

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
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 of luxury hospitality (in English)

2. Data about the course

2.1 Name of course	Ethics and academic integrity							
2.2 Course convenor	Senior lecturer Simona ŞOICA, PhD							
2.3 Seminar/ laboratory/ project convenor	Senior lecturer Simona ŞOICA, PhD							
2.4 Study year	I	2.5 Semester	I	2.6 Evaluation type	C	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	3	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	2
3.4 Total number of hours in the curriculum	42	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	28
Time allocation					hours
Study of textbooks, course support, bibliography and notes					20
Additional documentation in libraries, specialized electronic platforms, and field research					30
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					30
Tutorial					
Examinations					3
Other activities.....					
3.7 Total number of hours of student activity					83
3.8 Total number per semester					125
3.9 Number of credits ⁵⁾					5

4. Prerequisites (if applicable)

4.1 curriculum-related	<ul style="list-style-type: none"> Managerial communication, Organizational culture, Academic writing
4.2 competences-related	<ul style="list-style-type: none"> Communication and academic writing, values and general practices in tourism organizations

5. Conditions (if applicable)

5.1 for course development	<ul style="list-style-type: none"> Room equipped with projector/TV, board and marker.
5.2 for seminar/ laboratory/ project development	<ul style="list-style-type: none"> Room equipped with projector/TV, board and marker.

6. Specific competences and learning outcomes

Professional competences	<p>Cp.7 Protect a client's interests and needs by taking the necessary steps and investigating all possibilities to ensure that the client achieves the preferred outcome.</p> <p>L.O. 7.1 Graduates will demonstrate the ability to analyze client requirements and proactively identify innovative solutions to ensure the realization of their vision in luxury hospitality operations and design.</p> <p>L.O. 7.2 Graduates will acquire the skills to integrate client preferences and expectations into the design and execution of luxury spaces, services, and experiences, ensuring optimal satisfaction.</p> <p>L.O. 7.3 Graduates will develop the capacity to represent and protect client interests throughout the lifecycle of hospitality projects, from concept design to completion, ensuring alignment with desired outcomes.</p> <p>L.O. 7.4 Graduates will demonstrate expertise in researching and evaluating all available options, such as design alternatives, operational models, and service enhancements, to achieve the most favorable results for clients.</p> <p>L.O. 7.5 Graduates will master the ability to negotiate and align client aspirations with technical, financial, and sustainability constraints, delivering solutions that meet or exceed client expectations in the luxury hospitality sector.</p> <p>Cp.8 Builds and maintains strong internal and external relationships with stakeholders at the operational level, based on mutual trust and credibility, in order to achieve organizational objectives. Ensures that organizational strategies include sound stakeholder management and identifies and prioritizes strategic stakeholder relationships.</p> <p>L.O. 8.1 Graduates will demonstrate the ability to build and sustain strong relationships with internal teams, clients, suppliers, and external partners in luxury hospitality, fostering mutual trust and collaboration.</p> <p>L.O. 8.2 Graduates will acquire the skills to communicate effectively and transparently with stakeholders, ensuring alignment with organizational strategies and operational goals in high-end hospitality projects.</p> <p>L.O. 8.3 Graduates will demonstrate the ability to identify, evaluate, and prioritize strategic stakeholder relationships, ensuring resources and efforts are focused on the most impactful partnerships to achieve organizational objectives.</p> <p>L.O. 8.4 Graduates will master the ability to collect and analyze stakeholder input to refine services, products, and operations, ensuring mutual benefits and long-term loyalty in the luxury hospitality industry.</p> <p>L.O. 8.5 Graduates will develop expertise in mediating disputes and addressing stakeholder concerns with professionalism and diplomacy, ensuring relationships remain strong and organizational goals are met.</p> <p>L.O. 8.6 Graduates will demonstrate the ability to create and execute comprehensive stakeholder engagement plans that integrate organizational objectives with the needs and expectations of internal and external stakeholders in luxury hospitality.</p>
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Transversal competences	<p>Ct.1 Organize the team.</p> <p>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.</p> <p>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.</p> <p>L.O. 1.3. Graduates will be capable of supervising and motivating teams in demanding luxury environments, such as fine-dining restaurants or event venues, ensuring professionalism and service excellence.</p> <p>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.</p> <p>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.</p> <p>Ct.2 Assume a leadership role.</p> <p>L.O. 2.1. Graduates will demonstrate the ability to develop and implement strategic plans, guiding teams in luxury hotels, restaurants, and cafes towards achieving organizational goals while maintaining the highest standards of service excellence.</p> <p>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.</p> <p>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.</p> <p>L.O. 2.4. Graduates will demonstrate the ability to negotiate effectively with stakeholders, ensuring mutually beneficial agreements that align with the company's goals in luxury hospitality projects.</p> <p>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.</p> <p>L.O. 2.6. Graduates will demonstrate the ability to work closely with customers to craft tailored agreements that enhance client satisfaction and loyalty while ensuring business profitability.</p>
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7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	<ul style="list-style-type: none"> Ethics in scientific research; Ethics in luxury hospitality
7.2 Specific objectives	<ul style="list-style-type: none"> Developing the capacity to manage scientific and professional writing. Developing the capacity to apply ethical principles in branches of luxury hospitality. Developing the capacity to master business etiquette and protocol.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
8.1.1. Scientific discourse. Elaboration of academic and scientific work: Documentation, Research. Scientific databases	Problematization. Applications	2	
8.1.2. Elaboration of academic and scientific work: thesis, hypotheses, research methods Organizing texts	Problematization. Applications	3	
8.1.3. Writing technical/scientific texts	Problematization. Applications	2	
8.1.4. Ethics and communication in tourism industry. Paradigms, theories, movements	Problematization. Applications	2	
8.1.5. Ethical luxury paradigm. Social responsibility.	Problematization.	2	

