



UNIVERSITATEA  
BABEȘ-BOLYAI

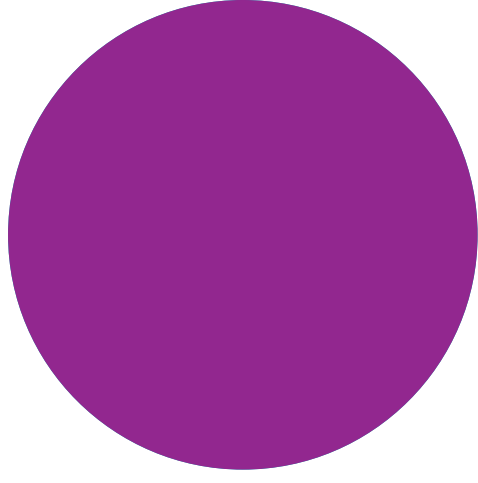
TRANSYLVANIA  
FACULTY OF  
**BUSINESS**  
SCHOOL  
IN PARTNERSHIP



# **Business Administration in Hospitality Services**

---

Bachelor studies



**PARTNERSHIP**

# Prof. dr. Smaranda Adina COSMA

## Program Coordinator



As initiator of the hospitality business administration field in Romanian higher education, Transylvania Business School developed this academic program in response to the more and more internationalized business environment. Continuing to adapt, today we provide full-time bachelor hospitality studies entirely taught in English.

If you are dynamic, love to travel and to interact with others, the Business Administration in Hospitality Services program is for you!

Students enrolled in our Business Administration in Hospitality Services program are prepared by dedicated academics and hospitality experts to become professionals, possessing business knowledge, managerial skills and professional competencies, capable of obtaining entry level management positions in the hospitality industry.

## Iulia STÂRCU, Class of 2014-2017

My passion for the Hospitality Industry started in my last year of highschool, and Transylvania Business School was the only faculty in our country that provided me with the opportunity to specialize in what I like, in an international language, all combined with a strong focus on enhancing an entrepreneurial spirit in each one of its students.

I have engaged in various activities and projects organized by the Department of Hospitality Services, I have attended conferences with specialists in the industry and I have actively participated at workshops. During my first two years of faculty I was involved in the implementation of a study for the most important cultural festival in the region, namely the Transylvania International Film Festival. Being part of such a big scale research, was a great learning opportunity and an experience that shaped my passion for festivals and eventmanagement.

In my second year of studies, I was granted an Erasmus+ Placement Scholarship and I had the chance to spend my summer in Mallnitz, Austria, doing an internship in the Hospitality sector. The internship was challenging and truly rewarding, because I had the chance to understand each function of the hotel and, also, to improve my language skills.

In my third year, the Faculty of Business provided another opportunity which I accepted: to study one semester abroad, through the Erasmus+ Study



Scholarship. Therefore, I enjoyed five months of studying at MCI Management Center Innsbruck, the city being a representative destination for the winter Hospitality Industry and Sports Tourism.

I could not be more grateful for the range of opportunities the Faculty and the Hospitality Services Department provided me, and for the considerable impact these have had and have upon my development as a future business professional. Based on my own experience, I honestly recommend the English line of the Business Administration in Hospitality Services, and I encourage the future students to say "yes" to the great opportunities Transylvania Business School prepares for them.

# Why Study Hospitality and Tourism at THE FACULTY OF BUSINESS?



Students, professors and business units **IN PARTNERSHIP** for tasting tourism and hospitality industry

The Business Administration in Hospitality Services academic program provides the hospitality and tourism industry with passionate and qualified persons, capable of organizing unique experiences.

The graduates of this program obtain a degree in economic sciences and they can opt for various occupations in the industry of hospitality and tourism, from a diversified range, in Romania and abroad.

Due to the knowledge and competencies acquired within this educational program, our graduates can obtain the Tourism Certificate (Brevetul de turism), and the Faculty of Business fully supports them for this purpose.

In order to ensure adequate career perspectives, the Faculty of Business provides its students the following facilities:

- curriculum adapted to market needs;
- pragmatic and innovative educational process;
- teaching staff with experience at international level;
- internationalized and intercultural environment and study experience (teaching in English and many foreign students, arriving especially through the Erasmus program);
- study scholarships abroad at partner universities (from Austria, Denmark, Greece, Portugal, Spain, Switzerland or Turkey, etc.);
- strong ties with the business environment and internship placements in Romania or abroad;
- the possibility to gain competencies specific to the field of hospitality and tourism by getting involved in activities organized within the Hospitality Club and the Entrepreneurship Club or by attending field trips within the Days of Cluj Hospitality program.



# Candidate Profile



Students **IN PARTNERSHIP** to become future business partners

This academic program targets:

- high-school graduates who are interested to initiate a business or to work in the field of tourism and hospitality;
- employees from the hospitality and tourism industry who seek professional development; and
- employees from other fields who wish to change their profession.

