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FACULTY OF ECONOMICS

Approved by:
Rector,
Associate Professor, PhD
Ramona Flavia RAȚIU

CURRICULUM

Applicable to the 2026–2029 cohort

"DIMITRIE CANTEMIR" UNIVERSITY OF TÂRGU MUREȘ
Faculty: Faculty of Economics
Field of study: Business Administration
Level of study: Bachelor's degree
Degree programme: Economics of Trade, Tourism and Services
Qualification awarded: Bachelor of Economics
Mode of study: Full-time education (IF)
Duration of studies: 3 years, 6 semesters
Total number of credits: 180 ECTS
Language of instruction: Romanian
Applicable to the graduating class: 2026–2029

I. GRADUATE PROFILE AND PROFESSIONAL STATUS

Graduates of the Economics of Trade, Tourism and Services degree programme obtain a first-cycle university qualification (Bachelor's degree) and are prepared to undertake professional activities in the field of Business Administration.

The programme develops the competences and learning outcomes required for graduates to enter professional, academic and/or research settings specific to the field, particularly in trade, tourism and services.

Graduates may work in:

- economic, commercial, tourism and service organisations;
- specialist institutions and organisations in the field of business administration;
- departments responsible for analysis, planning, control, reporting and process improvement;
- teaching or research activities, subject to the requirements laid down by law.

Programme Coordinator,
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II. RELEVANT OCCUPATIONS: COR / ESCO / OTHER PROFESSIONAL FRAMEWORKS

The degree programme is aligned with the following relevant occupations:

No.	COR / ESCO code	Occupation title	Notes on relevance to the programme
1	242101	Project manager	Coordinating economic projects, monitoring indicators and aligning activities with organisational objectives.
2	242102	Process improvement specialist	Analysing and optimising business processes, operational efficiency and change management.
3	242110	Specialist in planning, controlling and reporting economic performance	Planning, monitoring and reporting the organisation's economic and financial indicators.
4	242111	Commercial company administrator	Managing trade, tourism and service activities, including resource management and managerial reporting.
5	242120	Business analyst	Analysing an organisation's context, requirements, objectives, data and business performance.

Note: The programme is aligned with ESCO occupational group 2421 – Management and organisation analysts, and with the RNCIS occupations indicated in the curriculum.

III. RELEVANT PROGRAMME COMPETENCES

III.1. Professional / specialised competences

Competence code	ESCO competence from occupational group 2421	Alignment with the field / degree programme
CP1	Analyses companies' external and internal factors; analyses an organisation's context.	Business administration, organisational diagnosis and decision-making in trade, tourism and services.
CP2	Analyses financial performance; interprets financial statements; provides financial advice.	Finance, accounting, control, auditing and economic and financial analysis.
CP3	Analyses business plans, requirements, objectives and processes.	Preparing and evaluating business plans and operational processes.
CP4	Performs business and data analysis; identifies key performance indicators.	Business analysis, statistics, computing and data-driven decision-making.
CP5	Makes strategic commercial decisions; develops revenue-generation strategies; develops corporate strategies.	Commercial, investment and pricing strategies, and strategic management.

CP6	Manages project evaluation indicators; manages medium-term objectives; gathers technical information.	Project management and economic planning, monitoring and reporting.
CP7	Advises on efficiency; proposes improvement strategies; improves business processes; implements change management.	Process optimisation in trade, tourism and service organisations.
CP8	Coordinates a team; liaises with managers; reports on the overall management of a business.	Managerial and operational competences for directing economic activities.
CP9	Establishes business relationships; interprets commercial information; monitors company policy.	Commercial relationships, negotiation, marketing and business communication.
CP10	Advises on personnel management; motivates employees; fosters a working environment dedicated to continuous improvement.	Human resource management and quality management.
CP11	Uses specialised data analysis software; uses spreadsheet applications.	Digital tools, business informatics and internet technologies for business.
CP12	Conducts qualitative and quantitative research; identifies unmet organisational needs.	Applied research, market analysis and informed management decision-making.

