation)



10.5 Seminar/laboratory	- learning and understanding of issues dealt with at course and seminar; - correct logical and coherent application of the concepts learned	<i>hospitality and tourism</i>	
	interest in individual preparation throughout the whole semester	Portfolio of activities	10%
10.6 Minimum standard of performance			
Understanding key issues related to entrepreneurship, family business and innovation in tourism and hospitality			

10. SDG labels (Sustainable Development Goals)¹

  Sustainable Development Generic Label								
1 FĂRĂ SĂRĂCIE	2 FOAMETE „ZERO”	3 SĂNĂTATE ȘI BUNĂSTĂRE	4 EDUCATIE DE CALITATE	5 EGALITATE DE GEN	6 APĂ CURATĂ ȘI SANITATIE	7 ENERGIE CURATĂ ȘI LA PREȚURI ACCESESIBILE	8 MUNCĂ DECENTĂ ȘI CREȘTERE ECONOMICĂ	9 INDUSTRIE, INOVAȚIE ȘI INFRASTRUCTURĂ
								
							X	
10 INEGALITĂȚI REDUSE	11 ORAȘE ȘI COMUNITĂȚI DURABILE	12 CONSUM ȘI PRODUCȚIE RESPONSABILĂ	13 ACȚIUNE CLIMATICĂ	14 VIAȚĂ ACVATICĂ	15 VIAȚĂ TERESTRĂ	16 PACE, JUSTIȚIE ȘI INSTITUȚII EFICIENTE	17 PARTENERIAȚE PENTRU REALIZAREA OBIECTIVELOR	Nu se aplică nici o etichetă
								
								

Date of entry:	Signature of course coordinator	Signature of seminar coordinator
22.05.26	Assoc prof. Oana Adriana Gică PhD / Assoc. Prof. Marius BOTA, PhD	Assoc prof. Oana Adriana Gică PhD / Assoc. Prof. Marius BOTA, PhD
Date of approval in the department:	Signature of the head of department	
27.05.26	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.”