

The ECONOMY of TRADE, TOURISM and SERVICES

undergraduate program - General Presentation

The *undergraduate* program Economy of Trade, Tourism and Services is accredited and is part of the Management-Marketing Faculty of "ARTIFEX" University of Bucharest, as a distinct section. The duration of studies is 3 academic years (6 semesters), full attendance. The language of instruction (learning and teaching) is Romanian.

The **mission** of this study program is to provide an appropriate framework for the scientific and practical training of future specialists in the field of trade, tourism and services, by providing them with the knowledge, skills, values and attitudes necessary to achieve high professional performance in Business Administration. The program takes into account the use of information technology, thus enabling the graduates to build a successful career, regardless of their workplace (in the private or public sector), to fill a higher position in the professional hierarchy, pursue a career in business and acquire certain research skills in their field.

In the current economic environment, the economic growth rates of the tertiary sector lead to the emergence and development of companies and, therefore, the creation of jobs that require specialists in trade, tourism and services who are able to successfully perform operational work-related tasks in the broad field of services, by using their knowledge and research skills in the field as well.

Through its academic curriculum, the *undergraduate* program *Economy of Trade, Tourism and Services* aims at the following **general objectives**:

- ✓ to assimilate Western standards of academic education, as the foundation of training professionals in the field of trade, tourism and services, able to respond to the challenges of European integration and economic globalization, of Europeanization and internationalization of the economic system;
- ✓ to facilitate the processes of knowledge, learning and research of theory and practice in the field of trade, tourism and services, for students, graduates, members of academic communities and workers from public and private entities operating in the field;
- ✓ to train graduates prepared to organize, work or manage economic activities in the growing field of services, able to fit in the labor market, to develop and improve the structures, systems, activities, performance and results of their future employing companies;

- ✓ to promote principles, values and best practices of organization, management and leadership as areas of knowledge and organizational, managerial, economic and social practices;
- ✓ to train entrepreneurs capable of identifying and harnessing the needs and opportunities of the society and market, starting new businesses, building teams and organizations, developing and promoting new products and values that meet the needs of individuals and society;
- ✓ to develop a knowledge resource base, including theories, concepts, methods, techniques, tools and models of best practices in the broad field of services;
- ✓ to stimulate scientific research in the field of business administration and the Romanian, European and global economic and social environment;
- ✓ to facilitate the combination of the theoretical and applicative approach and thereby the development of an overall vision, namely a "philosophy" of customer orientation of the future economists in the field of trade, tourism and services.

The Economy of Trade, Tourism and Services *undergraduate* program also targets the following *specific objectives* for its graduates:

- to know, understand and use basic theories and methods applicable to trade, tourism and services;
- to collect, process and analyze economic data within various economic entities in the field of trade, tourism and services;
- to identify, analyze and formulate solutions for the problems identified in businesses or organizations in the field of trade, tourism and services;
- to design, commercialize and provide services in the field of tourism, trade or other areas of the tertiary sector;
- to commercially and qualitatively substantiate the decision to design and market new products and services;
- to effectively relate to different categories of public existing on the trade, tourism and services market;
- to be able and willing to fit into multidisciplinary teams and take on specific responsibilities in the economic field through their communication skills;
- to develop students' cognitive abilities in order to be able to develop solutions to economic problems, including the use of ICT for this purpose;

- to guide students into developing their ability for self-study, self-assessment and self-improvement, but also to identify and capitalize opportunities for assimilation of new knowledge in the field;
- to ensure the necessary preparation for graduates to increase the competitiveness and profitability of their future organizations;
- to know, understand and apply the methods and techniques for evaluating and certifying the quality of products and services;
- to develop the students' capacity to design and develop research projects with a positive impact on scientific research in the field of business administration and on the good practices in the field;
- to develop the students' entrepreneurial skills;
- to develop and promote offers in the field of trade, tourism and services;
- to know, understand and apply quality management principles at the level of organization / system and economic process;
- to plan and negotiate transactions in trade, tourism and services and to analyze data with a view to developing future strategic directions;
- to develop the skills to capitalize on local resources by starting up new businesses in the trade, tourism and services sector;
- to implement managerial decisions in the tertiary sector;
- to develop the necessary skills to use information software and equipment meant for performing management operations specific to trade, tourism and services;
- to develop knowledge of company economics and industrial logistics;
- to practice the logistics of resource processing and insurance at a high-performing level;
- to understand and use financial-accounting, marketing and sales, research and development systems, in order to facilitate *interdepartmental* cooperation;
- to understand and apply quality management principles in their own activity;
- to participate effectively in the recruitment, selection and employment processes (human resources activities).

The Economy of Trade, Tourism and Services undergraduate program offers students the possibility of acquiring specific *professional* and *cross-curricular competencies*, corresponding to Level 6 of both the National Qualifications Framework (CNC) and the European Qualifications Framework (CEC/EQF). The qualifications acquired upon completion of the undergraduate study program are defined by the **learning outcomes**,

expressed in terms of professional and cross-curricular competences, formed throughout the academic studies. The competences of the Economy of Trade, Tourism and Services program graduates are the following:

➤ **Professional competencies:**

C1 – Providing specific services in the field of trade, tourism and services;

C2 - Selling products / services;

C3 - Managing customer and supplier relationships;

C4 - Management and allocation of material and financial resources;

C5 – Quality assurance for the service provision in trade, tourism and services;

C6 - Human resources management assistance.

➤ **Cross-curricular competencies:**

CT1 - Applying principles, rules and values of professional ethics, as part of one's own rigorous, efficient and responsible work strategy;

CT2 - Identifying roles and responsibilities in a *pluri*-specialized team and applying effective networking and teamwork techniques;

CT3 - Identifying opportunities for continuous learning and effectively using learning resources and techniques for one's own development.

