COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brașov
1.2 Faculty	Food and tourism
1.3 Department	Food and Tourism Engineering and Management
1.4 Field of study[1]	Engineering and management
1.5 Study level[2]	Master
1.6 Study programme/ Qualification	Engineering and management in luxury hospitality (in English)

2. Data about the course

2.1 Name of course				Project management in luxury hospitality					
2.2 Course convenor				Prof. dr. Florentina MATEI					
2.3 Project convenor				Prof. dr. Florentina MATEI					
2.4 Study year	II	2.5 Semester	III	2.6 Evaluation type	E	2.7 Course status	Content[3]	PC	
							Attendance type[4]	CPC	

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

3.1 Number of hours per week	4	out of which: 3.2 lecture	2	3.3 seminar/ laboratory/ project	2
3.4 Total number of hours in the curriculum	56	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	28

Time allocation	hours
Study of textbooks, course support, bibliography and notes	21
Additional documentation in libraries, specialized electronic platforms, and field research	14
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	24
Tutorial	6
Examinations	4
Other activities.....................................	

3.7 Total number of hours of student activity	69
3.8 Total number per semester	125
3.9 Number of credits[5]	5

4. Prerequisites (if applicable)

4.1 curriculum-related	• NA
4.2 competences-related	• NA

5. Conditions (if applicable)

5.1 for course development	• Room with PC or Notebook + video-projector and/or on-line educational platform
5.2 for project development	• Room with PC or Notebook + video-projector and/or on-line educational platform

6. Specific competences and learning outcomes

Professional competences	**Cp.1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.** L.O. 1.1 Graduates will be able to identify and allocate human, financial, and material resources efficiently to execute complex luxury hospitality projects, ensuring alignment with premium quality standards and client expectations. L.O. 1.2 Graduates will demonstrate the ability to develop detailed project schedules for luxury hospitality units, including resorts, hotels, fine dining establishments, and artisan production units, while ensuring timely delivery of key milestones. L.O. 1.3 Graduates will have the skills to plan, monitor, and optimize project budgets for high-end hospitality ventures, employing advanced financial strategies tailored to premium market demands. L.O. 1.6 Graduates will be able to plan, manage, and oversee hotel, resort and restaurant renovation or expansion projects, balancing budget, timelines, and brand-specific luxury aesthetics. L.O. 1.8 Graduates will develop the skills to design efficient workflows in Michelin-star and fine-dining restaurants, ensuring seamless collaboration between kitchen and service teams. **Cp.6 Review and analyze financial information and project requirements, such as budget evaluation, projected turnover and risk assessment to determine project benefits and costs. Evaluate whether the agreement or project will recover its investment and whether the potential return is worth the financial risk.** L.O. 6.1 Graduates will demonstrate the ability to evaluate financial risks associated with luxury hospitality projects by analyzing projected costs, turnover, and market dynamics to ensure informed decision-making. L.O. 6.2 Graduates will be able to design and evaluate project budgets for luxury hospitality operations, ensuring alignment with resource requirements, stakeholder expectations, and quality standards. L.O. 6.4 Graduates will demonstrate expertise in synthesizing financial information, market trends, and project requirements to make strategic recommendations that maximize profitability and minimize risk in luxury hospitality projects.

	Ct.1 Organize the team.
Transversal competences	L.O. 1.1 Graduates will demonstrate the ability to foster a positive and inclusive work environment, promoting teamwork and collaboration among diverse staff in luxury hotels, restaurants, and cafes. L.O. 1.2 Graduates will acquire the skills to actively listen to team members, provide constructive feedback, and address concerns effectively to enhance staff performance and morale in high-end hospitality settings. L.O. 1.4 Graduates will develop the ability to mediate conflicts among staff members with empathy and diplomacy, fostering a harmonious and productive work atmosphere in luxury hospitality operations. L.O. 1.5 Graduates will demonstrate the ability to build respectful and professional relationships with team members and stakeholders from diverse cultural backgrounds, ensuring alignment with the global nature of luxury hospitality. **Ct.2 Assume a leadership role.** L.O. 2.2 Graduates will acquire the skills to inspire and motivate subordinates by fostering a shared vision and aligning team efforts with the objectives of delivering high-end, personalized guest experiences. L.O. 2.3 Graduates will develop the ability to make informed, timely decisions in leadership roles, balancing operational priorities, resource allocation, and guest satisfaction in luxury hospitality settings. L.O. 2.5 Graduates will acquire the skills to establish and maintain strong relationships with suppliers, vendors, and business partners, fostering collaboration and long-term success in the luxury hospitality sector. **Ct.3 Manage material and financial resources** L.O. 3.1 Graduates will demonstrate the ability to allocate financial resources effectively across luxury hospitality operations, ensuring optimal budget utilization while maintaining high-end quality standards. L.O. 3.2 Graduates will acquire the skills to assess, manage, and optimize material resources, such as premium ingredients, sustainable materials, and high-end furnishings, to minimize waste and maximize value.

7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	• The development of requested competences for the optimal ongoing of the project management steps in the luxury hospitality: preparation, implementation, evaluation, quality control
7.2 Specific objectives	• The development of the capacity to identify needs and to correlate with possible financing sources • The development of the capacity to build and coordinate a project team • The development of the capacity to implement and evaluate a project in the field • The development of the capacity to to estimate costs and design budgets

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Project management principles		2	
Drawbacks identification and needs analysis in the luxury hospitality sector		2	
Financing sources identification for the luxury hospitality projects		2	
Project life cycle and project management processes	PPT presentation, Eucharistic conversation, problem solving	6	
Project resources management		4	
Costs' estimation and budgets' design for luxury hospitality projects		4	

		Number of hours	
Time and purchase planning and during project life cycle		4	
Project closure and sustainability assurance		4	

Bibliography

1. Matei F., Zirra D. (2019). Editors of "Introduction to Biotech Entrepreneurship: From Idea to Business". Springer, Cham. ISBN: 978-3-030-22141-6
2. Dearden Philip N., Carter Mike (2012). Handbook on "Programme and Project ThinkingTools", CIDT.

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Dezvoltarea unui plan de proiect în domeniul ospitalității de lux		4	
Analiza de nevoi în domeniul ospitalității de lux		4	
Construirea echipei de proiect și motivarea acesteia		4	
Elaborarea unui proiect de dezvoltare în domeniul ospitalității de lux	Presentation, demonstration, individual and team work	8	
Utilizarea de instrumente și tehnici pentru analiza riscurilor		4	
Evaluarea proiectului și dezvoltarea planului de control al calității		4	

Bibliography

1. Matei F., Zirra D. (2019). Editors of "Introduction to Biotech Entrepreneurship: From Idea to Business". Springer, Cham. ISBN: 978-3-030-22141-6
2. Dearden Philip N., Carter Mike (2012). Handbook on "Programme and Project ThinkingTools", CIDT.

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

- Identification and good communication with relevant stakeholders
- Networking with stakeholders from luxury hospitality secor to identify financing sources

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Individual performance (The level of acquired theoretical knowledge)	Multiple choice written evaluation test	50%
10.5 Seminar/ laboratory/ project	Team working performance Individual performance (The level of acquired theoretical and practical knowledge)	Working sheets/Luxury hospitality project defend	50%
10.6 Minimal performance standard			
• For the written examination and project presentation 5 is minimum as mark			

This course outline was certified in the Department Board meeting on 12/09/2024 and approved in the Faculty Board meeting on 12/09/2024

Note:

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

2) Study level – choose from among: Bachelor / Master / Doctorat;

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

4) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

5) One credit is the equivalent of 25 study hours (teaching activities and individual study).