Aprobat
Senatul
28.09.2023

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

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		2			CA	4						
9	Communication in German	DAP.02.11												
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

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

Rector,
Professor Valentin POPA (PhD, Eng.)

Dean,
Professor Carmen Eugenia NASTASE (PhD)

Department chair,
Associate Professor Angela ALBU (PhD)

MA Program Coordinator
Associate Professor Angela ALBU (PhD)

Aprobat
Ședința Senatului
din data 28.09.2023

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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	Planning in tourism. Public - Private Partnership	DSI.03.01	2	1			E	6						
2	Social Change, Consumption Trends and Consumer Behaviour in Tourism	DSI.03.02	1	1			CA	5						
3	Promotion and Commercialization of Destinations and New Tourism Products	DAP.03.04	1	1			E	6						
4	New Technologies for Promoting Tourist Destinations and Products	DAP.03.05	1		1		E	6						
5	Tourism Management and the Sustainable Development of Destinations	DSI.04.06							2	1			E	7
6	Ethics and Academic Integrity	DSI							0,5	0,5			E	4
7	Internship (4h/day x 4 days/week x 12 weeks=192h)	DAP.04.07									8		CA	12
8	Planning, writing and revising the MA Thesis. (last 2 weeks: 4h / day x 5 days / week x 2 weeks = 40 h)	DSI.04.08											CA	7
Total hours for compulsory subjects per week			**5**	**3**	**1**		**4E+1CA**	**30**	**2,5**	**1,5**	**8**		**2E+2CA**	**30**
			9						**12**					

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.02.08	2	1			E	7						
10	Methods and Techniques of Research in Tourism: The Qualitative Approach	DSI.02.09												
Total hours for optional subjects per week			**2**	**1**										
			3						**0**					

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

Summary

7	4	1		4E+1CA	30	3	1,5	8		2E+2CA	30
12						12					

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