SYLLABUS

Internship and professional development
2nd year, Business Administration in International Hospitality and Tourism – master program
Full time education
Academic year 2026-2027

1. General Information

Students specialized in Business Administration in International Hospitality and Tourism, master level, must perform in the 2nd year of their study, an internship/ professional development in the field of Business Administration in International Hospitality and Tourism.

This internship/ professional development that will carried out by the student in the field of Business Administration in International Hospitality and Tourism is a compulsory subject that requires a total number of 84 hours, 3 ECTS credits.

The objective of this subject is to implement and deepen practical knowledge in the field of international hospitality and tourism. It is also aimed to be familiarized with how the theoretic concepts are used in organizations (real or virtual) and to develop new skills and practical issues for future graduates of the Faculty of Business.

The internship/ professional development has to take place in any hospitality and tourism organization chosen by the student which is accepted by the Faculty's Commission who is in charge with the internship.

2. Content

The topic for the internship includes the following courses: Lodging Operations and Business Strategies, International Tourism Marketing and Economics and Politics of International Tourism. ***The subjects available in the annex are only for guidance, they are not mandatory***. According to the specific activity of each company/ institution in which the internship takes place, the students ***can address any other issues relevant*** to the internship's topic, at the suggestion and under the close supervision of the company's/ institution's responsible and the Commission of practice.

At the end of the internship program, the student will have to draw up a portfolio of activities, which will be presented in front of the practice committee on the scheduled evaluation date.

The calendar of activities during the internship program is as follows: 1 week - preparation of the internship documentation, 10 weeks - running activities within the units and 1 week - preparation of the internship reports.

The internship/ professional development portfolio will include the following documents:

1. General Agreement on performing the internship (filled in, signed, stamped and with the date mark) – 3 copies. This document will be filled in and included the internship folder. After presenting the internship outcomes, two copies signed by the faculty Dean will return to the student, and the student has the obligation to give one copy to the company/ institution where he/ she performed the internship.

2. The student`s Final Individual Evaluation Form by the internship tutor (which will be filled in by the teacher in charge after the internship folder presentation).

3. The student`s Evaluation Report by the tutor (filled in, signed by the internship tutor).

4. The student`s Individual Weekly Attendance Form at the internship activities (filled in, signed, and it is compulsory to prove the entire 12 weeks of internship/ professional development).

5. The Report of specific activities performed at the host company/ institution (filled in, signed and dated).

6. Documents that certify the activities conducted during the internship program (reports or any other documents).

The above mentioned documents should be hand in to the supervising professor which will coordinate the internship/ professional. All the documents are available at: http://tbs.ubbcluj.ro/practica/.

The student will inform the coordinating professor the address / location where he/ she will carry out the internship/ professional development.

Students who have completed their internship abroad under the Erasmus or other faculty programs will bring the supporting documents for the internship to be recognized by the Practice Commission. Also, if the student has been or is employed for a minimum period of 3 months within a tourism and hospitality unit, this experience will be recognized as practice by the Commission on the basis of an employee certificate. For these last two categories it is required to submit: 1) the employee
certificate; 2) The student`s Evaluation Report by the tutor (filled in, signed by the internship tutor); 3) The Report of specific activities performed at the host company/ institution (filled in, signed and dated).

3. Evaluation method (assessment)

The evaluation of the internship/ professional development will be performed by the Faculty's academic staff, based on the portfolio presented by the student. The evaluation will assess: the quality of the presentation and the analysis approach to issues, conclusions and suggestions made by the student, but also based on the evaluation made by the firm's tutor.

The internship portfolio must cover at least 50% out of the subjects presented in the annex.

Annex

Lodging operations, International tourism marketing and Economics and politics of international tourism

Objectives:

I. Describe the following procedures applied by the unit where you are doing the internship regarding:
   a. Check-in procedure;
   b. Check-out procedure;
   c. Individual or groups booking;
   d. Cleaning of rooms (accommodation units);
   e. Cleaning "a blanc" of a room;
   f. Dealing with an unsatisfied customer;

g. Develop a report regarding the weekly/ monthly forecast for reservation activities/ rooms' booking;
h. Develop a report regarding the main efficiency coefficients of the accommodation unit during one month.

II. Present the following aspects specific to a tourism package creation in the case of an accommodation unit (include at least 2 services - accommodation and food):
a. The target segment and the customers' needs and wants;
b. Developing the appropriate package for the customers' needs;
c. Describe the activities performed and their planning in order to provide the requested services;
d. The resources involved in the tourism package creation (human, material and informational resources);
e. Specific distribution activities;
f. Promotion activities for this tourism package;
g. Develop a cost-benefit analysis for the tourism package.

III. Characterize the profile of foreign customers (in the unit where you are doing your internship program):
a. Which is their outbound region (country);
b. What services they consume;
c. How much do they spend on tourism services;
d. What is the purpose of their visit

IV. Describe the services provided to foreign tourists compared to domestic tourists.

V. Describe the activities implemented in order to increase the sustainability of international tourism.

VI. Starting from the location where the tourism unit, in which you are doing your internship program is, describe:
a. The competitiveness factors which determined the foreign tourists to choose that destination and not another similar one;
b. Visa regime of that destination (country) for the foreign tourists that have visited the unit in which you made your internship.

Supervising instructor:

1. Conf.univ.dr. Cristina Fleşeriu