

**Stefan cel Mare University of Suceava**  
**Faculty of Economics and Public Administration**

## **CURRICULA FOR ACADEMIC**

Validity: starting with the 2018 - 2019 academic year

Field of study: Business Administration

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

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

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#### 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	Human Resource Management in Tourism	DAP.01.01	2	1			E	8							
2	EU Government and Tourism	DSI.02.02	1	1			E	7							
3	Planning of New Tourism Product for Coulinary Tourism	DSI.01.03	2	1			E	6							
4	Comunication in English Language	DAP.01.04	1	1			E	5							
5	Comunication in English Language	DAP.02.05							1	1			E	4	
6	Planning of New Tourism Products for Cultural Turism	DSI.02.06							1	1			E	6	
7	The Financing of Tourism Activities	DAP.01.07							1	1			E	5	
8	Strategic Management in Tourism Organisation	DSI.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>26</b>	<b>4</b>	<b>4</b>			<b>4E</b>	<b>21</b>	
			<b>10</b>						<b>8</b>						

No.	Optional 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	Comunication in Spanish Language	DAP.02.10			2			CA	4						
9	Comunication in German Language	DAP.02.11													
10	Planning of new Tourism Products for Events	DSI.02.08							1	1			E	5	
11	Ecotourism	DSI.02.09													
12	Comnunication in Spanish Language	DAP.02.12								2			CA	4	
13	Comunication in German Language	DAP.02.13													
<b>Total number of hours for optional subjects per week</b>			<b>0</b>	<b>2</b>			<b>1CA</b>	<b>4</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

#### Summary

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

Ordonator de credite,  
Prof. univ. dr. Mihai DIMIAN

Dean,  
Prof. univ. dr. Carmen Eugenia NĂSTASE

Department director,  
Conf. univ. dr. Angela ALBU

Responsible degree program,  
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#### 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 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 applied to destinations and tourist 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	The Elaboration of the MA Dissertation. Scientific seminar (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>			<b>7</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>4E+1CA</b>	<b>30</b>	<b>1</b>	<b>1</b>	<b>8</b>		<b>1E+2CA</b>	<b>22</b>	
			<b>12</b>						<b>10</b>						

No.	Optional 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							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>									<b>1</b>	<b>1</b>	<b>8</b>		<b>1E</b>	<b>8</b>
									<b>2</b>					

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#### Summary

7	4	1		4E+1CA	30	2	2	8		2E+2CA	30
<b>12</b>						<b>12</b>					

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Structure of academic year	No. of weeks		No. of effective hours/week*		Internship
	Year of study	Sem. 1	Sem. 2	Sem. 1	
I	14	14	14	14	192
II	14	14**	14	12	

\*Compulsory and optional subjects

\*\*Including Internshi and 2 weeks for elaboration of the MA dissertation

### SUMMARY

NO.	Subject categories	Total number of effective hours	%	%
			achieved	recommended
1	Mandatory subjects	560	83,33	
	from which Internship	192		
2	Optional subjects	112	16,67	
	<b>TOTAL number of mandatory and optional subjects</b>	<b>672</b>	100	100
3	Elective subjects	0		
	<b>TOTAL number of hours for the MA programme</b>	<b>672</b>	100	100

No.	Subcategories of academic subjects	Total number of effective hours	%	No. of hours	
			achieved	Lecture	Seminar
1	Professional area subjects	350	57,14	98	252
2	Capstone subjects	322	42,86	182	140
	<b>TOTAL</b>	<b>672</b>	100	280	392

Number of hours devoted to seminar activities / Ratio Number of teaching hours	<b>1,40</b>
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No.	Forms of assessment and evaluation	Number of assessment forms		Total	
		Year I	Year II	No.	%
1	Examination	9	6	15	<b>75,00</b>
2	Continuous assessment	2	3	5	<b>25,00</b>
	<b>TOTAL</b>	<b>11</b>	<b>9</b>	<b>20</b>	<b>100</b>

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### General competencies

**The MA graduates are expected to demonstrate:**

• a systematic understanding of knowledge and a critical awareness of the latest regulations in the socio-economic field;
• originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline;
• a comprehensive understanding of various criteria, methods and techniques employed in tourism data collection and interpretation;
• the capacity of making sound judgments in the absence of complete data and of taking appropriate decisions;
• team-work and collaboration skills in multicultural environments, basic leadership responsibilities of <u>directing, coaching, supporting and delegating</u> ;
• self-direction and originality in tackling and solving problems, and autonomy in planning and implementing tasks at a professional or equivalent level;
• a systematic application of scientific knowledge and principles in modeling and interpreting basic correlations and regularities in destination management and international tourism.

### Professional competencies

**The MA graduates will be able to:**

• develop appropriate and innovative tourism products and services, devise new strategies to promote tourist destinations
• plan, design and implement business strategies based on new tourism products and / or the proper management of tourist destinations;
• identify and establish training needs in tourism;
• conduct effective job interviews and promotion interviews;
• generate decision alternatives, evaluate them critically and eventually select the most appropriate decision;
• carry out economic impact analyses in the field of travel and tourism;
• set up regional strategic plans for tourism;
• provide expert advice in business management, <u>destination management and good governance</u> ;
• deal with complex issues both systematically and creatively and treat consumer knowledge as human capital;
• communicate facts, ideas and conclusions clearly to specialist and non-specialist audiences.

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