III.2. Transversal competences

Competence code	Transversal competence	Alignment with the field / degree programme
CT1	Demonstrates entrepreneurial initiative.	Initiative, opportunity orientation and development of economic activities.
CT2	Uses communication and collaboration software.	Collaborative work, professional communication and use of digital tools.
CT3	Manages financial and material resources.	Planning, using and monitoring resources in economic contexts.

IV. PROGRAMME-LEVEL LEARNING OUTCOMES AND THEIR ALIGNMENT WITH COMPETENCES

Learning outcomes describe what a student/graduate knows, understands and is able to demonstrate on completion of the degree programme. They are formulated in accordance with the qualification level, programme profile, relevant occupations and associated competences.

IV.1. Knowledge

Learning outcome code	Learning outcome	Associated competences
RÎ-C1	The student/graduate knows the fundamental concepts, theories and methods of economics, management, marketing, accounting, finance and law applicable to business administration.	CP1, CP2, CP3
RÎ-C2	The student/graduate explains the specific characteristics of trade, tourism and services, including commercial processes, business relationships and market mechanisms.	CP3, CP5, CP9
RÎ-C3	The student/graduate understands the quantitative, computing and economic analysis methods used to interpret data and organisational performance.	CP4, CP11, CP12

IV.2. Skills

Learning outcome code	Learning outcome	Associated competences
RÎ-A1	The student/graduate analyses business plans, processes, indicators, financial statements and economic data to support management decisions.	CP1, CP2, CP3, CP4, CP12
RÎ-A2	The student/graduate develops and implements commercial, pricing, investment and process improvement strategies in organisations.	CP5, CP6, CP7
RÎ-A3	The student/graduate uses software tools, spreadsheets, internet technologies and data-analysis applications in professional practice.	CP4, CP11, CT2
RÎ-A4	The student/graduate communicates professionally, negotiates, develops business relationships and collaborates with managers, teams and organisational partners.	CP8, CP9, CP10, CT1, CT2

IV.3. Responsibility and autonomy

Learning outcome code	Learning outcome	Associated competences
RÎ-RA1	The student/graduate makes well-reasoned professional decisions in accordance with principles of ethics, integrity and economic responsibility.	CP5, CP7, CT1
RÎ-RA2	The student/graduate coordinates teams, projects and financial or material resources, monitoring objectives and performance indicators.	CP6, CP8, CT3
RÎ-RA3	The student/graduate acts independently in trade, tourism and service contexts and contributes to continuous improvement of organisational processes.	CP7, CP9, CT1, CT2, CT3

V. REQUIREMENTS FOR OBTAINING THE DEGREE

To obtain the degree, students must accumulate:

Credit category	Number of credits
Credits for compulsory courses	159 ECTS
Credits for elective courses	17 ECTS
Credits for the final degree examination	4 ECTS
Total programme credits	180 ECTS

The curriculum requirements include 163 ECTS for compulsory courses, 17 ECTS for elective courses, 180 ECTS for the programme overall, and 4 ECTS for the final degree examination.

VI. FINAL DEGREE EXAMINATION

The degree programme concludes with:

Component	Examination component	Credits allocated	Notes
Component 1	Assessment of learning outcomes	4 ECTS for the entire examination	Written component of the bachelor's degree examination
Component 2	Presentation and public defence of the bachelor's thesis	Included in the 4 ECTS	Public defence

Estimated examination period: July

Period for preparing the bachelor's thesis/dissertation: semester 6

VII. PROCEDURE FOR SELECTING ELECTIVE COURSES

Elective courses are arranged in groups. Students choose one course from each group, in accordance with the curriculum structure.

