

SUBJECTS FOR INTERNATIONAL MODULE – autumn semester

No.	Name of subject	Description	
		Credits	
1.	Strategic Management in Tourism Organizations USV.FSEAP.PLANET.DSI.01.01	7	Tourism environment and economic development; Integrated management in tourism organizations; Strategic management in tourism organizations, strategy and strategic objectives for tourism organizations, internal and external analysis, SWOT analyses; Strategic decision making in tourism organizations; Strategic choices for tourism organizations; Strategic implementation for tourism organizations; Strategic innovation in tourism business; Strategic vision and management in tourism organizations
2.	EU Government and Tourism USV.FSEAP.DAP.01.02	7	Tourism policy; Tourism and governance; Public opinion and lobbying; Legislative politics; Executive politics; Negotiation inside EU institutions; Democracy and reform of tourism policy
3.	Planning of New Tourism Products for Culinary Tourism USV.FSEAP.PLANET.DSI.01.03	7	General approach on services provided by gastronomic units; The menu of gastronomic units; Food security and food safety in a gastronomic unit; Organization of gastronomic tourism, gastronomic routes; European scheme of certification for traditional foods; Trends in gastronomic tourism
4.	Communication in English USV.FSEAP.PLANET.DAP.01.04	5	
5.	Communication in Spanish USV.FSEAP.PLANET.DAP.02.10.	4	
6.	Tourism management and sustainable development of destinations USV.FSEAP.PLANET.DSI.03.01	7	Management in tourism industry. Specificities and definitions; Tourism destination management; Planning and management of sustainable tourist destination; Organization of the activity within the tourist destination; Tourist destination management organizations (DMOs); Tourist Destination Marketing; Sustainable development of tourism destinations
7.	Social Change, Consumption Trends and Tourist Consumer Behaviour USV.FSEAP.PLANET.DSI.03.02	4	Tourist Product; the concept of tourist product, the components of tourist product; the peculiarities of tourist product; Tourist products – typology; Travel and Tourism Market, content and peculiarities of tourism market; Supply and tourism production; Demand and tourist consumption; Tourism market segmentation; Travel and tourism trends; Consumer Behaviour in Travel and Tourism, main concepts in tourist consumer behaviour, the purchase decision process; Typologies of tourist behaviour and segmentation of the tourism market; Topical issues in consumer behaviour; Purchasing motivational travel; Research on the behaviour of tourist services consumer

8.	Planning in tourism. Public - private Partnership USV.FSEAP.PLANET.DSI.03.03	6	Planning in tourism - general concept; Public sector (government) - roles in achieving sustainable tourism; Private sector role for planning in tourism (NGO and private commercial enterprises); Public - private partnership in tourism - including an assessment of current tourism organizations, associations and institutions; Tourism development policies and strategies based on a participatory model for decision-making processes; Public and private and community partnership in tourism development - best practice models; Tourism planning process, levels of tourism planning
9.	Promotion and commercialization of destinations and new tourism products USV.FSEAP.PLANET.DAP.03.04	7	The Concept of Tourist Product; Differentiating and Positioning of the Tourist Product and Service Supply; Touristic Product Quality; Touristic Product Strategies; New Tourism Products; Promotion of New Tourism Products; Destination Marketing
10.	New technologies applied to destinations and tourist products USV.FSEAP.PLANET.DAP.03.05	6	Web 2.0. Concept and main applications; Development of a blog for tourist information in WordPress; Evaluation and optimization of websites. Quality criteria and essential success factors for websites destinations. Methods of evaluation and analysis of a destinations website; Geographic information systems. Definitions and basic concepts. Google Maps and Google Earth; Analysing and comparison of various touristic websites.
11.	Marketing USV.FSEAP.IM.01.01	6	Introduction to Marketing; Customer Satisfaction; Market Segmentation; Marketing Environment; Marketing Research; The Marketing Mix; Product; Price; Placement; Promotion; Online Marketing; Personal Marketing; Marketing and Selling; Brand and branding
12.	Insurance management USV.FSEAP.IM.01.02	6	The main objective of the course is to help students to develop their ability for analysing insurance industry as a sector of a growing importance in nowadays economies. The topics of this course are: the role and the functions of insurance, the contribution of insurance sector to economic growth, insurance market, the concept of risk, the main principles of insurance, the practice of life-insurance and non-life insurance.
13.	Geopolitics USV.FSEAP.IM.01.03	6	1. The geography of international relations; 2. Geopolitical risks; 3. Geopolitics and its implications on international relations; 4. Expansion trend of states and phenomena generated by this expansion; 5. The phenomenon of terrorism and its global implications; 6. The behaviour of international actors in the context of increasing international tensions

14	Statistics USV.FSEAP.IM.01.04	6	Basic notions used in Statistics; Statistical observation; Primary processing of the statistical data: centralization and grouping; Presentation of statistical data: tables, series, graphs; Statistical distributions of frequencies; Elements of sampling theory; Analysis of variance (ANOVA); Regression and correlation methods; Introduction in the study of time series; Time series trend analysis; Time series seasonal variation analysis; Index number: introduction and criteria of classification; Quantity and value indices
15	Microeconomics USV.FSEAP.IM.01.05	6	Scope and methods of economics; microeconomics; production resources and factors; labour; natural resources; capital; ownership; various types of ownership; natural economy and market economy; market definition and role; demand and supply; competition; types of competition; money; brief history of money; price policies; enterprises and entrepreneurs; types of business organization; production costs; profitability; long term costs; payments and benefits; salary; interests and interest rates; evolution and types of interest.
16	E-Commerce USV.FSEAP.IM.01.06	6	Fundamentals of E-commerce; impact of E-commerce on society; activities in E-commerce; technologies, infrastructure and security in E-commerce; E-commerce in Romania and on international markets; comparative analysis of E-commerce websites; practical applications: client-server models; Web interface design; scripting server-side PHP, ASP languages; Web (MySQL, SQL Server etc.) data bases; sending SQL queries to data bases; collecting and processing data; designing and implementing a Web application.
17	Environmental management USV.FSEAP.IM.01.08	6	Economic and ecologic problems associated to the degradation of the environment; interdependence economy – environment; Pollution of the environment; Means and techniques for reducing the pollution and for environmental protection; eco-technologies, sustainable consumption of the resources, reuse, recycle of the materials; Environmental management, definition and aims, ISO 14000 standards, EMAS standards, Environmental management systems; Tools for environmental management
18	The Management of European Projects / The Management of Projects USV.FSEAP.IM.01.09	7	Project management- general concepts; techniques used in project development; the management of project resources; financial management in projects; human resources management in projects, time management; element of quality management in projects; improving and assuring the quality; TQM systems and instruments; total organisational improvement;
19	European Economy USV.FSEAP.IM.01.10	6	The European Union: Premises, Genesis and Evolution; The institutions of the European Union and their functionality; European treaties; Common Market and

			Community policies; Free circulation; Main internal community policies; Sectoral internal community Policies; External politics; Regional Development at European level; Romania and the European Union; Conclusions and estimates on the evolution of the European economy.
20.	Human Resources Management USV.FSEAP.IM.01.11	6	Key aspects: considerations of human resources and their role in the success of organizations, human resources, human capital, intellectual capital, theories and approaches to human resource management, strategic human resource management, strategic human resource planning, training and development, staff recruitment, staff selection process, career and its development, the influence of an organization on an individual's career, factors that influence human resource management; Activities and responsibilities in human resources management (Duties and responsibilities).