Considering the above skills and competencies, the completion of the Economy of Trade, Tourism and Services undergraduate program provides graduates with many opportunities for building a career and a wide range of employment opportunities in (public and private) organizations ranging from small and medium-sized firms to multinational companies. Thus, after completing their studies, graduates of the Economy of Trade, Tourism and Services program will be able to access both managerial and *non*-managerial positions, such as: *company administrator, process supervisor, business analyst*, as well as other occupations, according to the Standard Occupational Classification in Romania (COR) / ISCO 08 and the employers' demands on the labor market.

Graduates of the Economy of Trade, Tourism and Services *undergraduate* program may also choose to further their studies by enrolling in the *postgraduate* (master's degree) program in their business field, namely **Business Administration in Trade, Tourism and Services** (AACTS), as well as other *postgraduate* (master's) programs in other economic fields, which are offered by the "ARTIFEX" University of Bucharest.

The **curriculum** for the Economy of Trade, Tourism and Services undergraduate program within the Faculty of Management & Marketing is compatible with that of similar programs in European universities and it is specially designed to lay the right foundations for the theoretical and practical training of any economist, but also to ensure the specialization of the future graduate in Business administration. Thus, the curricula for the Economy of Trade, Tourism and Services undergraduate program contain, in accordance with the specific standards of ARACIS, the following subject packages: *foundation* courses, covering a minimum of 60 transfer credits (ECTS); *specialized* subjects, *complementary* courses and *relevant* subjects, i.e. related to the students' major. Furthermore, academic flexibility is ensured by means of *optional* and *elective* courses. They are proposed from the second (sophomore) year and complete the student's course of specialization. The choice is made by the student in the previous academic year (before taking the optional and elective courses). The categories of subjects in the curriculum were chosen in close connection with the proposed professional and cross-curricular competences, the specific ARACIS standards, but also taking into account the recommendations of graduates, alumni, employers and business environment representatives.

The annual structure of the curriculum for the **Economy of Trade, Tourism and Services** undergraduate program is as follows:

| 1st Year | |
|-------------------------------------|-------------------------------------|
| <i>Semester I</i> | <i>Semester II</i> |
| Mathematics for economics | <i>Macroeconomics</i> |
| <i>Microeconomics</i> | Informatics |
| Marketing | Statistics for economics |
| Accounting | Finance |
| Business law | Management |
| Cooperative history and doctrine | Foundation of commodity studies |
| Foreign language (English / French) | Foreign language (English / French) |
| Physical Education (PE) I* | Physical Education (PE) II* |

| 2nd Year | |
|----------------------------------|------------------------------------|
| <i>Semester I</i> | <i>Semester II</i> |
| <i>Econometrics</i> | Human Resources Management (HRM) |
| Business project management | International commodity exchanges |
| Commercial communication | HoReCa technology |
| Promotional techniques | Insurance and <i>reinsurance</i> |
| Monetary and financial economics | Labor law |
| Tourism economics | <i>Internship (Work placement)</i> |
| Physical Education III* | (3 wks x 30 hrs/wk) |

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|---|---|
| Optional courses and elective subjects Contemporary economic doctrines Academic ethics and integrity Taxation | Optional courses and elective subjects Services marketing Public services and utilities International management |
| * <i>Physical Education (Sport)</i> is a compulsory subject, with 3 extra credit points, in addition to the 180 credit points | |
| 3rd Year | |
| <i>Semester I</i> | <i>Semester II</i> |
| Commodity logistics and distribution Supplier relationship management (SRM) Competition and prices Quality management Entrepreneurship Cooperative economics | Commercial technologies Tourism operations techniques Business negotiation techniques Computerized statistical processing Business transactions Business communication in a foreign language (English / French) <i>Graduation paper methodology</i> (2 wks x 35 hrs / week) |
| Optional courses and elective subjects Tourism destination management Tourism resources and destinations International tourism | Optional courses and elective subjects Marketing for tourism <i>Ecotourism and rural tourism</i> Quality audit |

The *internship (work placement)* is scheduled to take place during the second semester of the second (sophomore) year and it is based on an *Internship (Work Placement) Guide*, which is made available to students at <https://www.artifex.org.ro/graficul-activitatilor/practica-studentilor/>.

The undergraduate studies are completed with the writing and defense of the graduation paper. 10 credit points are awarded upon passing the final (graduation) exam, in addition to those (180 ECTS) related to the study program.

Admission to the Economy of Trade, Tourism and Services study program follow the *Methodology regarding the organization of admission tests for the undergraduate and postgraduate study programs*.

The enrolment and admission test are contingent upon producing the following documents:

- baccalaureate diploma (or an equivalent certificate) - original document and certified true copy;
- highschool transcripts (or equivalent document), showing the grade point average per years of study (original document and certified true copy);
- birth certificate (original document and certified true copy);
- marriage certificate (original document and certified true copy) (if applicable);

- identity document (copy);
- standard medical certificate, issued by a certified medical facility (doctor's office), proving that applicants are fit for higher education;
- three (¾-size) photos;
- receipt conforming the payment of the enrollment fee;
- the framework-agreement (tuition contract) for the entire period of academic studies;
- application form, completed and signed by the candidate upon enrolment;
- paper folder (envelope type).

The tuition fees for the Economy of Trade, Tourism and Services study program can be found on our website: <https://www.artifex.org.ro/taxe-si-tarife/>

Admission to all academic programs is dependent upon the enrolment limitations established by ARACIS and published in the Government's Decision of the current year, in compliance with the ARACIS standards for undergraduate academic programs.

For further information regarding enrolment and admission, please go to: <https://www.artifex.org.ro/admitere/>

We look forward to you becoming our students and partners!