Year	Semester	Elective group	Courses offered	Selection rule
II	III	Group 1	Banking Techniques and Operations / Banking Services and Financial Innovation	Choose one
II	IV	Group 2	Business Negotiation / Promotional Techniques	Choose one
III	V	Group 3	Ecotourism and Rural Tourism / Tourism Resources and Destinations	Choose one
III	VI	Group 4	International Monetary and Financial Relations / Monetary and Credit Systems	Choose one

VIII. COMPATIBILITY WITH SIMILAR PROGRAMMES

The degree programme is compatible with similar programmes in the European Higher Education Area, including the following:

Similar programmes – 1	Similar programmes – 2
1. University of National and World Economy, Bulgaria	6. Panstwowa Akademia Nauk Stosowanych w Nysie, Poland
2. South-West University Neofit Rilski, Bulgaria	7. Instituto Politecnico do Cavado e do Ave, Portugal
3. Centre D'etudes Europeen Du Sud Ouest – Ceeso, France	8. Vysoka Skola Ekonomicka V Praze, Czechia
4. Universita Degli Studi Europea, Italy	9. Universitad de Jaen, Spain
5. Wroclawska Akademia Biznesu W Naukach Stosowanych, Poland	10. Universitat Jaume I, Spain

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IX. CURRICULUM STRUCTURE BY YEAR AND SEMESTER

Year I, Semester I

No.	Course code	Course title	Course category	C	S/A	Lp	P	Total	ECTS credits	Assessment	SI	Notes
I. Compulsory courses												
01.	21CTMI	Microeconomics	Foundational	2	2	-	-	4	5	Exam	5	
02.	21CTIN	Informatics	Foundational	2	-	-	2	4	3	Exam	1	
03.	21CTBC	Accounting	Foundational	2	2	-	-	4	5	Exam	5	
04.	21CTMA	Applied Mathematics in Economics	Foundational	2	2	-	-	4	5	Exam	5	
05.	21CTLE	English Language	Foundational	-	2	-	-	2	2	Colloq.	2	
06.	21CTFP	Finance	Foundational	2	-	-	2	4	5	Exam	5	
07.	21CTMN	Management	Foundational	2	-	-	2	4	5	Exam	5	
Semester I total				**12**	**8**	**0**	**6**	**26**	**30**	**6 Exams / 1 Col.**	**28**	

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Year I, Semester II

No.	Course code	Course title	Course category	C	S/A	Lp	P	Total	ECTS credits	Assessment	SI	Notes
I. Compulsory courses												
08.	22CTMA	Macroeconomics	Foundational	2	-	-	2	4	5	Exam	5	
09.	22CTBD	Operating Systems and Office Applications	Complementary	2	-	-	2	4	4	Exam	3	
10.	22CTRE	International Economic Relations	Foundational	2	-	-	2	4	5	Exam	5	
11.	22CTLE	Business English	Complementary	2	2	-	-	4	3	Colloq.	2	
12.	22CTMK	Marketing	Foundational	2	-	-	2	4	5	Exam	5	
13.	22CTDA	Law	Foundational	2	-	-	1	3	3	Colloq.	2	
14.	22CTST	Statistics	Foundational	2	-	-	2	4	5	Exam	5	
Semester II total				**14**	**2**	**0**	**11**	**27**	**30**	**5 Exams / 2 Col.**	**27**	

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Year II, Semester III

No.	Course code	Course title	Course category	C	S/A	Lp	P	Total	ECTS credits	Assessment	SI	Notes
I. Compulsory courses												
15.	23CTFM	Fundamentals of Commodity Science	Foundational	1	2	-	-	3	3	Exam	2	
16.	23CTEC	Trade Economics	Foundational	2	1	-	-	3	5	Exam	6	
17.	23CTCA	Financial Control and Auditing	Specialised	2	2	-	-	4	5	Exam	5	
18.	23CTPE	Economic Projects and Business Simulation Games	Specialised	1	-	-	2	3	3	Colloq.	2	
19.	23CTAF	Management of Trade, Tourism and Service Enterprises	Foundational	2	2	-	-	4	4	Exam	4	
20.	23CTCE	E-commerce	Specialised	2	2	-	-	4	5	Exam	5	
II. Elective courses – select one of the two:												
21.	23CTTO	Banking Techniques and Operations	Specialised	2	2	-	-	4	5	Exam	5	Select one of the courses numbered 21 and 22
22.	23CTSB	Banking Services and Financial Innovation	Specialised	2	2	-	-	4	5	Exam	5	
Semester III total				**12**	**11**	**-**	**2**	**25**	**30**	**6 Exams / 1 Col.**	**29**	

