



FIȘA DISCIPLINEI
European funds for hospitality and tourism
Academic year 2025-2026

1. Date despre program

1.1. Higher education institution	Universitatea Babeș Bolyai
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field of study	Business Administration
1.5. Study cycle	Master
1.6. Study programme / Qualification	Business Administration in Hospitality and International Tourism /Master
1.7. Form of education	Full time

2. Date despre disciplină

2.1. Name of the discipline		International tourism marketing				Discipline code		IME0038			
2.2. Course coordinator			Conf..univ.dr. Lazar Paul Sorin								
2.3. Seminar coordinator			Conf..univ.dr. Lazar Paul Sorin								
2.4. Year of study		I	2.5. Semester		2	2.6. Type of evaluation		I	2.7. Discipline regime		mandatory

3. Timpul total estimat (ore pe semestru al activităților didactice)

3.1. Hours per week	2	of which: 3.2 course	1	3.3 seminar/laboratory	1
3.1. Hours per week	28	of which: 3.5 course	14	3.3 seminar/laboratory	14
Time allotment for individual study (ID) and self-study activities (SA)					ore
Learning using manual, course support, bibliography, course notes (SA)					14
Additional documentation (in libraries, on electronic platforms, field documentation)					10
Preparation for seminars/labs, homework, papers, portfolios and essays					11
Tutorship					2
Evaluations					2
Other activities:					8
3.7. Total individual study hours					47
3.8. Total hours per semester					75
3.9. Number of ECTS credits					3

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

5. Conditions (if necessary)

5.1. for the course	Classroom equipped with computer and projector
5.2. for the seminar /lab activities	Classroom equipped with computer and projector



6.1. Specific competencies acquired

Professional/essential competencies	C1 Managing the activity of a unit/subdivision specific to the hospitality and tourism field C3 Diagnosing complex situations in order to develop strategies/organizational change programs specific to the hospitality and tourism field C6 Providing consultancy adapted to the specifics of the business environment in the area of interest
Transversal competencies	CT3 Effective use of various learning resources and techniques for personal development

6.2. Learning outcomes

Knowledge	<ul style="list-style-type: none">The graduate has in-depth knowledge of: planning and organizing human, material and financial resources; motivating employees
Skills	<ul style="list-style-type: none">The graduate has an increased capacity to use complex techniques and tools for analyzing the organizational environment, to adapt the company to the requirements and challenges identified.
Responsibility and autonomy:	<p>The student is able to perform complex professional tasks, under conditions of autonomy and professional independence.</p> <ul style="list-style-type: none">Evaluates and adapts priorities quickly in response to frequently changing circumstances.Continuously evaluates and adapts tasks and responds to those that require additional attention.

7. Objectives of the discipline (outcome of the acquired competencies)

7.1 General objective of the course	<ul style="list-style-type: none">Familiarization of master students with European programs and tools through which funds can be accessed for the financing and implementation of projects, as well as the ways of elaborating and evaluating projects financed by European funds.
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7.2 Specific objective of the discipline	<ul style="list-style-type: none"> • Students will know the main aspects of regional policy • ☐ Students will be familiar with the objectives of structural cohesion policy, agricultural policies and the Structural and Complementary Funds in relation to the achievement of these objectives • ☐ Students will understand the scope of the different funds • ☐ Students will be able to identify the possibilities of financing projects from European sources; • ☐ Students will understand how to draw up, submit and evaluate European projects
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8. Content

8.1. Course	Metode de predare	Observații
1. Cohesion Policy – Historical, Present and Institutional Framework	Lecture, explanation, heuristic conversation, debate	One lecture
2. European funding instruments and programs	Lecture, explanation, heuristic conversation, debate	Two lectures
3. Financing programs in Romania	Lecture, explanation, heuristic	Two lectures
The logical approach to designing a project	Lecture, explanation, heuristic conversation, debate	Two lectures
5. Applicant's Guide	Lecture, explanation, heuristic conversation, debate	Three lectures
6. Cost benefit analysis	Lecture, explanation, heuristic conversation, debate	Two lectures
7. Project evaluation	Lecture, explanation, heuristic conversation, debate	Two lectures
Bibliography	<ol style="list-style-type: none"> 1. INFOREGIO – informații referitoare la Politica Regională și instrumente structurale în UE: http://ec.europa.eu/regional_policy/index_ro.htm 2. Strategia Europa 2020 - http://ec.europa.eu/regional_policy/what/europe2020/index_ro.cfm 3. Documente oficiale referitoare la Politica Regională a UE (toate regulamentele): http://ec.europa.eu/regional_policy/information/legislation/index_ro.cfm 4. Instrumente speciale de sprijin http://ec.europa.eu/regional_policy/ro/funding/special-support-instruments/ 5. Cooperare interregională http://ec.europa.eu/regional_policy/en/policy/cooperation/european-territorial/interregional/ 6. Politica de dezvoltare regională în România: http://www.mdrap.ro, http://www.fonduri-ue.ro 7. ***, Carta Verde a dezvoltării regionale în România, 1997 8. ***, Legea 315/2004 privind dezvoltarea regională în România (http://www.fonduri-structurale-europene.ro/legislatie/legea-315-2004.html) 9. Informații privind programele operaționale și apelurile de proiecte http://www.fonduri-structurale.ro 10. www.afir.info 	



