

# Transilvania University of Brașov, Romania

## Study program: Master of Business Administration in Tourism

Faculty of Economic Sciences and Business Administration

Study period: 2 years

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

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Business Financial Strategies	SFA	5	2	1	-	-

**Course description (Syllabus):** The course is taught in the first year graduate and aims to deepen knowledge about the problem of formulation, development and comparison of alternative financial business strategies, related to capital market development and specialization. Seminar aims to fix problems and development of knowledge acquired by the graduate course, and make practical applications related to the specific activity of the company's financial management.

Master students will acquire the ability to understand and use for business the evolution of the economic environment, to develop financial strategies for business, leading to increased market value of firm.

Master students will acquire competencies related to: thorough knowledge of financial indicators, the structure of earnings rate (yield) on financial market; knowledge of the processes of analysis, forecasting, planning and financial control in the firm; knowledge of financial strategies in the short term (financial policies) in the company; advanced knowledge of economic concepts on the market value of firm; knowledge of strategies for resource allocation, restructuring and long-term financing; knowledge of the binomial return-risk for different financial strategies for business.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Methods of a Business Plan preparation	MEPAF	5	2	1	-	-

**Course description (Syllabus):** Managerial methods and techniques applied in business plan; Internal business plan; Business plan for paymaster; Applications for the business plan.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Hospitality and Travel Marketing	MKTIO	5	2	2		

**Course description (Syllabus):** The hospitality and travel marketing system; Analyzing marketing opportunities and the marketing information system in tourism and the hospitality industry ;Marketing research in tourism and the hospitality industry; Understanding the behavior of the new generations of tourists; Marketing planning: the process, market segmentation and positioning; Implementing the marketing plan; Marketing accommodation; Marketing visitor attractions.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Planning and Organization of Event Tourism	PLOTSE	5	2	1	-	-

**Course description (Syllabus):** Introduction to the events industry; Types of events; Meeting, exhibition, event, and convention organizers and sponsors; Destination management companies; Planning events gatherings; Organizing events gatherings; Food and beverage; Technology and the meeting professional; Promoting and selling event tourism.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Methods of Tourism Market Research	MCPT	5	1	2		

**Course description (Syllabus):** Qualitative vs. quantitative marketing research; Qualitative research methods applied on tourism market; Secondary data and case studies in tourism industry; Qualitative studies among tourists; Qualitative studies among stakeholders; Descriptive research – survey; Questionnaire design in quantitative marketing research; Sample design in tourism research; Data collection and data analysis.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Academic Ethics and Integrity	ETIA	5	1	1	-	-

**Course description (Syllabus):** Principles of academic writing; Avoiding plagiarism. Copyright versus plagiarism; Structure of a research work; How to cite bibliographic sources; How to write a CV and a Letter of Intent; Ethics Code of Transilvania University of Brasov; Basic concepts of scientometrics.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Promotion Techniques in the Hospitality Industry	THPIO	6	2			2

**Course description (Syllabus):** The content and the importance of tourism marketing communications; the place of marketing communication in overall policy of the firm. Brand image. Communication - connection between the organization and external environment; and the role of communication in the relationship with the staff; the communication in the relationship with external components of the medium. Brand capital plans and development of strategic communication in marketing. Integrated marketing communication. Strategies used in the marketing communication in tourism. Promotional mix in tourism: advertising, public relations, sales promotions, direct marketing, personal selling's.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Services Quality Management	MNCSE	6	2	1	-	-

**Course description (Syllabus):** Culture of quality; Quality planning; Quality policies and strategies; Evaluation of the performance of the quality management system; Service quality system; Quality costs.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Business Communication in English	CAFLE	6	1	1	-	-

**Course description (Syllabus):** Tourism services; Promotion and marketing in tourism; Travel agents and tour operators; Travelling; Hospitality.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Business Communication in French	CAFLF	6	1	1	-	-

**Course description (Syllabus):** Le circuit économique d'ensemble; Les entreprises- classification; Le commerce – généralités; Les prix; L'opération d'achat-vente; Les documents commerciaux; Le Curriculum Vitae, la lettre de motivation.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Destination Marketing and Management	MKDT	6	2			1

**Course description (Syllabus):** Destination marketing and management: scope, definition and structures; The role of destination marketing and management organisations; Destination management: challenges and opportunities; Destination competitiveness and sustainability; Destination image development and communication; Integrated quality management in tourism destinations; Collaborative destination marketing; Promoting tourist destinations by souvenirs.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Hotel Management	MNHOT	6	2			1

**Course description (Syllabus):** Hotel Revenue Management; Evaluating performance in the hotel industry; Feasibility studies; Expansion and leasing in the hospitality industry; Developing and renovating hospitality properties.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sales Management in Hospitality Industry	MNVIO	6	1	1	-	-

**Course description (Syllabus):** Basic notions about sales; Theories about purchasing and selling in hospitality industry; Negotiation and selling techniques in hospitality industry; The sale ending hospitality industry; Sales agents characteristics in tourism agency; The interaction buyer – seller in hospitality industry; Specific aspects for sales force management in hospitality industry.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Policies and strategies for sustainable development	PSDD	6	1	1		

**Course description (Syllabus):** Conceptual clarifications regarding sustainable development; The necessity of sustainable development at international level; The challenges of sustainable development at international level; Regional policies and sustainable development; International policies and strategies for sustainable development; European policies for sustainable development; Romanian policies and strategies for sustainable development.