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Year II, Semester IV

No.	Course code	Course title	Course category	C	S/A	Lp	P	Total	ECTS credits	Assessment	SI	Notes
I. Compulsory courses												
23.	24CTMA	Commodity Assessment	Foundational	2	-	-	2	4	4	Exam	3	
24.	24CTCF	Financial Accounting	Specialised	2	2	-	-	4	5	Exam	5	
25.	24CTLF	French Language	Complementary	2	2	-	-	4	4	Colloq.	3	
26.	24CTEA	Ethics and Academic Integrity	Foundational	1	-	-	1	2	2	Exam	2	
27.	24CTCN	Business Communication and Public Relations	Foundational	2	-	-	2	4	4	Exam	3	
28.	24CTES	Service Economics	Specialised	2	1	-	-	3	4	Exam	4	
29.	24CTPR	Internship	Specialised	-	-	-	-	-	3	Colloq.	90 hours	
II. Elective courses – select one of the two:												
30.	24CTNA	Business Negotiation	Specialised	2	2	-	-	4	4	Exam	3	Select one of the courses numbered 30 and 31
31.	24CTTP	Promotional Techniques	Specialised	2	2	-	-	4	4	Exam	3	
Semester IV total				**13**	**7**	**-**	**5**	**25**	**30**	**6 Exams / 2 Col.**	**29**	

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Year III, Semester V

No.	Course code	Course title	Course category	C	S/A	Lp	P	Total	ECTS credits	Assessment	SI	Notes
I. Compulsory courses												
32.	25CTMC	Human Resource Management	Specialised	2	-	-	2	4	5	Exam	5	
33.	25CTSI	Business Investment Strategies	Specialised	2	-	-	2	4	5	Exam	5	
34.	25CTET	Tourism Economics	Foundational	2	-	-	2	4	4	Exam	4	
35.	25CTCP	Pricing Strategies and Competitive Analysis	Specialised	2	-	-	2	4	4	Exam	3	
36.	25CTAR	Insurance and Reinsurance	Specialised	2	-	-	2	4	4	Exam	3	
37.	25CTCC	Consumer Behaviour	Specialised	2	-	-	1	3	4	Colloq.	3	
II. Elective courses – select one of the two:												
38.	25CTER	Ecotourism and Rural Tourism	Specialised	2	-	-	2	4	4	Colloq.	4	Select one of the courses numbered 38 and 39
39.	25CTRT	Tourism Resources and Destinations	Specialised	2	-	-	2	4	4	Colloq.	4	
III. Supplementary elective courses*												
40.	25CTAT	Tourism Area Planning	Complementary	2	1	-	-	3	3	Test	3	Extra elective
Semester V total				**14**	**-**	**-**	**13**	**27**	**30**	**5 Ex. / 2 Col. (+1 opt. test)**	**27**	

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Year III, Semester VI

No.	Course code	Course title	Course category	C	S/A	Lp	P	Total	ECTS credits	Assessment	SI	Notes
I. Compulsory courses												
41.	26CTTI	Internet Technologies for Business	Specialised	2	-	-	2	4	4	Colloq.	3	
42.	26CTMN	Quality Management	Specialised	2	2	-	-	4	4	Exam	3	
43.	26CTAE	Economic and Financial Analysis	Specialised	2	-	-	2	4	5	Exam	5	
44.	26CTCM	Management Accounting	Specialised	2	2	-	-	4	4	Exam	4	
45.	26CTTO	Tourism Operations Techniques	Foundational	2	-	-	2	4	5	Exam	5	
III. Elective courses – select one of the two:												
46.	26CTRM	International Monetary and Financial Relations	Specialised	2	-	-	2	4	4	Exam	3	Select one of the courses numbered 46 and 47
47.	26CTRT	Monetary and Credit Systems	Specialised	2	-	-	2	4	4	Exam	3	
48.	26CTLI	Preparation of the Bachelor's Thesis	Foundational	-	-	-	-	-	4	Exam	7	
Semester VI total				**12**	**4**	**-**	**8**	**24**	**30**	**6 Exams / 1 Col.**	**30**	

C – lecture; S – seminar; A – applied classes; P – projects; Lp – practical classes; SI – independent study.

