

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)

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			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 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	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 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			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			