

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

Approved
Şedinţa Senatului
din data 26.07.2018.
APU

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

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 | Communication in English Language | DAP.01.04 | 1 | 1 | | | E | 5 | | | | | | |
| 5 | Communication 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 |
| Total number of hours for mandatory subjects per week | | | 6 | 4 | | | 4E | 26 | 4 | 4 | | | 4E | 21 |
| | | | 10 | | | | | | 8 | | | | | |

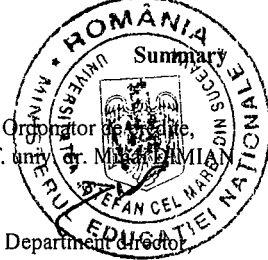
| No. | Optional subjects | Course Unit Code USV.FSEAP. PLANET | Sem. 1 | | | | Sem. 2 | | | | | | | |
|-------------------------------------------------------------|------------------------------------------------|------------------------------------------|--------|---|---|---|--------------------|---------------|---|---|---|---|--------------------|---------------|
| | | | L | S | P | I | Assessment methods | Credit rating | L | S | P | I | Assessment methods | Credit rating |
| 8 | Communication in Spanish Language | DAP.02.10 | | 2 | | | CA | 4 | | | | | | |
| 9 | Communication 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 | Communication in Spanish Language | DAP.02.12 | | | | | | | | 2 | | | CA | 4 |
| 13 | Communication in German Language | DAP.02.13 | | | | | | | | | | | | |
| Total number of hours for optional subjects per week | | | | 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

Originator of the degree,
Prof. univ. dr. M. TAMBIAN



Department Director,
Conf. univ. dr. Angela ALBU

Angela Albu

Dean,
Prof. univ. dr. Carmen/Eugenia NĂSTASE

Responsible degree program,
Conf. univ. dr. Angela ALBU

Angela Albu

Aprobat
28.09.2017

CURRICULA FOR ACADEMIC

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Field of study: **Business Administration**

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

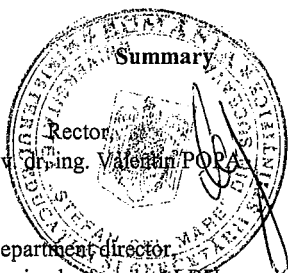
Duration: **two years of full time- study**

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 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 | 2 | 1 | | | E | 7 | | | | | | |
| 5 | New technologies applied to destinations and tourist products | DAP.03.05 | 2 | | 2 | | E | 6 | | | | | | |
| 6 | Internship (3h/day x 4 days/week x 12 weeks) | DSI.04.06 | | | | | | | | | 12 | | CA | 11 |
| 7 | The Elaboration of the MA Dissertation (last 2 weeks) | DSI.04.07 | | | | | | | | | | | CA | 11 |
| Total hours for compulsory subjects per week | | | 9 | 4 | 2 | 0 | 4E, 1CA | 30 | | | 12 | | 2CA | 22 |
| | | | 15 | | | | | | 12 | | | | | |

| 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 | Methods and Techniques of Research in Tourism: The Quantitative Approach | DSI.04.08 | | | | | | | | | | | | |
| 9 | Methods and Techniques of Research in Tourism: The Qualitative Approach | DSI.04.09 | | | | | | | 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



Rector,
Prof. univ. dr. ing. Valentin POPA
Department director,
Conf. univ. dr. Angela ALBU

| | | | | | | | | | | | | | | |
|-----------|---|---|--|--|--|-----------------|--|---|-----------|----|--|-----------|---------|----|
| 9 | 4 | 2 | | | | | | 1 | 1 | 12 | | | 1E, 2CA | 30 |
| 15 | | | | | | 4E, 1 CA | | | 30 | | | 14 | | |

Dean,
Prof. univ. dr. Carmen Eugenia NĂSTASE
Responsible degree program,
Conf. univ. dr. Angela ALBU