

Educational Programme	BUSINESS ADMINISTRATION IN TOURISM, TRADE AND SERVICES
Degree Awarded	Master in Business Administration in Tourism, Trade and Services
Standard Length of Studies (Number of ECTS Credits)	2 years – 4 semesters – 120 ECTS
Type of Study	Full-time
Higher Education Institution	Babeş-Bolyai University
Faculty / Department	Faculty of Economics and Business Administration/ Department of Marketing
Contact Person	Associate Professor Alexandru CHIŞ, PhD.
Phone	+40 264 418652
Fax	+40 264 412570
E-mail	alexandru.chis@econ.ubbcluj.ro
Profile of the Degree Programme	Business Administration
Target Group / Addressees	Romanian and International students interested in developing skills for a tourism, trade and services business administration career.
Entrance Conditions	Bachelor Degree+ Certificate of Language Ability+ entrance examination (according to the admission regulation)
Further Education Possibilities	The master's programme aims at providing students with the appropriate tools for further doctoral studies.
Description of Study	<ul style="list-style-type: none"> - Language of instruction: Romanian - Core courses: Strategic Marketing, Consumer Behaviour and Marketing Strategy, Business Support Systems, Evaluation of Tourism Resources, Hotel Management, Strategic Human Resources Management, Economic Analysis, Prospecting and Tourism Planning, Accounting for Tourism, Direct Marketing and Promotional Communication, Project Management, Management of Investment Projects, Marketing for Accommodation Structures, Quality Assurance Systems - Partner universities / institutions:
Purposes of the Programme	<ul style="list-style-type: none"> - Develop the skills and competencies in assuming management functions and take on qualified specialist tasks principally in the tourism, leisure and services industry; implementing the management and marketing of tourism, trade and services organizations. - Create abilities to appraise and respond in strategic and tactical terms to issues facing managers in tertiary sector, to deal with specific tourism, trade and services administration related issues; - The critical application of models, frameworks, theories and techniques to the advancement of tourism and trade business administration practices; - A detailed understanding of the multi-faceted concept of tourism and trade business and their implications and effects on local, regional and international development;

	<ul style="list-style-type: none"> - Drawing and implementing investments studies, SWOT analyses and strategic plans in businesses like trade, tourism and services.
Specialization / Area of Expertise	Students gain knowledge in: Business Administration, Tourism, Trade and Services Management, Marketing, Economics
Extra Peculiarities	-
Practical Training	Students go through a practical training in the 2 nd year (semester 4) of their studies while preparing their research thesis.
Final Examinations	Research Master Thesis
Gained Abilities and Skills	<p style="text-align: center;">GENERAL SKILLS</p> <ul style="list-style-type: none"> - Drawing up synopses and studies needed for organizational management through diagnosing economic systems and their specific environment, with a view to making economic decisions and devising strategies and economic policies. - Undertaking original research in the field of economics, based on advanced methods leading to the development of scientific knowledge and research methodology. - Applying business administration knowledge and skills to perform systemic analyses and solve problems within predefined contexts. - Undertaking managerial roles and functions and carrying out complex professional tasks responsibly and autonomously. - Systematic and advanced knowledge of quantitative and qualitative modelling methods and their application to economic diagnostics and forecasting. - Acquiring a set of scientific research skills allowing further professional development at doctoral level. - Developing management, leadership and team-working skills. <p style="text-align: center;">SPECIFIC SKILLS</p> <ul style="list-style-type: none"> - The creative application of research methods to devise and carry out operations specific to the business sectors of tourism, trade and services; - The ability to explain, interpret and evaluate critically the processes, phenomena, states, theories, ideas and trends within the field of business administration, in order to devise appropriate strategies; - Formulating different interpretive solutions and demonstrating their relevance to business administration in the fields of tourism, trade and services; - The application and transfer of conceptual and technical abilities to organize and carry out specific operations in the sectors of tourism, trade and services; - The ability to initiate, conduct and finalize research projects and enter partnerships with national and international entities.
Job Placement, Potential Field of Professional Activity	121004 company manager 121011 company general manager

	121017 commercial manager 121018 sales manager 121020 economic manager 121021 shop manager 121029 manager 122501 tourism industry manager 122702 commercial agency manager 122703 trade fair and exhibition manager 123508 supply manager 123509 supplier relations manager 131502 hotel manager 131503 travel agency/tour operator manager 131504 spa manager 131505 hotel administrator 131506 restaurant manager 131507 hotel/motel/youth hostel/camping/inn/boarding house manager 131508 restaurant/roisserie restaurant/wine bar/small restaurant/brewery/outdoor restaurant/bar/night club/day bar/cafe/disco-bar (discotheque-videoteque)/cafeteria/fast-food restaurants/pastry-shop/bakery manager 131509 travel agency/tour operator/retail/branch manager 131510 (hotel) club manager 131511 accommodation manager 241904 tour activity organiser 241909 formal events organiser 241910 relations event organiser 241911 trade fairs and exhibitions organiser 241924 operations assistant manager/administrator 241939 company administrator 244104 retail and marketing advisor/expert/inspector/researcher/economist 244704 formal events and ceremony branch specialist
--	--

Date,
01.11.2010

Dean,
Professor Dumitru MATIȘ, PhD

Profile Responsible,
Associate Professor Alexandru CHIȘ, PhD