



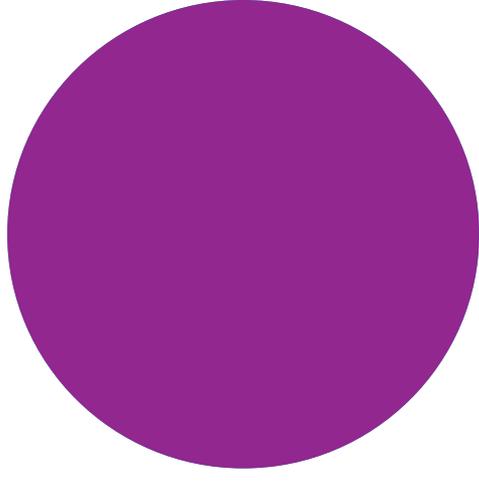
UNIVERSITATEA
BABEȘ-BOLYAI

TRANSYLVANIA
FACULTY OF
BUSINESS
SCHOOL
IN PARTNERSHIP



**Business Administration
in International Hospitality and Tourism**

Master studies



PARTNERSHIP

Assoc. Prof. dr . Valentin TOADER

Program Coordinator



This program emerged from the discussions with partners working in the tourism and hospitality industry, which revealed the acute need to create and provide a master program, in English, dedicated to first-class education in Business Administration in International Hospitality and Tourism.

We aimed to create a high compatibility between the knowledge and skills developed within this program and those of similar master programs from universities abroad. Thanks to this and to the advantage of studying in English, our students will be able to enrich their theoretical and practical training at one of the partner faculties and companies that the Faculty of Business has abroad.

Ionuț CAZAN

Student of the Master Program, 2015-2017

This master program offered me the possibility to learn from extremely dedicated and involved professors. The topics of the lectures were actual and taught in a practical manner, oriented to satisfy the market's needs.

Also, the specialization offered me the chance to study two semesters in one of the best universities from Europe, MCI - Management Center Innsbruck, Austria. This experience helped me in a great manner to understand what really adaptability to another culture means and also it showed me that the boundaries of a business are not limited at local or national level but as a student are more possibilities and chances than anybody can imagine at a first sight.



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 International Hospitality and Tourism academic program aims at providing the tourism and hospitality industry with professionals, capable of interacting and of managing tourist flows in a sustainable manner.

The graduates of this program obtain a master degree in Business Administration in International Hospitality and Tourism 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 opportunities, the Faculty of Business offers its students facilities such as the following ones:

- 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 (Spain, Austria, Greece, Turkey, France, Switzerland);
- 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 Cluj Hospitality Days program.



Candidate Profile



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

This academic program targets university graduates who are passionate about hospitality and tourism, who seek modern teaching methods of contemporary contents. Our students are communicative, eager to exchange opinions, knowledge and perceptions, and we are happy to be able to provide them an interactive learning environment. Hospitality and tourism, graduates and professionals will meet geographers, historians, philologists, communicators and graduates from other fields and they'll share the opportunity to consolidate their skills and knowledge and to develop new, complementary in a multicultural and internationalized environment.

All candidates should be proficient in English (at least at B2 level).

The graduation of a bachelor program in hospitality and/or tourism, respectively previous work experience, internships and traineeships in hospitality and tourism constitute an advantage.



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 program length is of 2 years (4 semesters) and we offer full-time learning in English.

The curriculum has been designed exclusively based on the recommendations of the representatives of enterprises from the field of tourism and hospitality.

Thus, when they finish their studies, graduates possess:

- negotiation and communication abilities;
- marketing, sales and market research knowledge;
- understanding of fiscal issues related to the field and of financial analysis elements for enterprises and groups;
- knowledge regarding cultural and behavioral differences of international tourists;
- competencies related to innovation and cooperation in tourism;
- abilities to use specific software, capabilities to interpret generated reports and to fundament decisions at tactic and strategic levels;
- knowledge concerning quality certification systems (HACCP) and the procedures that can be implemented for risk avoidance/diminishing over the entire service provision process;
- skills regarding information usage, trend estimation and the provision of real and financial flows.

First semester: International Tourism Marketing; Economics and Politics of International Tourism; Accounting and Financial Reporting; Taxation in Hospitality and Tourism; Hospitality and Tourism Sales Management; Events Management; Estate and Facilities Management.

Second semester: Lodging Operations and Business Strategies; Tourism Information Systems; Forecasting in Tourism; Commercial Contracts in International Hospitality and Tourism; Insurance in International Hospitality and Tourism; Regional Planning in Tourism; European Funds for Hospitality and Tourism.

First semester: Cross-cultural Competencies and Organizational Behavior in International Hospitality and Tourism; Entrepreneurship, Innovation and Development of New Tourism Products; Business Negotiation for Hospitality and Tourism in Sustainability Context; Advanced Research and Data Analysis in Hospitality and Tourism; Economic and Financial Analysis in Hospitality and Tourism; Elective Courses 1 and 2 (Supply Chain Management; Consumer Behavior in Hospitality and Tourism; Service Quality Management).

Second semester: IT&C Solutions for Hospitality and Tourism; Reports and Analysis for Decision Process; Study Tour / Internship; Elective Courses 3 and 4 (Urban Tourism; Cultural Tourism; Foreign Language; Organizing Guiding Activities).

1st year

2nd year

Career Opportunities



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

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;

food-serving unit manager;



travel agency/tour-operator manager;

event manager;



logistics manager;

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– 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



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NETWORK



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AACSB

Business
Education
Alliance

Member



network of international
business schools

Faculty of Business

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