Altogether, the above categories enrich the educational process with diversity in terms of age, experiences and arguments, which reflect the realities of the labor market. The academic program can be taken as full-time program (recommended for high-school graduates) or as distance-learning program (recommended for those who are professionally active, only in Romanian language).

High-school graduates of specializations including, but not limited to, tourism-services, technologic profiles, science or humanistic profiles can enroll in this program given the content and the activities established over its three years of studies.



Students, professors and tourism business units **IN PARTNERSHIP** for a successful future career

# Curriculum (The “Menu”...)



Professors and tourism business units **IN PARTNERSHIP** for an adequate curriculum (menu)

The programs' length is of 3 years (6 semesters) and we offer full-time learning in English and Romanian.

The program is continuously updated and strongly oriented towards the practical requirements of hospitality and tourism businesses and it is permanently upgraded according to the international educational trends.

## First semester:

Microeconomics, Applied Mathematics for Economics; General Management; Leadership; Business Informatics; Foreign Language.

## Second semester:

Macroeconomics; Applied Statistics in Business; Public Finance; Basic Accounting; Business Law; Foreign Language.

**1<sup>st</sup> year**



**BRIEF**

**First semester:** Principles of Marketing; Introduction to Econometrics; Corporate Finance; Financial Accounting; Database Management Systems; Business Foreign Language; Elective Course 1 (Business Economics; Microfinance of Hospitality Services; Accounting for Hospitality and Tourism).

**Second semester:** Marketing Research; International Financial Markets; Managerial Accounting; Human Resources Management; Business Foreign Language; Internship; Elective Course 2: (Intercultural Behaviour in Hospitality Industry; Internet Technologies for Business; Marketing and Management Simulations; Computer-based Statistical Processing).

**First semester:** Economics of Hospitality and Tourism Services; Management of Hospitality Services; Travel Agency Management; Hotel Facilities and Properties; Leisure and Recreation; Elective Course 3 and 4: (Scientific Research Methodology; Financial Control for Tourism and Hospitality Business; Tourism Sociology; E-commerce for Tourism).

**Second semester:** Hospitality Business Budgeting; Destination Marketing; Entrepreneurship in Hospitality Industry; Customer Relationship Management; Elective Course 5 and 6: (Hospitality Information Systems; Tourism Heritage Valorization; Ecotourism and Rural Tourism; International Tourism Operations).

**2<sup>nd</sup> year**

**3<sup>rd</sup> year**

# Career Opportunities



Students and tourism business units **IN PARTNERSHIP** to practice various job opportunities

The knowledge and competencies gained throughout this program enable students, during their academic preparation, to cover positions such as:



front-desk clerk/front-desk manager;

purchasing officer;



With the acquired knowledge and with the obtained necessary experience, the graduates of this program can:



start their own businesses in the field of hospitality and tourism, or

be promoted on management positions such as:



lodging facility manager;



travel agent;

food-serving unit manager;



Maître d'Hôtel;



travel agency/tour-operator manager;



marketing responsible within a hospitality facility;

event manager;



employee in food-serving units;



logistics manager;



more...

spa center manager, etc.



# Projects and Extracurricular Activities



Students, professors and tourism business units **IN PARTNERSHIP** to learn, gain experience and have fun

The Faculty of Business provides its students a multi-perspective preparation (professional ethics, arts, sports) supporting them to become good social actors, competitive on tomorrow's market.

In this context, the faculty hosts various projects and extracurricular activities, such as:

**The Days of Cluj Hospitality** program targets Hospitality students, aiming at their professional development relying on the cohesion of the study-creativity-implementation-competencies concepts, and by encouraging student-teacher-entrepreneur/manager networking.

**The Hospitality International Summer School** is a short-term program, focusing on contemporary issues from the International Hospitality and Tourism Industry. HISS brings together experts from the business environment and leading university scholars who offer participants real-business insights. Students have to work on business-related projects and to attend company visits and lectures.

**SECAAB - International Conference of Business Communication for Students** dedicated to students at bachelor or master levels and aims to promote the research activity and enhance the competences needed for it.

**Study trips**, conferences and workshops held by experts, practitioners in the field of hospitality and tourism organized in the Hospitality Club, an informal organization which aims to create personal experiences and motivate students to initiate own businesses in these fields.

An **Entrepreneurship Club** has also been developed, aiming at encouraging students' initiatives and the development of organizing meetings to discuss various entrepreneurship-related issues with more experienced field actors.





