

Presentation of the professional Master degree program

BUSINESS ADMINISTRATION IN TRADE, TOURISM AND SERVICES

The professional Master degree program *Business administration in Trade, Tourism and Services (AACTS)* is part of the Faculty of Management-Marketing, Business Administration domain, as a distinct full-time program, taught in Romanian, with the duration of 2 years / 4 semesters.

This program is a major element of the bachelor- master-PhD cycle and it is compatible with Master degree studies (in terms of mission, objectives and curricula) organized in other universities in Romania and Europe, that prepare experts in this domain or related domains, in compliance with the commitments undertaken under the Bologna Declaration.

The Master degree program *Business administration in Trade, Tourism and Services* deals with issues related to the bachelor specialization entitled *Economics of Trade, Tourism and Services*, and it is a higher qualification extension of the bachelor degree program.

The Master degree program *Business administration in Trade, Tourism and Services- AACTS* is meant for:

- Graduates of bachelor degree programs in Business Administration;
- Graduates of bachelor degree programs in Economic Sciences;
- Graduates of bachelor degrees in other fields than economic, who want specialized training in Business Administration;
- Professionals from companies, graduates of bachelor degree programs who are already employed and have practical experience.

The aim of the Master degree program *Business administration in Trade, Tourism and Services- AACTS* is to train high-quality experts in business administration and management for entities in trade, tourism and services, through acquisition and expansion of specialty knowledge, abilities values and attitudes of individuals interested in improving their professional level in order to ensure the operation and the management of economic agents in this domain at parameters imposed by the dynamics of national and international economies, and to develop high-performance scientific research, capable of getting involved in entrepreneurial and innovative activities on their own.

After graduating the Master degree program *Business administration in Trade, Tourism*

and Services - AACTS, the graduates possess a set of knowledge, competences, values and attitudes that allow them to be hired on management and coordination positions and to put to good value their competences in business of their own, but also to do further academic studies.

The Master degree program *Business administration in Trade, Tourism and Services- AACTS* has the following overall objectives in its academic curricula:

- ✓ To ensure theoretical and practical training of the students in compliance with European and international standards;
- ✓ To have the students acquire theory and practical abilities corresponding to the needs of the employers, to allow the graduates successful integration on the labour market;
- ✓ To ensure best training for experts in Business Administration;
- ✓ Through optimal combination of subjects from economics, finance, marketing and strategic management, the program ensures an integrated educational experience by developing decision-taking abilities in trade, tourism and services, and by expanding the understanding of the operation of a company and public institutions in a competitive global environment;
- ✓ To have the students acquire modern notions and techniques on quantitative economic theory and management theory needed to solve issues in trade, tourism and services;
- ✓ To have the students know the economic and financial mechanisms, the specialized language, the negotiation and communication techniques in the national and European economic environment;
- ✓ To have the students acquire advanced knowledge in project implementation and in contracting financial resources for regional and European economic and social development;
- ✓ To have the students acquire the ability to design and implement business strategies, plans and programs in trade, tourism and services;
- ✓ To form entrepreneurs able to add value to the opportunities of the markets, to adjust themselves to the dynamics of the environment, to develop business, to promote new valuable elements: innovative goods and services that meet the needs of individuals and society.

The specific objectives of the Master degree program *Business administration in Trade, Tourism and Services- AACTS* are:

- ✓ To have the graduates deal with economic concepts that are typical of the domain of trade, tourism and services;
- ✓ To have the graduates know in detail the principles, systems, methods and techniques that are typical of the management in trade, tourism and services;
- ✓ To have the graduates adapt and use managerial methods and techniques to solve issues under circumstances of uncertainty and incomplete information;
- ✓ To have the graduates analyze the regional and global context of trade, tourism and services as well as of the implications of globalization upon global and regional economic development;
- ✓ To have the graduates process and manage economic and financial information, methods and techniques typical of the domain;
- ✓ To have the graduates participate in teams to implement programs typical of the domain;
- ✓ To have the graduates use their abilities for critical-constructive analysis of the concepts, theories and tools, depending on the context;
- ✓ To have the graduates creatively use the information available and formulate competent opinions;
- ✓ To have the graduates explain and interpret the diagnosis of companies in trade, tourism and services, as well as recent methods arisen from practical needs;
- ✓ To have the graduates make studies on certainties and risks in trade, tourism and services;
- ✓ To have the graduates collect, analyze and interpret various information and to develop concrete arguments to interpret actual situations in European context;
- ✓ To have the graduates identify problems, generate solutions and understand the consequences of the decisions in terms of marketing;
- ✓ To have the graduates use methods and techniques of market research;
- ✓ To have the graduates apply negotiation principles, strategies and techniques;
- ✓ To have the graduates adapt and apply research methods and techniques in order to ensure strategic development of the sector.

