

Transilvania University of Braşov, Romania

Study program: Business Administration in Tourism

Faculty:	Economic Sciences and Business Administration
Study period:	2 years
Academic year structure:	4 semesters teaching and learning (together with internship, scientific research and preparation of disertation thesis)
Examination sessions (two):	winter session (January/February) summer session (June/July)

1st Year

No	Mandatory disciplines	Code	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						
7.	Promotion Techniques in Hospitality Industry	THPIO						2				2	6
8.	Services Quality Management	MCSE						2	1				6
9.	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	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															
10	Destination Marketing and Management	MKDT						2				1	6		
	Hotel Management	MNHOT						2				1	6		
Optional package 2															
11	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	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	CCLF/F	1	1			5					
4.	Internship	PRS				6	3					
5.	Relationship marketing in tourism	MKRELT						2		2		8
6.	Tourism Marketing Strategies	SMKT						2	2			8
7.	Scientific Research Project										2	7
8.	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	3 rd Semester					4 th Semester			
			C	S	L	P	Cred	C	S	L	P
Package 1/2 (it is choose one package)											
Optional package 1											
9	The Geography of Tourist Destination	GDT	1	1			4				
	Business Administration in Services	AAS	1	1			4				
Optional package 2											
10.	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	