

SUBJECTS FOR INTERNATIONAL MODULE – autumn semester 2024-2025

No.	Name of subject	Description	
		Credits	
1.	Strategic Management in Tourism Organizations USV.FEAA.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.	Consumer Markets Analysis USV.FEAA.PLANET.DSI.02.02	7	
3.	Planning of New Tourism Products for Culinary Tourism USV.FEAA.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.FEAA.PLANET.DAP.01.04	5	
5.	Communication in Spanish USV.FEAA.PLANET.DAP.02.10.	4	
6.	Social Change, Consumption Trends and Tourist Consumer Behaviour USV.FEAA.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
7.	Planning in tourism. Public - private Partnership USV.FEAA.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
8.	Promotion and commercialization of destinations and new tourism products USV.FEAA.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
9.	New technologies applied to destinations and tourist products USV.FEAA.PLANET.DAP.03.05	6	<p>This course offers a deep exploration of digital technologies and key concepts in the field of tourism, encompassing a wide range of relevant and practical topics. Through lectures and hands-on exercises, participants will learn to:</p> <ul style="list-style-type: none"> • Understand Web 2.0 and apply its principles in developing and managing online content. • Create and manage a tourist information blog using the WordPress platform, understanding the importance of effective digital presence for destination promotion. • Evaluate the quality of a tourism website and identify critical success factors for optimization. • Utilize evaluation methods and tools for analyzing and improving tourism websites. • Understand the fundamental concepts and applications of Geographic Information Systems (GIS) in the context of tourism. • Explore and use Google Maps and Google Earth tools for navigation and spatial visualization in tourism. • Analyze and compare different tourist websites to identify best practices and emerging trends in online destination promotion. • Understand the role and impact of artificial intelligence in tourism, as well as explore its practical applications in personalizing tourist experiences and optimizing destination management processes. <p>The benefits of this course include:</p> <ul style="list-style-type: none"> • Developing competencies and knowledge in digital technologies and their use in the tourism industry, providing competitive advantages in a dynamic professional environment. • A deeper understanding of how the internet and related technologies can be utilized to effectively promote and manage tourist destinations. • The ability to evaluate and optimize tourism websites to enhance user experience and achieve business objectives. • Hands-on experience in using popular digital tools and platforms such as WordPress, Google Maps, and Google Earth. • Insights into emerging trends in tourism technology, including the increasingly important role of artificial intelligence and geographic information systems. • Increased employment or career advancement opportunities in the tourism industry, due to the skills and knowledge gained in using digital technologies for promotion and management. <p>Table of Contents Chapter 1. Understanding Web 2.0: Exploring Concepts and Applications This chapter serves as a comprehensive introduction to Web 2.0, tracing its evolution and elucidating its core principles. It explores the transformative impact of Web 2.0 on online</p>

		<p>interactions, content creation, and community engagement. Through in-depth analysis and real-world examples, readers gain insights into the significance of Web 2.0 in shaping modern digital landscapes.</p> <p>Chapter 2. Crafting a Tourist Information Blog with WordPress Step-by-step guide to creating a dynamic and engaging blog tailored for tourist information using WordPress. From initial setup to customization and content creation, this chapter equips readers with practical skills and strategies to effectively leverage the WordPress platform for showcasing tourism-related content and experiences.</p> <p>Chapter 3. Assessing Website Quality: Essential Criteria for Success This chapter delves into the intricacies of website quality assessment, elucidating the key criteria and essential elements that underpin successful destination websites. Through a detailed exploration of user experience, design principles, and performance metrics, readers gain a holistic understanding of what constitutes a high-quality website in the tourism industry.</p> <p>Chapter 4. Evaluation and Optimization Techniques for Destination Websites. Comparative Analysis of Touristic Websites Building upon the foundation laid in the previous chapter, this section explores advanced methods and tools for evaluating and optimizing destination websites. From usability testing to SEO strategies, readers learn how to fine-tune their websites to meet user expectations, enhance visibility, and achieve their intended goals effectively. This chapter conducts a comprehensive comparative analysis of various touristic websites, examining design elements, content strategies, and user engagement features. Through detailed case studies and benchmarking exercises, readers gain valuable insights into best practices and emerging trends in online destination promotion and information dissemination.</p> <p>Chapter 5. Introduction to Geographic Information Systems (GIS) Providing a comprehensive overview of Geographic Information Systems (GIS), this chapter demystifies the fundamental concepts and applications of spatial data analysis in the context of tourism. Readers are introduced to GIS principles, data visualization techniques, and the role of geographic information in informing decision-making processes within the tourism industry.</p> <p>Chapter 6. Navigating with Google Maps and Google Earth A detailed exploration of Google Maps and Google Earth as powerful tools for spatial visualization and navigation in tourism. From immersive virtual tours to customized map overlays, readers discover innovative ways to leverage these platforms to enhance the user experience, promote destinations, and facilitate trip planning.</p> <p>Chapter 7. Integrating Artificial Intelligence in Tourism Explores the burgeoning field of artificial intelligence (AI) and its transformative potential in the tourism industry. From personalized recommendations to chatbots and predictive analytics, this chapter examines how AI technologies are reshaping the way destinations interact with travelers, optimize resource allocation, and deliver tailored experiences. Through case studies and practical examples, readers gain a deeper understanding of AI applications and their implications for the future of tourism.</p>
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10.	Methods and techniques of research in tourism: Qualitative techniques USV.FEAA.PLANET.DSI.03.09	7	Introduction to participant observation; The strategy of observation; Registration and observation of a given process; Details for observation or mystery shopper; Trouble and methodological problem in the observation process; Observation process apply to tourism activities; Direct interview; Aims and particularities; Selection approach; Starting, developing and data recording during an direct interview; Specific details for an interview in tourism area; The group of experts; The survey used for qualitative researches
11.	Marketing USV.FEAA.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.FEAA.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.FEAA.IM.01.03	6	Geopolitics is crucial for policymakers, analysts, and scholars to comprehend the complex interplay of geography, power, and interests in the international arena. By integrating geopolitical perspectives into decision-making processes, countries can navigate global affairs more effectively and adapt to an ever-changing world. Course structure: 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.FEAA.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.FEAA.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.FEAA.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.FEAA.IM.01.07	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.FEAA.IM.01.08	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.FEAA.IM.01.09	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.FEAA.IM.01.10	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).
21	International Capital Markets USV.FEAA.IM.01.11	6	<p>In any market economy there is and operates a financial market, more or less developed and this is the place where the supply meets the demand for financial funds. The financial market consists of two major sectors: the banking sector (or the credit market) and the financial securities sector (or the financial market in the narrow sense).</p> <p>Capital markets, the ones we will focus on - are specialized in the field of transactions with medium and long term financial assets. These financial securities are mainly represented by shares and bonds.</p> <p>On the capital market there is a direct relationship between the holder of funds (the investor) and the one who is looking for financial resources and who will issue securities, and in return will receive the funds he needs.</p> <p>The capital market is structured in two different but interdependent segments: the primary market and the secondary market.</p> <p>The primary market ensures the issuance and the first sale-purchase of financial securities (for example, when a company issues shares upon incorporation), allowing the financing of the activity of economic agents by attracting the available financial capitals. The primary market is organized through banks or securities companies that are specialized for this type of operations and, thus, the securities are distributed by issuers and, respectively, investments by interested investors, in the best conditions.</p> <p>The secondary market is the one on which investors and entrepreneurs buy and sell securities issued and put into circulation on the primary market.</p>
22	International Logistics USV.FEAA.IM.01.13	6	<p>In the global economy as a whole, the success of a company is obviously built on modern principles, in which an important role belongs to those of a managerial and logistical nature. Only in this way, a company can hope to enter and stay in the national or international market.</p> <p>The most common meaning of logistics is that logistics aims to make the seven matches: the right product, in the right quantity, in the right conditions, in the right place, at the right time, to the right customer, at the right cost.</p>

