

CURRICULUM

Validity: starting with the 2020 - 2021 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	EU Government and Tourism	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
Total number of hours for mandatory subjects per week			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		2			CA	4						
9	Communication in German	DAP.02.11												
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												
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
Rector,
Professor Valentin POPA (PhD)

Department chair,
Associate Professor Angela ALBU (PhD)

Dean,
Professor Carmen Eugenia NĂSTASE (PhD)

MA Program Coordinator
Associate Professor Angela ALBU (PhD)

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

Aprobat
Ședința Senatului
din data 26.07.2018
[Signature]

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

SECOND YEAR

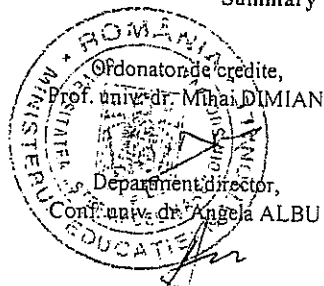
No.	Mandatory subjects	Course Unit Code USV.FSEAP. PLANET	Sem. 1					Sem. 2						
			L	S	P	I	Assessment methods	Credit rating	L	S	P	I	Assessment methods	Credit rating
1	Tourism Management and Sustainable Development of Destinations	DSI.03.01	2	1			E	7						
2	Social Change, Consumption Trends and Consumer 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
Total hours for compulsory subjects per week			7	4	1			4E+1CA	30	1	1	8	1E+2CA	22
			12							10				

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												
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

Summary

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



Dean,
Prof. univ. dr. Carmen Eugenia NĂSTASE

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