8.2 Seminar / laboratory	Metode de predare	Observații
Development disparities - the role of European funds	Analysis of case studies, conversation, debate	One seminar
Logical approach: identifying needs, goals and activities, project idea, documentation, source identification	Analysis of case studies, conversation, debate	Two seminars
Applicant's Guide to Different Funding Programs for tourism	Analysis of case studies, conversation, debate	Two seminars
Application for funding	Analysis of case studies, conversation, debate	Three seminars
Economic and financial indicators	Analysis of case studies, conversation, debate	Three seminars
Teamwork presentation	Analysis of case studies, conversation, debate	Three seminars
Development disparities - the role of European funds	Analysis of case studies, conversation, debate	One seminar
Bibliography	<ol style="list-style-type: none">1. INFOREGIO – informații referitoare la Politica Regională și instrumente structurale în UE: http://ec.europa.eu/regional_policy/index_ro.htm2. Strategia Europa 2020 - http://ec.europa.eu/regional_policy/what/europe2020/index_ro.cfm3. Documente oficiale referitoare la Politica Regională a UE (toate regulamentele): http://ec.europa.eu/regional_policy/information/legislation/index_ro.cfm4. Instrumente speciale de sprijin http://ec.europa.eu/regional_policy/ro/funding/special-support-instruments/5. Cooperare interregională http://ec.europa.eu/regional_policy/en/policy/cooperation/european-territorial/interregional/6. Politica de dezvoltare regională în România: http://www.mdrap.ro, http://www.fonduri-ue.ro7. ***, Carta Verde a dezvoltării regionale în România, 19978. ***, Legea 315/2004 privind dezvoltarea regională în România (http://www.fonduri-structurale-europene.ro/legislatie/legea-315-2004.html)9. Informații privind programele operaționale și apelurile de proiecte http://www.fonduri-structurale.ro10. www.afir.info	

9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations and representative employers within the field of the program

Organization of meetings, workshops, debates, with representatives of the academic and institutional environment, with attributions and experience in the field of regional development and access to European funds (eg Regional Development Agency, County and Local Councils, Consultancy Companies). Working visits to projects funded by European funds.



10. Evaluation

- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).



Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of final grade
10.4. Course	<ul style="list-style-type: none"> The originality of the subject approach and the attractiveness of the presentation The coherence of the theme presentation – to be easy to follow and understand Synthesis capacity - Focusing on important elements Ability to argue and support ideas presented 	Final project uploaded online on the TEAMS platform and defended orally	75%
10.5. Seminar/lab activities	<ul style="list-style-type: none"> Acquiring and understanding the issues covered in the course and seminar Aptitude to explain and use correctly the methods, models and tests of critical thinking The originality of the elaborated projects Ability to correlate the theoretical and practical aspects. 	Participation in debates initiated by the lecturer on the proposed topics and case studies (25%) Individual presentation of a project based on the topics proposed at the beginning of the semester (25%)	25%
10.6. Minimum standard of performance			
<ul style="list-style-type: none"> Knowledge of the objectives of the European cohesion policy, the main financial instruments through which it is implemented, as well as knowledge of the programming framework in Romania in order to access structural funds. 			

11. Labels ODD (Sustainable Development Goals)

	General label for Sustainable Development						
							

Date:
03.04.2025

Signature of course coordinator
Conf.univ.dr. Lazar Paul Sorin

Signature of seminar coordinator
Conf.univ.dr. Lazar Paul Sorin



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Date of approval:
10.04.2025

Signature of the head of department
Assoc. prof. dr. Marius BOTA