

Stefan cel Mare University of Suceava  
Faculty of Economics, Administration and Business

Approved  
28.07.2021  
P.P.

### CURRICULUM

Validity: starting with the 2022 - 2023 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 USV.FSEAP. PLANET	Sem. 1					Sem. 2						
			L	S	P	I	Assessment methods	Credit rating	L	S	P	I	Assessment methods	Credit rating
1	Strategic Management in Tourism Organisations	DSI.01.01	2	1			E	7						
2	Consumer Markets Analysis	DSI.02.02	1	1			E	7						
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	4
6	Planning New Tourism Products for Cultural Tourism	DSI.02.06							1	1			E	6
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>			6	4				4E	26	4	4		4E	21
			10						8					

No.	Elective subjects	Course Unit Code USV.FSEAP. PLANET	Sem. 1					Sem. 2						
			L	S	P	I	Assessment methods	Credit rating	L	S	P	I	Assessment methods	Credit rating
8	Communication in Spanish	DAP.02.10												
9	Communication in German	DAP.02.11		2			CA	4						
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>				2			1CA	4	1	3			1E+1CA	9
			2						4					

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

6	6	4E+1CA	30	5	7	5E+1CA	30
12				12			

**Summary**  
Rector  
Professor Valentin POPA (PhD, Eng.)  
Department chair,  
Associate Professor Angela ALBU (PhD)

Dean,  
Professor Carmen Eugenia NASTASE (PhD)  
MA Program Coordinator  
Associate Professor Angela ALBU (PhD)

Approved  
01.10.2021  
AP

**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

**SECOND YEAR**

No.	Mandatory subjects	Course Unit Code USV.FEAA. 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	5							
3	Planning in tourism. Public - Private Partnership	DSI.03.03	2	1			E	7							
4	Promotion and Commercialization of Destinations and New Tourism Products	DAP.03.04	1	1			E	5							
5	New Technologies for Promoting Tourist Destinations and Products	DAP.03.05	1		1		E	6							
6	Ethics and Academic Integrity	DSI.04.06							0,5	0,5			E	4	
7	Internship (112h)	DAP.04.07									8		CA	10	
8	Planning, writing and revising the MA Thesis (last 2 weeks)	DAP.04.08											CA	8	
<b>Total hours for compulsory subjects per week</b>			7	4	1			4E+1CA	30	0,5	0,5	8		1E+2CA	22
			12							9					

No.	Elective subjects	Course Unit Code USV.FEAA. 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								2	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>										2	1			1E	8
										3					

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

**Summary**

7	4	1		4E+1CA	30	2,5	1,5	8		2E+2CA	30
12						12					

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)