

Educational Programme	THE ECONOMY OF COMMERCE, TOURISM AND SERVICES (in Romanian, Hungarian)
Degree Awarded	Bachelor in Economics (BEc)
Standard Length of Studies (Number of ECTS Credits)	3 years - 6 semesters - 180 ECTS
Type of Study	Full-time Distance Learning
Higher Education Institution	Babeş-Bolyai University
Faculty / Department	Faculty of Economics and Business Administration/ Department of Marketing
Contact Person	Associate Professor Alexandru CHIŞ, PhD
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Profile of the Degree Programme	Business Administration
Target Group / Addressees	Romanian and International students interested in developing skills for a trade, tourism and services business administration career.
Entrance Conditions	Baccalaureate grade 20% + Average grade of high-school years 80%
Further Education Possibilities	Master Studies
Description of Study	<ul style="list-style-type: none"> - Language of instruction: Romanian, Hungarian - Core courses: Consumer Behavior, Marketing Research, Services Management, The Economy of Trade, The Economy of Tourism, Marketing Policies, Services Marketing, Tourism Operations Techniques, Management in Trade and Tourism, Marketing in Tourism, Sales Management and Promotion, Agri-Tourism, Investment Management - Reference universities / institutions: Universitatea Autonomă din Lisabona – Portugalia; Universitatea din Beira Interior – Portugalia; Universitatea din Aveiro – Portugalia; Universitatea din Graz – Austria; Universitatea de Ştiinţe Economice din Viena; Universitatea Liberă Berlin – Germania. - Partner universities / institutions - Academia de Studii Economice Bucureşti; - Universitatea de Vest din Timişoara; - Universitatea Alexandru Ioan Cuza din Iaşi; - Universitatea din Craiova
Purposes of the Programme	<ul style="list-style-type: none"> - Developing the skills and competencies in planning developing and implementing economic development initiatives related to commerce, tourism and services sectors, learning and transposing theoretical knowledge in practice using specific instruments for the tourism, commerce and services industries; - Create abilities to develop and use clients, suppliers, competitors, products and markets databases in order to take decisions concerning the marketing mix used in trade, tourism and services sectors; - Competencies in creating, organizing and managing business plans and strategies for trade, tourism and

	<p>services organizations;</p> <ul style="list-style-type: none"> - Abilities to analyze and evaluate trade and tourism strategies and policies regarding their impact on regional and local development; - Skills in accomplishing activities related to the hospitality industry, conceiving, creating and launching new products and services in tertiary sector; participating and organizing activities related to fairs and exhibitions in trade, tourism and services sector; - Specific labour market skills in order to find a good job in tourism, trade and services sectors; - Creating a basic and adequate level of knowledge for a future master degree in these specific areas.
Specialization / Area of Expertise	Students gain knowledge in: Economics, Business, Marketing, Tourism, Trade and Services
Extra Peculiarities	-
Practical Training	Students go through 3 weeks of practical training in the 2 nd year (semester 4) of their studies.
Final Examinations	Research thesis
Gained Abilities and Skills	<p style="text-align: center;">GENERAL ABILITIES</p> <ul style="list-style-type: none"> - Knowing, understanding, analysing, adapting and using the concepts, theories, principles and fundamental methods of investigation and survey specific to market economy; - Explaining and interpreting ideas, processes, phenomena, states and tendencies specific to economic activities and elaborating value judgements based on micro- and macroeconomic level arguments; - The ability to find, interpret and apply norms and regulations in the economic and social fields with a view to solving specific sets of issues; - Collecting, processing, analysing and interpreting data and information on specified issues with a view to elaborating argued diagnoses and syntheses and fundamental decisions; - Oral and written professional communication in at least one foreign language and developing the ability to work efficiently in different cultural environments; - Using technology and modern instruments to process information and manage a database specific to social and economic activities; - The ability to teach secondary school students subjects related to economics, in the case of those graduates who have taken a BEc degree and who have also obtained a teaching module certificate. <p style="text-align: center;">SPECIFIC ABILITIES</p> <ul style="list-style-type: none"> - Knowing, understanding and using concepts and ideas specific to business administration and the optimisation of company activity in the tertiary sector; - Scrutinising the business environment and informing decisions in the fields of trade, tourism and services; - Evaluating decisions about the marketing mix

	<p>developed by organizations;</p> <ul style="list-style-type: none"> - Elaborating, organizing and managing activities with a view to fulfilling the strategic objectives of organisations in the fields of trade, tourism and services; - Informing, from a commercial and qualitative viewpoint, decisions to create and launch new products and services on the market.
<p>Job Placement, Potential Field of Professional Activity</p>	<p>122403 wholesale and retail trade department manager 122404 wholesale and retail trade supervisor 122408 area manager 123503 supply-retail department manager 131105 rural tourism/agriturism/mountain guesthouse administrator 131501 hotel and restaurant small-size enterprise manager /owner (endorser) 131901 education, health, sports, tourism, IT small-size enterprise manager /owner (endorser) 131701 business, intermediation and other trade services small-size enterprise manager /owner (endorser) 131513 tourist information centre manager 131514 event organisation/banqueting department manager 131515 food department manager 131516 catering department manager 131517 ticketing department manager 131801 service industry small-size enterprise manager /owner (endorser) 241916 commercial correspondent 241922 customer service analyst 241923 commercial assistant 244204 tourism analyst 413314 commercial operator 422104 travel agency clerk 422204 front-desk clerk 422206 customer information clerk 422207 receptionist 511301 tour guide 514904 service provision organiser</p>

Date,
01.11.2010

Dean,
Professor Dumitru MATIȘ, PhD

Profile Responsible,
Associate Professor Alexandru CHIȘ, PhD