

# 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; Pr- Internship)

### 1<sup>st</sup> Year

No.	Mandatory disciplines	Code of Discipline	1 <sup>st</sup> Semester					2 <sup>nd</sup> 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			5					
4.	Planning and Organization of Event Tourism	PLOTSE	2	1			5					
5.	Methods of Tourism Market Research	MKPT	1	2			5					
6.	Academic Ethics and Integrity	ETIA	1	1			5					
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 <sup>st</sup> Semester					2 <sup>nd</sup> 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		

### 2<sup>nd</sup> Year

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

1.	Relationship marketing in tourism	MKRELT							2		2		5
2.	Tourism Marketing Strategies	SMKT							2	2			5
3.	Scientific Research Project											2	5
4.	Elaboration of the dissertation work	ELDISI										5	15
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 <sup>rd</sup> Semester					4 <sup>th</sup> 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			5					
	Business Administration in Services	AAS	1	1			5					
Optional package 2												
6.	Behavior of tourism consumer	CCT	2	1			5					
	Modern distribution systems	SMD	2	1			5					
Total hours optional disciplines/week			3	2			10					
			5									
Total			20				30	15			30	