**Optional supplementary courses are not included in the programme's total of 180 ECTS.*

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X. SUMMARY OF TEACHING ACTIVITIES, CREDITS AND ASSESSMENT METHODS

Semester	C	S/A	Lp	P	Internships / placements	Total contact hours	SI	ECTS credits	Assessment methods	Total study hours / semester
Sem. I	168	112	0	84	-	364	392	30	6 Exams / 1 Col.	756
Sem. II	196	28	0	154	-	378	378	30	5 Exams / 2 Col.	756
Sem. III	168	154	0	28	-	350	406	30	6 Exams / 1 Col.	756
Sem. IV	182	98	0	70	90	440	316	30	6 Exams / 2 Col.	756
Sem. V	196	0	0	182	-	378	378	30	5 Exams / 2 Col. (+1 supplementary assessment)	756
Sem. VI	168	56	0	112	-	336	420	30	6 Exams / 1 Col.	756
Total	1078	448	0	630	90	2246	2290	180	34 Exams / 9 Col. (+1 supplementary assessment)	4536

The summary uses hours per semester. The internship is shown separately in semester IV; supplementary elective courses are identified separately.

XI. SUMMARY OF INDICATORS FOR COMPLIANCE WITH ARACIS STANDARDS

No.	Indicator	ARACIS standard	Programme data	Compliance
1	Duration of studies	3 years for a full-time bachelor's degree programme	3 years	Yes
2	Number of semesters	6 semesters	6 semesters	Yes
3	Number of credits	180 ECTS	180 ECTS	Yes
4	Number of teaching hours	As specified in the curriculum	2,246 contact hours	Yes
5	Lecture / applied activity ratio	Balance between teaching and practical application	Teaching: 1,078 hours; practical application: 1,078 hours	Yes
6	Internships / placements	Internship included in the curriculum	Internship: 90 hours, 3 ECTS	Yes

7	Proportion of foundational courses	In accordance with the field-specific standards	88 ECTS; 1,022 hours; 47.4% of total contact hours	Yes
8	Proportion of specialised courses	In accordance with the field-specific standards	81 ECTS; 966 hours; 44.8% of total contact hours	Yes
9	Proportion of complementary courses	In accordance with the field-specific standards	11 ECTS; 168 hours; 7.8% of total contact hours	Yes
10	Proportion of elective courses	Elective courses organised into groups	17 ECTS; 224 hours; 10.39% of total contact hours	Yes
11	Alignment with COR / ESCO occupations	Alignment with relevant occupations	RNCIS/COR: 242101, 242102, 242110, 242111, 242120; ESCO group 2421	Yes

XII. LEARNING OUTCOMES–COURSE ALIGNMENT MATRIX

XII.1. Summary model by learning outcome

Learning outcome code	Programme-level learning outcome	Category	Contributing courses	Principal assessment method
RÎ-C1	The student/graduate knows the fundamental concepts, theories and methods of economics, management, marketing, accounting, finance and law applicable to business administration.	Knowledge	Microeconomics; Macroeconomics; Management; Marketing; Accounting; Finance; Law	Examination / colloquium
RÎ-C2	The student/graduate explains the specific characteristics of trade, tourism and services, including commercial processes, business relationships and market mechanisms.	Knowledge	Trade Economics; Service Economics; Tourism Economics; Tourism Operations Techniques	Examination
RÎ-C3	The student/graduate understands the quantitative, computing and economic analysis methods used to interpret data and organisational performance.	Knowledge	Applied Mathematics; Statistics; Informatics; Economic and Financial Analysis	Examination / practical assignments
RÎ-A1	The student/graduate analyses business plans, processes, indicators, financial statements and economic data to support management decisions.	Skills	Financial Control and Auditing; Economic and Financial Analysis; Management Accounting; Economic Projects	Project / examination

