

# **Business Management in Tourism**

## **Description of the MSc. program**

The Master's program on Business Management in Tourism is addressed to economic Schools' graduate students who are interested in a career in the Travel and Tourism industry and to people who want to develop a career in related fields. The following elements are general abilities of this Master's graduate students:

- the ability to identify and diagnose the influences of global, political, cultural and environment while using advanced techniques of knowledge, modelling, and corporate management;
- devising strategic plans, studies and reports in the tourism industry while engaging analytical concepts and methods and interpreting economic and social phenomena and processes;
- the ability to assess and analyze local and international restrictive requirements which are necessary for decision-making in tourism companies, as well as providing specialized consultancy.

The specific skills of the students who graduate this MSc. are:

- the ability to manage companies in the tourism industry by implementing special procedures, to use MSI in decision-making processes, plans, and strategies, and implementing financial and accounting policies;
- the ability to analyze risk and uncertainty in tourism, which are necessary for feasibility studies, management and marketing programs of tourism enterprises and touristic destinations;
- expertise in the creation, promotion, and sale of products and services in the tourism industry;
- the ability to manage and promote natural and anthropogenic resources of tourism while engaging tools for the planning and the development of infrastructure, as well as tools for advanced marketing and touristic value promotion;
- the use of methods for basic and practical scientific research in multinational and regional projects in the tourism industry.

Moreover, the MSc. students are actively involved in various significant activities and events within the School of Domestic and International Tourism Economics, thus having their creativity and professional skills stimulated. The most important are the following: modular courses taught by American professors; courses in the fields of Travel, Tourism and Aviation organized within I.A.T.A. from R.A.U.; scientific events (round-table events, symposia, conferences) with international academic participation – events which are frequently organized by all the Schools in the Romanian-American University; participation in tourism fairs organized by Romexpo Bucharest and A.N.A.T.; semestrial theme circuits including team-building activities; cultural

activities; sports contests; business simulation in tourism; specific activities carried out by the Tourism Club; volunteering, workshops or team-building within R.A.U. Student Club.

The MSc. students from the School of Domestic and International Tourism Economics are defined by pragmatic connection to the performance standards in the tourism industry by means of practice and internship programs developed with partner organizations. One of the consequences of such a partnership is the fact that the School provides over 30 practice bases that ensure the development of all competences and skills which are necessary in the Tourism industry.

