

Approbated  
Sedinta Senatului  
din data 01.10.2021  
P. Popa

CURRICULUM

Validity: starting with the 2021 - 2022 academic year  
Field of study: **Business Administration**  
Study programme: **Planning of New Tourism Products and Destination Management**  
Duration: two years of full time- study

FIRST YEAR

| No.  | Mandatory subjects                                 | Course Unit Code<br>USV.FEAA. PLANET | Sem. 1    |          |   |   | Sem. 2                |                  |          |          |   |   |                       |                  |
|--|--|--------------------------------------|-----------|----------|---|---|-----------------------|------------------|----------|----------|---|---|-----------------------|------------------|
|  |  |                                      | L         | S        | P | I | Assessment<br>methods | Credit<br>rating | L        | S        | P | I | Assessment<br>methods | Credit<br>rating |
| 1  | Strategic Management in Tourism Organisations      | DSI.01.01                            | 2         | 1        |   |   | E                     | 7                |          |          |   |   |                       |                  |
| 2  | EU Government and Tourism                          | DSI.02.02                            | 1         | 1        |   |   | E                     | 6                |          |          |   |   |                       |                  |
| 3  | Planning New Tourism Products for Culinary Tourism | DSI.01.03                            | 2         | 1        |   |   | E                     | 7                |          |          |   |   |                       |                  |
| 4  | Communication in English                           | DAP.01.04                            | 1         | 1        |   |   | E                     | 5                |          |          |   |   |                       |                  |
| 5  | Communication in English                           | DAP.02.05                            |           |          |   |   |                       |                  | 1        | 1        |   |   | E                     | 5                |
| 6  | Planning New Tourism Products for Cultural Tourism | DSI.02.06                            |           |          |   |   |                       |                  | 1        | 1        |   |   | E                     | 5                |
| 7  | Financing in Tourism                               | DAP.01.07                            |           |          |   |   |                       |                  | 1        | 1        |   |   | E                     | 5                |
| 8  | Human Resource Management in Tourism               | DAP.02.08                            |           |          |   |   |                       |                  | 1        | 1        |   |   | E                     | 6                |
| <b>Total number of hours for mandatory subjects per week</b> |  |                                      | <b>6</b>  | <b>4</b> |   |   | <b>4E</b>             | <b>25</b>        | <b>4</b> | <b>4</b> |   |   | <b>4E</b>             | <b>21</b>        |
|  |  |                                      | <b>10</b> |          |   |   |                       |                  | <b>8</b> |          |   |   |                       |                  |

| No.   | Elective subjects                        | Course Unit Code<br>USV.FEAA. PLANET | Sem. 1   |          |   |   | Sem. 2                |                  |          |          |   |   |                       |                  |
|---|--|--------------------------------------|----------|----------|---|---|-----------------------|------------------|----------|----------|---|---|-----------------------|------------------|
|   |  |                                      | L        | S        | P | I | Assessment<br>methods | Credit<br>rating | L        | S        | P | I | Assessment<br>methods | Credit<br>rating |
| 8   | Communication in Spanish                 | DAP.02.10                            |          | 2        |   |   | CA                    | 5                |          |          |   |   |                       |                  |
| 9   | Communication in German                  | DAP.02.11                            |          |          |   |   |                       |                  |          |          |   |   |                       |                  |
| 10  | Planning New Tourism Products for Events | DSI.02.08                            |          |          |   |   |                       |                  | 1        | 1        |   |   | E                     | 5                |
| 11  | Ecotourism                               | DSI.02.09                            |          |          |   |   |                       |                  |          |          |   |   |                       |                  |
| 12  | Communication in Spanish                 | DAP.02.12                            |          |          |   |   |                       |                  |          | 2        |   |   | CA                    | 4                |
| 13  | Communication in German                  | DAP.02.13                            |          |          |   |   |                       |                  |          |          |   |   |                       |                  |
| <b>Total number of hours for optional subjects per week</b> |  |                                      |          | <b>2</b> |   |   | <b>1CA</b>            | <b>5</b>         | <b>1</b> | <b>3</b> |   |   | <b>1E+1CA</b>         | <b>9</b>         |
|   |  |                                      | <b>2</b> |          |   |   |                       |                  | <b>4</b> |          |   |   |                       |                  |

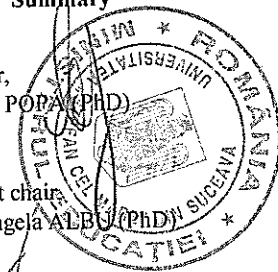
E - examination; CA - continuous assessment; L - lecture, S - seminar, P - laboratory work

|           |   |  |        |           |   |   |  |        |    |
|-----------|---|--|--------|-----------|---|---|--|--------|----|
| 6         | 6 |  | 4E+1CA | 30        | 5 | 7 |  | 5E+1CA | 30 |
| <b>12</b> |   |  |        | <b>12</b> |   |   |  |        |    |