Environmental ethics. Innovation and sustainability. Consumers' values.	Applications		
8.1.6. Ethical communication. Transparency. Cultural sensitivity. Privacy. Inclusivity	Problematization. Applications	3	
<p>Bibliography</p> <p>Alley, M. (2018) <i>The craft of scientific writing</i>. New York: Springer.</p> <p>De Mente, B. L. (2011). <i>Etiquette Guide to Japan: Know the rules that make the difference!</i> Tuttle Publishing.</p> <p>Foster, D. (2002). <i>The Global Etiquette Guide to Africa and the Middle East: everything you need to know for business and travel success</i>. John Wiley & Sons.</p> <p>Kotur, A. S., & Dixit, S. K. (Eds.). (2022). <i>The Emerald handbook of luxury management for hospitality and tourism</i>. Emerald Publishing Limited.</p> <p>Laplante, P.A. (2012) <i>Technical writing</i>. Boca Raton: CRC Press Taylor & Francis Group.</p> <p>Pramezwar, A., Lee, E., & Oktalievadi, V. (2021). <i>Etiquette and protocol in hospitality</i>. Penerbit NEM.</p> <p>Martin, J.S, Chaney, L.H. (2006). <i>Global business etiquette: a guide to international communication and customs</i>. Westport: Praeger.</p> <p>Smith, M., Duffy, R. (2003) <i>The ethics of tourism development</i>. London: Routledge</p>			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
8.2.1. Elaboration of academic and scientific work: Documentation, Research. Applications	Case studies. Applications	2	
8.2.2. Elaboration of academic and scientific work: thesis, hypotheses, research methods Organizing texts. Applications	Case studies. Applications	4	
8.2.3. Writing technical/scientific texts	Applications	4	
8.2.4. Paradigms, theories, movements	Case studies. Applications	2	
8.2.5. Practices within the ethical luxury paradigm. Social responsibility. Innovation and sustainability. Consumers' values.	Case studies. Applications	4	
8.2.6. Content creation. Messages, transparency, sustainability	Case studies. Applications	4	
8.2.7. Business etiquette and protocol across cultures	Case studies. Role play. Applications	8	
<p>Bibliography</p> <p>Alley, M. (2018) <i>The craft of scientific writing</i>. New York: Springer.</p> <p>De Mente, B. L. (2011). <i>Etiquette Guide to Japan: Know the rules that make the difference!</i> Tuttle Publishing</p> <p>Foster, D. (2002). <i>The Global Etiquette Guide to Africa and the Middle East: everything you need to know for business and travel success</i>. John Wiley & Sons.</p> <p>Kotur, A. S., & Dixit, S. K. (Eds.). (2022). <i>The emerald handbook of luxury management for hospitality and tourism</i>. Emerald Publishing Limited.</p> <p>Laplante, P.A. (2012) <i>Technical writing</i>. Boca Raton: CRC Press Taylor & Francis Group.</p> <p>Pramezwar, A., Lee, E., & Oktalievadi, V. (2021). <i>Etiquette and protocol in hospitality</i>. Penerbit NEM.</p> <p>Martin, J.S, Chaney, L.H. (2006). <i>Global business etiquette: a guide to international communication and customs</i>. Westport: Praeger.</p> <p>Smith, M., Duffy, R. (2003) <i>The ethics of tourism development</i>. London: Routledge</p>			

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

Luxury brands in hospitality industry call for professionals to understand new ethical practices included in advanced business models.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Applying key course concepts	Exam	50%
10.5 Seminar/ laboratory/ project	Preparing seminar activities	Seminar activities	50%
10.6 Minimal performance standard			
Explaining key concepts of the course, fulfilling all the seminar activities and obtaining the passing grade			

This course outline was certified in the Department Board meeting on/...../..... and approved in the Faculty Board meeting on/...../.....

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).