# International Opportunities and Exchange Programs



Students and tourism business units **IN PARTNERSHIP** in an international and multicultural environment

Our students can benefit from international experience studying abroad in our ERASMUS partner universities which offer programs in Hospitality and Tourism (Austria, Denmark, Greece, Portugal, Spain, Switzerland or Turkey). The European Credit Transfer and the Accumulation System allow the recognition of the semester(s) and subjects studied abroad and thus, enhance the quality and volume of student mobility in Europe.

An international experience can be also gained through internships. Such a program is the one offered in Mallnitz (Austria) in partnership with Ales Lone Star Investment Ltd.

If I were to describe my experience in Mallnitz (Austria) using a single word, this would be: diversity. After the two months spent there, I consider that I have managed to know myself better, to discover what I like to do and what I like less, to adequately face unexpected situations, to work with different types of persons.

I consider myself lucky for having had the chance to benefit from a practical experience in more departments and I particularly wish to emphasize that whatever I have done, I've done with pleasure.

Thus, I have learned new things, I have improved certain skills and I have learned to organize my activities more efficiently. The most important thing that I have discovered about myself is the activity I love most, namely to meet and welcome the guests, as a front-desk clerk. This is how I have managed to use my various language skills: English, Hungarian, a little French/Spanish and the German, that I have picked up during the internship.

I consider this opportunity to be very useful, providing a great occasion of both personal and also professional development, and I would gladly recommend it to anyone.



**Cristina OLEA,**  
*student attending an  
internship in Mallnitz,  
Austria*

International candidates send their admission documents, by email (to be checked) and then by regular post, to the Centre for International Cooperation of Babeş-Bolyai University (68, Avram Iancu Street, 400083, Cluj-Napoca, Romania)

# DOCUMENTS REQUIRED FOR APPLICATION

- 01** Application form in 2 original copies – available online
- 02** Bachelor diploma (if the case) – certified copy in the original language and certified translation, at public notary (in English).
- 03** Transcript of records pertaining to the Bachelor studies – certified copy or certified translation at public notary (in English).
- 04** High-school graduation diploma or its equivalent – certified copy in the original language and certified translation, at public notary (in English).
- 05** Birth certificate – certified copy or certified translation at public notary (in English)
- 06** Passport copy – valid for at least 6 months after the date of issue of the Acceptance Letter.
- 07** Medical certificate (in English) attesting that the applicant does not suffer from any contagious diseases or any other affections incompatible with the future profession.
- 08** Certificate of linguistic competence
- 09** Receipt attesting the payment of the processing fee (50 EUR - In EUR – account: RO 16 RNCB 0106026604700008, opened at Banca Comerciala Romana, branch Cluj-Napoca, str. George Baritiu nr. 10 - 12, RO - 400027 Cluj-Napoca, Romania, SWIFT CODE: RNCBROBU)



# ADMISSION PROCESS

01

The application file is registered at the university

02

If complete, the application file is processed by the university (5-10 working days)

03

The files accepted by the university will be sent to the Ministry of National Education for evaluation

04

For the candidates accepted, the Ministry of National Education will issue an Acceptance Letter, which will be sent in original to the university (30-40 working days)

05

The university will inform the candidate about the acceptance and will send the Acceptance Letter to the candidate

06

If admitted to study in Romania, after receiving the Acceptance Letter, the candidate must contact the closest Romanian authority and search for information concerning the study visa application. The visa application is a personal approach and the university is not in the position to interfere in the process. In case the visa application includes some documents issued by the university, the candidate must require specifically those documents

07

For enrollment at the faculty the student must submit the original study documents and the proof of tuition fees payment for the first academic year.

!!! After receiving the Acceptance Letter, each candidate has to confirm that he/she accepts to enroll at Babes-Bolyai University, by sending an email with the receipt attesting the payment of the tuition fee for the first academic year.



In case the candidate presents himself/herself for enrollment after the 30-day term since the visa issuance date, but no later than November 30th (because of objective reasons), faculty secretary offices will allow the enrollment, provided that the tuition fee has been entirely paid

## Faculty of Business

Address: Horea Street No. 7,

400174 Cluj-Napoca, ROMANIA

Phone: +4 0264 599170

Fax: +4 0264 590 110

E-mail: [hospitality@tbs.ubbcluj.ro](mailto:hospitality@tbs.ubbcluj.ro); [international@tbs.ubbcluj.ro](mailto:international@tbs.ubbcluj.ro)

[www.facebook.com/Facultatea.de.Business](https://www.facebook.com/Facultatea.de.Business)

[www.linkedin.com/company/facultatea-de-business](https://www.linkedin.com/company/facultatea-de-business)

[www.twitter.com/Business\\_UBB](https://www.twitter.com/Business_UBB)

[www.tbs.ubbcluj.ro](http://www.tbs.ubbcluj.ro)



SGROUP  
EUROPEAN  
UNIVERSITIES'  
NETWORK



EUA  
European University Association

AACSB

Business  
Education  
Alliance  
Member



network of international  
business schools