# Syllabus

## Internship, second year, bachelor's level

## Specializations BUSINESS ADMINISTRATION and BUSINESS ADMINISTRATION IN HOSPITALITY SERVICES

**Full-time**

**Academic year 2026-2027**

## I. General information

Students of the specialization Business Administration and Business Administration in Hospitality Services, bachelor's level, must complete an internship in the field of business administration in the second year of study.

Internship – Business Administration is a compulsory discipline that involves 90 hours and has 3 credits.

The objective of this discipline is to implement and deepen the practical knowledge of business administration. It aims to familiarize with the way of applying in commercial companies (private or virtual companies) the theoretical knowledge acquired in the teaching process and to acquire new skills and practical competences for the future graduates of the Faculty of Business.

The specialized internship in the specializations BUSINESS ADMINISTRATION and BUSINESS ADMINISTRATION IN HOSPITALITY SERVICES can be carried out in any company or bank chosen by the student under the guidance of the Internship Commission.

Students from the specialization BUSINESS ADMINISTRATION IN HOSPITALITY SERVICES are recommended to carry out their internship in a commercial company operating in the field of tourism and hospitality.

## II. Contents

The theme of the internship includes the disciplines: Marketing, Management, Finance, Accounting. Following the internship, the student will draw up a portfolio that will be submitted for evaluation to the Internship Commission by the scheduled date for submission.

***The internship portfolio will include the following documents:***

***Cover: it will include the student's name and surname, specialization, year of study, form of education, academic year.***

**1. The student's evaluation report by the tutor** (completed, dated, signed by the internship tutor).

**2. Monograph of the company or bank where the internship was carried out**.

**3. Supporting documentation for the activities performed** during the internship (reports drawn up, various documents made during the internship, annual financial statements for the last three years).

The entire internship file will be brought in physical format and handed over to the internship manager on the date of presentation. In the case of projects with European funding (e.g. POCU type), the internship file will be sent to the project expert.

## III. Evaluation method

***<u>The evaluation of the internship will be made</u>*** by the Internship Commission ***<u>based on the submitted internship file.</u>***

# ANNEX
# Project structure (specialization Business Administration, Business Administration in Hospitality Services): Monograph of the company[1]

Address the following issues:

**1. OVERVIEW OF THE COMPANY (maximum 1-2 pages)**

Objective: Understanding the business context in which the company operates
Content:

- Legal form and size of the company
- Main object of activity (NACE code)
- Activity in figures: turnover, profit/loss, number of employees (data available by mfinante.ro or listafirme.ro)
- Customers, suppliers, competitors
- ***<u>For Specific Activity Firms (AASO) only</u>***:
  - Accommodation units: infrastructure, facilities, capacity, services offered
  - Travel agencies: types of tourism products marketed
  - Food units: capacity, menu, services (online orders, events)

**2. ORGANIZATION AND OPERATION OF THE COMPANY (maximum 2 pages)**

Objective: Understanding the organizational structure and management processes

2.1. Organisational structure

- Description of existing departments/departments and specific activities
- Note: For small firms with simple structures, the actual organization will be described, even if it is informal

2.2. Human resources management aspects
Only if the information is accessible:

- Staff structure: gender, age, seniority (brief presentation)
- Recruitment and selection method (if the company carries out such activities)

2.3. Activity planning

- Presentation of 2 planning tools/documents used by the company (e.g. activity plan, budget, work schedule, events calendar)

**3. MARKETING ANALYSIS (maximum 3 pages)**

[1] The internship can be carried out at all types of companies, including banks.

Objective: To analyze how the organization manages its marketing activities, based on the factors in the marketing microenvironment and the elements of the marketing mix.

Content:

A. Marketing Microenvironment Analysis
- Customers (market segments and target segments/segments) served by the company
- What are the main direct and indirect competitors?
- What competitive advantages does the company have compared to them?
- Main suppliers and intermediaries

B. Product/Service
- What are the main products/services offered?
- What are the strengths and weaknesses of the offer?
- What improvements or additions would you suggest?

C. Price
- Pricing method
- Value-based pricing.
- Cost-based pricing.
- Competition-based pricing.
- How competitive are the prices compared to the competition?
- Perception of value vs price among customers?
- Discounts, promotions, loyalty programs.

D. Distribution and promotion
- What are the distribution/sales channels used?
- How does the company promote its products/services?
- Online presence (website, blog, social media, etc.)
- Advertising (online/offline)
- Public Relations (PR)
- Personal selling
- Marketing direct & email marketing
- How effective do you think the promotion tools used are?
- Is the message clear and coherent conveyed in accordance with the company's positioning?
- Is the target segment correctly targeted?

**4. FINANCIAL ANALYSIS (maximum 4 pages)**

Objective: To assess the financial health and economic performance of the firm

4.1. Presentation of financial statements
Briefly present the data from the balance sheet and profit and loss account for the last 3 years:
- Total assets (fixed assets + current)
- Total liabilities (short-term + long-term)

- Equity
- Turnover
- Net result (profit/loss)

4.2. Calculation of financial indicators (last 3 years)
Performance indicators (mandatory for all firms):

1. Return on Equity (ROE) = (Net Profit / Equity) × 100
2. Return on Assets (ROA) = (Net Profit / Total Assets) × 100
3. Profit margin (ROS) = (Net profit / Turnover) × 100

Liquidity indicators (mandatory):

4. Current Liquidity (RLC) = (Current Assets / Current Liabilities) × 100
5. Debt Ratio (DAR) = (Total Debt / Total Assets) × 100

4.3. Analysis of indicators

- Graph the evolution of each indicator
- Interpret the evolution: is the company profitable? Does it have liquidity problems? Is the degree of indebtedness reasonable?
- Propose 2-3 recommendations for improving your financial situation

**5. PERSONAL CONCLUSIONS AND REFLECTIONS (maximum 1 page)**

- What did you learn from the internship experience?
- What are the main challenges facing the company?
- What suggestions do you have for improving the company's activity?
- How has internship helped you better understand the theoretical concepts studied?

Intership Tutors:

1. Lect.univ.dr. Cristina Ioana Balint
2. Lect.univ.dr. Tudor Oprișor
3. Asist.univ.dr. Anghel Cozma
4. Asist.univ.dr. Raluca Ancuţa Şandru
5. Asist. Univ.dr. Valeria Gîdiu