23.	Regional and Local Development USV.FEAA.IM.01.14	6	<p>Regional and local development is a concept that aims to boost and diversify economic activities, stimulate investment, reduce unemployment and not ultimately lead to an improvement in living standards.</p> <p>Regional development policy is a set of measures planned and promoted by local and central public administration authorities, in partnership with various actors (private, public, voluntary), in order to ensure economic growth, dynamic and sustainable, by effectively exploiting regional potential. and locally, in order to improve living conditions.</p>
24.	Principles of economic communication USV.FEAA.IM.01.16	6	<p>This course structure aims to equip students with the skills and knowledge needed to effectively communicate economic ideas and analysis in various professional settings. By emphasizing clarity, audience engagement, and ethical considerations, students can become proficient communicators capable of translating complex economic concepts into accessible and impactful messages.</p> <p>Course structure:</p> <ol style="list-style-type: none"> 1. Introduction to Economic Communication 2. Audience Analysis 3. Visual Communication in Economics 4. Storytelling with Economic Data 5. Ethical Considerations in Economic Communication 6. Communicating and Uncertainty and Risk 7. Media and Public Engagement 8. Communicating Policy Recommendations 9. International and Cross – Cultural Communication 10. Crisis Communication in Economics
25.	Corporate governance USV.FEAA.IM.01.17	6	<p>Corporate governance refers to the system of rules, practices and processes by which a company is managed and controlled. The course structure is relevant for several reasons: stakeholder protection, risk management, improving corporate performance, complying with laws and regulations, creating long-term value, increasing reputation and brand value.</p> <p>Course structure:</p> <ol style="list-style-type: none"> 1. Principles of corporate governance. 2. The importance of corporate governance 3. Corporate governance models 4. Implementation of risk management in an organization 5. Internal control as a risk management strategy 6. Internal control components

			7. Case studies - role play for participants.
26.	Financial Accounting USV.FEAA.IM.01.18	6	1. Introduction to financial accounting; 2. Recording business transactions; Economic events and the accounting process; Analyzing and recording transactions; Transactions and their effects on accounting equation; The presentation of the main accounts used in the accounting process; 3. The presentation of financial reporting; The balance sheet; Income statements; The statement of owners' equity; Statement of cash flows; The explicative notes at financial statements
27.	Communication in English for Business USV.FEAA. IM 01.19	4	The subject deals with using the specific vocabulary for the business environment and the elaboration of different documents used in practice in economic entities.
28.	Blockchain Programming USV.FEAA. IM 01.20	6	1. Organization. 2. Blockchain 2.1. Introduction. 2.2. Concept. 2.3. Platforms. 2.4. Applications. 3. Bitcoin 4. Ethereum 5. Smart Contracts 6. Decentralized Applications (DApps) 7. Other Topics
29.	International Trade USV.FEAA.IM.01.21	6	This course is aimed to prepare students from undergraduate programs to be able to define and construe the conceptual framework of international trade, as well as to develop their ability to use proper means to resolve certain situations/problems. The main topics covered by this course are: international trade in the postwar period, trade policy (definition, objectives, types), instruments and measures of trade policy, institutional framework of international economic relations, legal framework of international trade, methods of payment in international business transactions, international transactions, financing, risks in international trade, direct exports and imports, indirect exports and imports, special business transactions, mechanism of an international transaction, efficiency of international trade.