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

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Tourism Management	MNTUR	5	2	1	-	-

**Course description (Syllabus):** Basic concepts that will be used in the course: dimensions of tourism, tourists, regional tourism development, sustainable development, tourism management, tourism destinations. Tourism development. Models of tourism development. Case studies. Tourism planning. Tourism Management. Tourism destination's stakeholders. DMS - The management of tourist destinations. Strategy in tourism. Models of tourism destination competitiveness. Sources of funding for projects of regional and local tourism development. Public-private partnership in tourism destination management. Assessment of tourism potential. Models for assessing the tourism potential Sustainable Tourism Development. Alternative forms of tourism, sustainable tourism development strategies. The importance of local communities in sustainable tourism. The concept of "community management". Tourism and the environment. Changing attitudes in tourism management. Attitudes, mentality and behaviour in tourism. Crisis management in tourism. Recovery models of declining destinations.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Restaurants Management and Food Safety	CAF	5	2	1	1	-

**Course description (Syllabus):** Technological development restaurants; Restaurant equipment; Restaurants personnel. Costumer care; Hygienic food processing; Quality of cuisine preparation.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Commercial Correspondence in English	CCLÉ	5	1	1	-	-

**Course description (Syllabus):** Structure and presentation of business letters; Enquiries; Replies to enquiries; Orders; Replies to orders – accepting; Replies to orders – rejecting; Complaints and adjustments; Replies to complaints; Electronic correspondence;; Miscellaneous correspondence Insurance; Agents and agencies; Transportation and shipping; In-company communications.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Commercial Correspondence in French	CCLF	5	1	1	-	-

**Course description (Syllabus):** Généralités: style, ponctuation; Les éléments d'une lettre commerciale; L'appel d'offre, commande, annulation de la commande; La lettre de réclamation; Contrat d'achat – vente ; Clauses contractuelles; Le conditionnement: emballage et marquage; prix ; transport.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Internship	PRS	5	-	-	-	6

**Course description (Syllabus):** Company description; Evaluation of the company's activity and presentation of improvement opportunities; Strategic orientations - current situation analysis and future opportunities; .Innovation perspectives and methods of implementation.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Relationship marketing in tourism	MKRELT	5	2		2	

**Course description (Syllabus):** Relationship marketing vs. transactional marketing; Special relationships with the company's stakeholders; Customer loyalty; Exploratory surveys; The quality management system; Customer satisfaction; Measuring customer satisfaction; Continuous improvement of customer satisfaction; Research methods in relationship marketing.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Tourism Marketing Strategies	MKS	5	2	2	-	-

**Course description (Syllabus):** From segmentation to personalized marketing in tourism; Customer experience as a marketing strategy; Innovation as a competitiveness factor in tourism; The impact of emerging technologies on tourism marketing; Digital and Omni channel marketing in tourism; Strategic audit in tourism marketing; Emerging strategies in creative and regenerative tourism; Developing an integrated tourism marketing strategy.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Scientific Research Project	PCSTS	5	-	-	-	2

**Course description (Syllabus):** Defining the theme of the research project and the case study; Analysis of the specialized literature; Interim evaluation of projects; Analysis of the tourist market in which the organization with a tourist profile operates; Analysis of the activity of the organization with a tourist profile; Interim evaluation of projects; Formulating the development plan of the organization with a tourist profile; Interim evaluation of projects; Presentation of projects and final evaluation.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Elaboration of the dissertation work	ELDISI	15	-	-	-	5

**Course description (Syllabus):** Meeting the terms of dissertation preparation: structure of the paper, desktop publishing conditions, references usage etc. Establishing the time schedule for the elaboration of dissertation; Discussions about theoretical and methodological aspects of the project; Discussions about practical aspects of the project; Discussions about project presentation.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
The Geography of Tourist Destination	GDT	5	1	1	-	-

**Course description (Syllabus):** Conceptual clarifications regarding the geography of tourist destinations; Regional differences in the international geography and tourism development; European tourist destinations; Tourist destinations from Asia-Pacific; American tourist destinations; African tourist destinations; Middle-East tourist destinations; Guiding and animation in tourist destinations.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Business Administration in Services	AAS	5	1	1	-	-

**Course description (Syllabus):** Marketing mix in services; Market segmentation; Positioning services on the market. Importance-Performance Analysis; Measuring and improving service quality. Zone of tolerance; Understanding the customer-firm relationship; The roles of employees and customers in a service organization; Customer satisfaction. Kano model.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Behavior of tourism consumer	CCT	5	2	1	-	-

**Course description (Syllabus):** Main concepts in consumer behavior in tourism; Tourism demand; Typologies of tourist behavior and segmentation of the tourism market; The purchase-decision process in tourism. Motivators. Determinants; The Marketing Mix and Tourist Behavior; Models and techniques for evaluating quality and satisfaction of tourists; Diagnosing the zone of tolerance in tourism.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Modern distribution systems	DCA/SMD	5	2	1	-	-

**Course description (Syllabus):** The current state of knowledge regarding distribution activities; Institutionalization of the process of distribution of goods; Customer strategy - A decisive element in achieving competitive distribution strategies; Trends and logistics strategies in Europe and Romania; Solutions and trends regarding the distribution of consumer goods worldwide and in Romania; Distribution management.