Summary

Rector,  
Professor Valentin POPA (PhD)

Department chair,  
Associate Professor Angela ALBU (PhD)



Dean,  
Professor Carmen Eugenia NASTASE (PhD)

MA Program Coordinator  
Associate Professor Angela ALBU (PhD)

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**CURRICULUM**

Validity: starting with the 2020 - 2021 academic year

Field of study: **Business Administration**

Study programme: **Planning of New Tourism Products and Destination Management**

Duration: **two years of full time- study**

**SECOND YEAR**

| No.   | Mandatory subjects  | Course Unit Code<br>USV.FSEAP.<br>PLANET | Sem. 1 |   |   |   |                    | Sem. 2        |    |   |   |   |                    |               |    |
|---|---|--|--------|---|---|---|--------------------|---------------|----|---|---|---|--------------------|---------------|----|
|   |   |  | L      | S | P | I | Assessment methods | Credit rating | L  | S | P | I | Assessment methods | Credit rating |    |
| 1   | Tourism Management and the Sustainable Development of Destinations                                      | DSI.03.01                                | 2      | 1 |   |   | E                  | 7             |    |   |   |   |                    |               |    |
| 2   | Social Change, Consumption Trends and Consumer Behaviour in Tourism                                     | DSI.03.02                                | 1      | 1 |   |   | CA                 | 4             |    |   |   |   |                    |               |    |
| 3   | Planning in tourism. Public - Private Partnership   | DSI.03.03                                | 2      | 1 |   |   | E                  | 6             |    |   |   |   |                    |               |    |
| 4   | Promotion and Commercialization of Destinations and New Tourism Products                                | DAP.03.04                                | 1      | 1 |   |   | E                  | 7             |    |   |   |   |                    |               |    |
| 5   | New Technologies for Promoting Tourist Destinations and Products  | DAP.03.05                                | 1      |   | 1 |   | E                  | 6             |    |   |   |   |                    |               |    |
| 6   | Ethics and Academic Integrity   | DSI.04.06                                |        |   |   |   |                    |               | 1  | 1 |   |   | E                  | 4             |    |
| 7   | Internship (4h/day x 4 days/week x 12 weeks=192h)   | DAP.04.07                                |        |   |   |   |                    |               |    |   | 4 |   | CA                 | 10            |    |
| 8   | Planning, writing and revising the MA Thesis. (last 2 weeks: 4h / day x 5 days / week x 2 weeks = 40 h) | DAP.04.08                                |        |   |   |   |                    |               |    |   | 4 |   | CA                 | 8             |    |
| <b>Total hours for compulsory subjects per week</b> |   |  | 7      | 4 | 1 |   |                    | 4E+1CA        | 30 | 1 | 1 | 8 |                    | 1E+2CA        | 22 |
|   |   |  | 12     |   |   |   |                    |               | 10 |   |   |   |                    |               |    |

| No.   | Elective subjects  | Course Unit Code<br>USV.FSEAP.<br>PLANET | Sem. 1 |   |   |   |                    | Sem. 2        |   |   |   |   |                    |               |   |
|---|--|--|--------|---|---|---|--------------------|---------------|---|---|---|---|--------------------|---------------|---|
|   |  |  | L      | S | P | I | Assessment methods | Credit rating | L | S | P | I | Assessment methods | Credit rating |   |
| 9   | Methods and Techniques of Research in Tourism: The Quantitative Approach | DSI.04.09                                |        |   |   |   |                    |               |   | 1 | 1 |   |                    | E             | 8 |
| 10  | Methods and Techniques of Research in Tourism: The Qualitative Approach  | DSI.04.10                                |        |   |   |   |                    |               |   |   |   |   |                    |               |   |
| <b>Total hours for optional subjects per week</b> |  |  |        |   |   |   |                    |               |   | 1 | 1 |   |                    | 1E            | 8 |
|   |  |  |        |   |   |   |                    |               | 2 |   |   |   |                    |               |   |

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|    |   |   |  |  |        |    |   |   |   |  |        |    |
|----|---|---|--|--|--------|----|---|---|---|--|--------|----|
| 7  | 4 | 1 |  |  | 4E+1CA | 30 | 2 | 2 | 8 |  | 2E+2CA | 30 |
| 12 |   |   |  |  |        | 12 |   |   |   |  |        |    |

Dean,  
Professor Carmen Eugenia NĂSTASE (PhD)

MA Program Coordinator  
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