

Transilvania University of Brasov, Romania

Study program: Business Administration in Tourism

Faculty: Economic Sciences and Business Administration

Study period: 2 years (master)

Academic year structure: 2 semesters (14 weeks per semester)

Examination session (two): winter session (January/February)

Summer session (June/July)

Courses per years (C= course; S = seminar; L = laboratory; P = project)

1st Year

| No. | Mandatory disciplines | Code of Discipline | 1 st Semester | | | | | 2 nd Semester | | | | | |
|-----------------------------------------|----------------------------------------------|--------------------|--------------------------|---|---|---|------|--------------------------|---|---|---|------|--|
| | | | C | S | L | P | Cred | C | S | L | P | Cred | |
| 1. | Business Financial Strategies | SFA | 2 | 1 | | | 5 | | | | | | |
| 2. | Methods of a Business Plan Preparation | MEPAF | 2 | 1 | | | 5 | | | | | | |
| 3. | Hospitality and Travel Marketing | MKTIO | 2 | 2 | | | 6 | | | | | | |
| 4. | Planning and Organization of Event Tourism | PLOTSE | 2 | 1 | | | 6 | | | | | | |
| 5. | Methods of Tourism Market Research | MKPT | 1 | 2 | | | 5 | | | | | | |
| 6. | Academic Ethics and Integrity | ETIA | 1 | 1 | | | 3 | | | | | | |
| 1. | Promotion Techniques in Hospitality Industry | THPIO | | | | | | 2 | | | 2 | 6 | |
| 2. | Services Quality Management | MCSE | | | | | | 2 | 1 | | | 6 | |
| 3. | Business Communication in English/ French | CAFLE/F | | | | | | 1 | 1 | | | 6 | |
| Total hours compulsory disciplines/week | | | 10 | 8 | | | 30 | 5 | 2 | | 2 | 18 | |
| | | | 18 | | | | 9 | | | | | | |

| Nr. crt | Optional disciplines | Code of Discipline | 1 st Semester | | | | | 2 nd Semester | | | | | |
|----------------------------------------|-----------------------------------------------------|--------------------|--------------------------|---|---|---|------|--------------------------|---|----|---|------|----|
| | | | C | S | L | P | Cred | C | S | L | P | Cred | |
| Package 1/2 (it is choose one package) | | | | | | | | | | | | | |
| Optional package 1 | | | | | | | | | | | | | |
| 4. | Destination Marketing and Management | MKDT | | | | | | 2 | | | 1 | 6 | |
| | Hotel Management | MNHOT | | | | | | 2 | | | 1 | 6 | |
| Optional package 2 | | | | | | | | | | | | | |
| 5. | Sales Management in Hospitality Industry | MNVIO | | | | | | 1 | 1 | | | 6 | |
| | Policies and strategies for sustainable development | PSDD | | | | | | 1 | 1 | | | 6 | |
| Total hours optional disciplines/week | | | | | | | | 3 | 1 | | 1 | 12 | |
| | | | | | | | 5 | | | | | | |
| Total | | | 18 | | | | 30 | | | 14 | | | 30 |

2nd Year

| Nr. crt. | Mandatory disciplines | Code of Discipline | 3 rd Semester | | | | | 4 th Semester | | | | |
|----------|---------------------------------------------|--------------------|--------------------------|---|---|---|------|--------------------------|---|---|---|------|
| | | | C | S | L | P | Cred | C | S | L | P | Cred |
| 1. | Tourism Management | MNTUR | 2 | 1 | | | 6 | | | | | |
| 2. | Restaurants Management and Food Safety | ARSA | 2 | 1 | 1 | | 6 | | | | | |
| 3. | Commercial Correspondence in English/French | CCLE/F | 1 | 1 | | | 5 | | | | | |
| 4. | Internship | PRS | | | | 6 | 3 | | | | | |

| | | | | | | | | | | | | |
|-----------------------------------------|--------------------------------------|--------|----|---|---|---|----|---|---|---|---|----|
| 1. | Relationship marketing in tourism | MKRELT | | | | | | 2 | | 2 | | 8 |
| 2. | Tourism Marketing Strategies | SMKT | | | | | | 2 | 2 | | | 8 |
| 3. | Scientific Research Project | | | | | | | | | | 2 | 7 |
| 4. | Elaboration of the dissertation work | ELDISI | | | | | | | | | 5 | 7 |
| Total hours compulsory disciplines/week | | | 5 | 3 | 1 | 6 | 20 | 4 | 2 | 2 | 7 | 30 |
| | | | 15 | | | | 15 | | | | | |

| Nr. crt | Optional disciplines | Code of Discipline | 3 rd Semester | | | | | 4 th Semester | | | | |
|----------------------------------------|--------------------------------------|--------------------|--------------------------|---|---|---|------|--------------------------|---|---|---|------|
| | | | C | S | L | P | Cred | C | S | L | P | Cred |
| Package 1/2 (it is choose one package) | | | | | | | | | | | | |
| Optional package 1 | | | | | | | | | | | | |
| 5. | The Geography of Tourist Destination | GDT | 1 | 1 | | | 4 | | | | | |
| | Business Administration in Services | AAS | 1 | 1 | | | 4 | | | | | |
| Optional package 2 | | | | | | | | | | | | |
| 6. | Behavior of tourism consumer | CCT | 2 | 1 | | | 6 | | | | | |
| | Modern distribution systems | SMD | 2 | 1 | | | 6 | | | | | |
| Total hours optional disciplines/week | | | 3 | 2 | | | 10 | | | | | |
| | | | 5 | | | | | | | | | |
| Total | | | 20 | | | | 30 | 15 | | | | 30 |