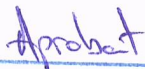


Stefan cel Mare University of Suceava
Faculty of Economics, Administration and Business


 Ședința Senatului
 din data 28.08.2023



CURRICULUM

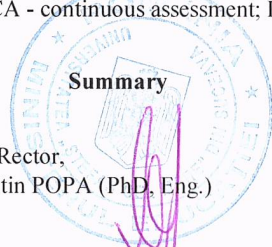
Field of study: **Business Administration**
 Study programme: **Planning of New Tourism Products and Destination Management**
 Studies cycles: **masters degree**
 Duration: two years of full time- study
 Validity: starting with the 2023 - 2024 academic year

FIRST 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	Strategic Management in Tourism Organisations	DSI.01.01	1,5	1			E	7						
2	Consumer Markets Analysis	DSI.02.02	1,5	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	Human Resource Management in Tourism	DAP.02.05							1	1			E	6
6	Planning New Tourism Products for Cultural Tourism	DSI.02.06							1	1			E	6
	Planning New Tourism Products for Events	DSI							1	1			E	5
	Financing in Tourism	DAP.							1	1			E	5
8	Communication in English	DAP.02.08							1	1			E	4
Total number of hours for mandatory subjects per week			6	4			4E	26	5	5			5E	26
			10						10					

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
8	Communication in Spanish	DAP.02.10												
9	Communication in German	DAP.02.11		2			CA	4						
12	Communication in Spanish	DAP.02.12								2			CA	4
13	Communication in German	DAP.02.13												
Total number of hours for optional subjects per week				2			1CA	4		2			1CA	4
			2						2					

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



Summary
 Rector,
 Professor Valentin POPA (PhD, Eng.)

 Department chair,
 Associate Professor Angela ALBU (PhD)

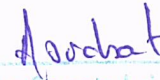



6	6		4E+1CA	30	5	7		5E+1CA	30
12				12					

Dean,
 Professor Carmen Eugenia NASTASE (PhD)

 MA Program Coordinator
 Associate Professor Angela ALBU (PhD)




 Sedinta Senatului
 din data 28.07.2022


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

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**

SECOND 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	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	
Total hours for compulsory subjects per week			7	4	1			4E+1CA	30	1	1	8		1E+2CA	22
			12						10						

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	
9	Methods and Techniques of Research in Tourism: The Quantitative Approach	DSI.04.09													
10	Methods and Techniques of Research in Tourism: The Qualitative Approach	DSI.04.10								1	1			E	8
Total hours for optional subjects per week										1	1			1E	8
									2						

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

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

Summary


 Rector
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