

**CURRICULUM - 1st YEAR
2023-2024**

UNIVERSITY	„GEORGE EMIL PALADE” UNIVERSITY OF MEDICNE, PHARMACY, SCIENCE AND TECHNOLOGY OF TÂRGU MUREŞ	SPECIALISATION	INNOVATIVE BUSINESSES IN TOURISM AND SERVICES
FACULTY	FACULTY OF ECONOMICS AND LAW	TITLE	MASTER DEGREE
FIELD OF STUDY	BUSINESS ADMINISTRATION	DURATION	2 YEARS
LEVEL OF REGULATION	7 EFQ/CEC & CNC	ECTS	120 (compulsory+optional) + 10 ECTS - Dissertation Exam

No	Educational activities Subjects	Code of Subjects	Type of Subjects	1 st semester (14 weeks)								2 nd Semester (14 weeks)								Total hours per academic year			
				1 st Modul				2 nd Modul				3 rd Modul				4 th Modul							
				C	Lp/stg S/Pr	ECTS	FV	C	Lp/stg S/Pr	ECTS	FV	C	Lp/stg S/Pr	ECTS	FV	C	Lp/stg S/Pr	ECTS	FV	C	Lp/stg S/Pr	SI	ECTS
1	Competitive Services on the Global Market	AIT101	DS	4	2	6	E	-	-	-	-	-	-	-	-	-	-	28	14	108	6		
2	Business Strategies	AIT102	SS	4	2	6	C	-	-	-	-	-	-	-	-	-	-	28	14	108	6		
3	Organizational Behavior	AIT103	SS	-	-	-	-	4	2	6	E	-	-	-	-	-	-	28	14	108	6		
4	Touristic Destinations Management and Development	AIT104	DS	-	-	-	-	-	-	-	-	4	2	5	C	-	-	-	28	14	83	5	
5	Tourism Branding	AIT105	DS	-	-	-	-	-	-	-	-	-	-	-	-	2	4	5	E	14	28	83	5
6	Megatrends and Innovations in Tourism	AIT106	SS	-	-	-	-	-	-	-	-	-	-	-	-	4	2	6	E	28	14	108	6
7	Sustainable Development of Touristic Facilities	AIT107	DS	-	-	-	-	-	-	-	-	-	-	-	-	4	2	6	E	28	14	108	6
8	Optional Subject 1	AIT108	DS	-	-	-	-	2	2	6	E	-	-	-	-	-	-	-	-	14	14	122	6
9	Optional Subject 2	AIT109	DS	-	-	-	-	2	2	6	E	-	-	-	-	-	-	-	-	14	14	122	6
10	Optional Subject 3	AIT110	SS	-	-	-	-	-	-	-	-	2	2	4	C	-	-	-	-	14	14	72	4
11	Optional Subject 4	AIT111	SS	-	-	-	-	-	-	-	-	4	2	4	C	-	-	-	-	28	14	58	4
GRAND TOTAL		7 Obl 4 Opt		8	4	12	1E 1C	8	6	18	3E	10	6	13	3C	10	8	17	3E	252	168	1,080	60
TOTAL HOURS/CREDITS				13 hours/week 30 ECTS								17 hours/week 30 ECTS								420			0

DS – Deepening Subject, SS – Advanced Knowledge and Synthesis Subject, Obl - Compulsory Subject, Opt - Optional Subject

C – Lecture; Lp/stg – Practical Activities; S/Pr – Seminar/Project; SI – Individual Study; ECTS –Transferable European Credits; FV – Type of Assessment: E-Exam, C-Colloquium, V - Verification

**CURRICULUM - 2nd YEAR
2024-2025**

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LEVEL OF REGULATION	7 EFQ/CEC & CNC	ECTS	120 (compulsory+optional) + 10 ECTS - Dissertation Exam

