

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