RÎ-A2	The student/graduate develops and implements commercial, pricing, investment and process improvement strategies in organisations.	Skills	Investment Strategies; Pricing Strategies; Quality Management; E-commerce	Examination / project
RÎ-A3	The student/graduate uses software tools, spreadsheets, internet technologies and data-analysis applications in professional practice.	Skills	Operating Systems and Office Applications; Internet Technologies for Business; Informatics	Practical assignments / colloquium
RÎ-A4	The student/graduate communicates professionally, negotiates, develops business relationships and collaborates with managers, teams and organisational partners.	Skills	Business Negotiation; Communication and Public Relations; Foreign Languages; Human Resource Management	Colloquium / project
RÎ-RA1	The student/graduate makes well-reasoned professional decisions in accordance with principles of ethics, integrity and economic responsibility.	Responsibility and autonomy	Ethics and Academic Integrity; Law; Management; Marketing	Examination / case study
RÎ-RA2	The student/graduate coordinates teams, projects and financial or material resources, monitoring objectives and performance indicators.	Responsibility and autonomy	Management; Economic Projects; Internship; Enterprise Management	Internship / project
RÎ-RA3	The student/graduate acts independently in trade, tourism and service contexts and contributes to continuous improvement of organisational processes.	Responsibility and autonomy	Internship; Preparation of the Bachelor's Thesis; Ecotourism; Tourism Resources and Destinations	Portfolio / bachelor's thesis

XII.2. Extended course alignment matrix

Course / course group	RÎ-C1	RÎ-C2	RÎ-C3	RÎ-A1	RÎ-A2	RÎ-A3	RÎ-A4	RÎ-RA1	RÎ-RA2	RÎ-RA3	Notes
Microeconomics; Macroeconomics	x		x	x				x			Economic foundations
Applied Mathematics; Statistics; Informatics			x	x		x					Quantitative and digital analysis
Accounting; Finance; Economic and Financial Analysis	x		x	x				x			Financial analysis

Management; Enterprise Management; Human Resource Management	x	x			x		x		x	x	Management and coordination
Marketing; Communication; Negotiation; Promotional Techniques		x			x		x	x		x	Business relationships
Trade Economics; E-commerce; Internet Technologies		x	x		x	x				x	Digital commercial processes
Service Economics; Tourism Economics; Tourism Operations Techniques		x		x	x		x			x	Tourism and services
Financial Control and Auditing; Economic Projects	x		x	x	x			x	x		Control and projects
Internship				x			x	x	x	x	Application in real-world contexts
Preparation of the Bachelor's Thesis	x	x	x	x		x		x		x	Synthesis and applied research

XIII. LEGEND AND METHODOLOGICAL NOTES

- C = lecture; S = seminar; A = applied classes; Lp = practical classes; P = project; Pr = internship / placement; SI = independent study.
- ECTS = European Credit Transfer and Accumulation System credits; DF = foundational course; DS = specialised course; DC = complementary course.
- Ex. = examination; Col. = colloquium; PV = assessment test.
- Elective courses are organised into groups, from each of which students select one course.
- Supplementary elective courses are not included in the programme's total of 180 ECTS.

Note on synchronous online activities:

A maximum of 25% of teaching and learning activities and 25% of applied/practical/research activities may be delivered online synchronously, subject to the applicable institutional and ARACIS regulations.

XIV. APPROVAL

This curriculum was discussed by the Council of the Faculty of Economics at its meeting of 25 September 2026 and approved by the Senate of "Dimitrie Cantemir" University of Târgu Mureș at its meeting of 29 September 2026.