Competences of the graduates of the Master degree program *Business administration in Trade, Tourism and Services- AACTS*:

- *Professional competences:*

C1 – to identify, analyze and interpret information on the interaction between the organization and the environment for scientific documentation of the decisions on business administration in trade, tourism and services;

C2 – to plan, organize, coordinate and supervise the activity of organization in trade, tourism and services;

C3 – to efficiently exercise the entrepreneurial and investment capabilities in trade, tourism and services;

C4 – to coordinate the customer relation activities and the design and implementation of the sales strategies.

➤ *Transversal competences:*

CT1 – to apply the professional values and ethics and to perform complex professional tasks in a responsible way under circumstances of professional autonomy and independence, to promote logical reasoning, practical applicability, assessment and self-assessment in decision-taking;

CT2 – to take roles typical of the team-work on various hierarchies, including management roles and promoting dialogue, cooperation, positive attitude and diversity, and continuous improvement of one's own activity;

CT3 – to perform self-assessment and diagnosis of the continuous training needs to create the conditions for progress in career and adjustment to the dynamics of the social context and economic environment.

Given these competences, the graduates of the Master degree program *Business administration in Trade, Tourism and Services- AACTS* have a wide range of opportunities to get hired in various public and private organizations, from SMEs to multinational companies in trade, tourism or services. After finishing their studies, the graduates of the Master degree program *Business administration in Trade, Tourism and Services- AACTS* will have access, depending on their professional aspirations, personality and personal development, to jobs in management, as experts in process improvement and other positions according to the Romanian Occupations Catalogue (COR) / ISCO 08 and the requirements of the employers on the market.

The curricula of the Master degree program *Business administration in Trade, Tourism and Services- AACTS* includes compulsory and optional subjects, practical sessions and a session for dissertation.

The subjects studied cover all the issues of the domain and provide the students with tools needed to study business administration in trade, tourism and services. Among the subjects studied: Tertiary sector management, Marketing strategies and policies in trade, tourism and services, Correspondence and communication in English, Human resources strategies and policies, Relational sales management, European project management, International business negotiation, International business law, Scientific research methodology, as well as Academic ethics and integrity, compulsory subject.

Optional subjects: Communication techniques in business/Organizational and managerial behavior, Business strategies in tertiary organizations/Economic policies, Quantitative market research methods in the tertiary sector/Study methods on the preferences and behavior of the consumer, Financial and banking management/Quality audit.

The practical session takes place in the 1st semester of the 2nd year of study, under a Practical session guide, available to students at <https://www.artifex.org.ro/graficul-activitatilor/practica-studentilor/>.

The master degree study program ends with the writing and the defending of the dissertation. To pass the dissertation exam, 10 credit points are given in addition to the credit points accrued during the study program (120 ECTS).

Admission to the Master degree program *Business administration in Trade, Tourism and Services*- AACTS takes place according to the Methodology regarding the organization and execution of the admission exam for bachelor and master degree programs.

Documents needed for enrollment for the admission exam:

- bachelor degree diploma or equivalent, original and copy;
- diploma supplement or equivalent, original and copy;
- birth certificate, original and copy;
- marriage certificate , original and copy (if the case);
- identity document (copy);
- standard medical certificate, issued by authorized medical offices, certifying that the applicants are able to enroll in higher education;
- 3 photos, 3/4;
- receipt certifying the payment of the enrolment fee (paid at the university cash office);
- framework- agreement for the schooling period (received upon enrolment);

- enrolment sheet, filled in signed by the applicant, upon enrolment;
- envelope document folder.

The tuition fees for the Master degree program *Business administration in Trade, Tourism and Services- AACTS* can be found here: <https://www.artifex.org.ro/taxe-si-tarife/>.

Enrolment is subject to the number of places approved by ARACIS and published in a G.D. in in the current year, and ARACIS standards for master degrees are complied with. More information can be found here: <https://www.artifex.org.ro/admitere/>.

Looking forward to having you our students and partners!