No	Educational activities Subjects	Code of Subjects	Type of Subjects	3 rd semester (14 weeks)								4 th Semester (14 weeks)								Total hours per academic year			
				1 st Modul				2 nd Modul				3 rd Modul				4 th Modul				C	Lp/stg	SI	ECTS
				C	Lp/stg S/Pr	ECTS	FV	C	Lp/stg S/Pr	ECTS	FV	C	Lp/stg S/Pr	ECTS	FV	C	Lp/stg S/Pr	ECTS	FV				
1	Trends in Hospitality	AIT201	DS	4	2	6	E	-	-	-	-	-	-	-	-	-	-	-	-	28	14	108	6
2	Service Quality Measurement and Analysis	AIT202	DS	4	2	6	E	-	-	-	-	-	-	-	-	-	-	-	-	28	14	108	6
3	Event Management	AIT203	SS	-	-	-	-	2	4	5	E	-	-	-	-	-	-	-	-	14	28	83	5
4	Heritage & Arts Management	AIT204	DS	-	-	-	-	4	2	6	E	-	-	-	-	-	-	-	-	28	14	108	6
5	Project Management	AIT205	DS	-	-	-	-	-	-	-	-	2	2	5	E	-	-	-	-	12	12	101	5
6	Ethics and Academic Integrity	AIT206	SS	-	-	-	-	2	-	3	E	-	-	-	-	-	-	-	-	14	0	61	3
7	Design Thinking and Innovation in Business	AIT207	DS	-	-	-	-	-	-	-	-	2	4	6	E	-	-	-	-	12	24	114	6
8	Advanced Scientific Research	AIT208	DS	-	-	-	-	-	-	-	-	4	2	5	C	-	-	-	-	24	12	89	5
9	Auditing and Control of Services	AIT209	SS	-	-	-	-	-	-	-	-	2	2	4	E	-	-	-	-	12	12	76	4
10	Specialized Training	AIT210	SS	-	-	-	-	-	-	-	-	-	7	-	-	-	-	7	3	0	84	-9	3
11	Optional Subject 5	AIT211	DS	2	4	4	C	-	-	-	-	-	-	-	-	-	-	-	-	14	28	58	4
12	Optional Subject 6	AIT212	SS	-	-	-	-	-	-	-	-	-	-	-	-	2	2	4	E	12	12	76	4
13	Drawing Up the Dissertation Paper	AIT213	SS	-	-	-	-	-	-	-	-	1 Week	30 Hours	-	-	1 Week	30 Hours	3	C	0	60	15	3
GRAND TOTAL		11 Obl 2 Opt		10	8	16	2E 1C	8	6	14	3E	10	17	20	3E 1C	2	9	10	1E 2C	198	314	988	60
TOTAL HOURS/CREDITS				16 hours/week 30 ECTS								19 hours/week 30 ECTS								512			

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PACKAGES OF OPTIONAL SUBJECTS

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FIELD OF STUDY	BUSINESS ADMINISTRATION
LEVEL OF REGULATION	7 EFQ/CEC & CNC

OPTIONAL SUBJECTS PACKAGE 1

1	Digital Economy
2	Global Business Economy

OPTIONAL SUBJECTS PACKAGE 2

1	Intercultural Communication in the Global Organization
2	Communication and PR

OPTIONAL SUBJECTS PACKAGE 3

1	Decision Optimization Solutions
2	E-business Solutions for Management
3	Security Awareness

OPTIONAL SUBJECTS PACKAGE 4

1	Corporate Social Responsibility
2	Digital Operations Management
3	Financial Management
4	Business Ethics

OPTIONAL SUBJECTS PACKAGE 5

1	Social Media Marketing
2	Human Resources Sustainable Development

OPTIONAL SUBJECTS PACKAGE 6

1	Insurance in Tourism
2	Business Performance Evaluation
3	Satellite Account in Tourism

Total hours = 932

Ratio practical activities, seminar, project/theory 482/450 = 1.07