



No. _____ of _____

USAMV form 0109020208

SUBJECT OUTLINE

1. Information on the programme

1.1. Higher education institution	University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca
1.2. Faculty	Agriculture
1.3. Department	II Plant culture
1.4. Field of study	Agronomy
1.5. Cycle of study ¹	Master
1.6. Specialization/ Study programme	Management of natural and agrotouristic resources
1.7. Form of education	Full time

2. Information on the discipline

2.1. Discipline name		Agrotourism management						
2.2. Course coordinator				Phd. Lecturer Moldovan Cristina Maria				
2.3. Seminar/ laboratory/ project coordinator				Phd. Lecturer Moldovan Cristina Maria				
2.4. Year of study	II	2.5. Semester	I	2.6. Evaluation type	continuous	2.7. Discipline status	Content ²	DD
							Compulsoriness ³	DI

3. Total estimated time (teaching hours per semester)

3.1. Hours per week - full time programme	2	out of which: 3.2. lecture	1	3.3. seminar/ laboratory/ project	1
3.4. Total number of hours in the curriculum	56	out of which: 3.5. lecture	14	3.6. seminar/laboratory	14
Distribution of the time allotted					hours
3.4.1. Study based on books, textbooks, bibliography and notes					20
3.4.2. Additional documentation in the library, electronic platforms and field experiences					20
3.4.3. Preparing seminars/ laboratories/ projects, subjects, reports, portfolios and essays					19
3.4.4. Tutorials					19
3.4.5. Examinations					19
3.4.6. Other activities					
3.7. Total hours of individual study	97				
3.8. Total hours per semester	125				
3.9. Number of credits ⁴	5				

4. Prerequisites (if applicable)

4.1. curriculum-related	Project management, tourism economy
4.2. skills-related	The student must have knowledge about rural tourism and agrotourism

5. Conditions (if applicable)

5.1. for the course	The course is interactive, students can ask questions about the content of the exhibition. The university discipline requires the observance of the start and end time of the course. No other activities are tolerated during the lecture, mobile phones must be switched off
5.2. for the seminar/ laboratory/ project	In practical works it is compulsory to consult the available laboratory materials, the existing specialized bibliography and each student will draw up a project regarding the

	establishment and functioning of an agrotourism pension. The academic discipline is required throughout the duration of the works.
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Note: In the case of online teaching, the teaching methods are adapted to the online conditions and platforms used.

6. Cumulated specific competences

Professional competences	To know the specific language for the discipline of agrotourism management To understand the strategy of technological innovation and marketing in the agritourism units To master the technique of elaboration and implementation of technological projects or investments based on the use of agro-tourism knowledge
Transversal competences	To demonstrate the ability to perform complex professional tasks under conditions of professional autonomy and independence Be interested in professional development in the field of agro-tourism management

7. Discipline objectives (based on the cumulated specific competences)

7.1. General objective	Familiarization of the masters with the way of implementing the decisions within an agrotourism unit
7.2. Specific objectives	Sa cunoasca factorii care influențează calitatea produselor agroturistice

8. Content

8.1. COURSE Number of hours -	Teaching methods	Observation
Number of hours - 14 Introduction, purpose and importance of the discipline The particularities of the management functions within the agrotourism reception structures (the function of forecasting, organizing, coordinating and training, respectively of control and evaluation) Resource management (material, financial and human) Management of agrotourism activities Analysis of the efficiency of agro-tourism management	Lecture Lecture Lecture Lecture Lecture	1 lecture = 2 hours 1 lecture 2lecture 1 lecture 2 lecture

8.2. PRACTICAL WORKS Number of hours -	Teaching methods	Observation
Number of hours - 14 Practical applications of management functions within agrotourism reception structures Practical applications of resource management Practical applications of agrotourism management Analysis of the efficiency of agro-tourism management	Theoretical presentation	3 lab work (2 hours/work) 3 lab work 3 lab work 3 lab work
<i>Compulsory bibliography:</i>		
<ol style="list-style-type: none"> 1. <i>Notițe de curs</i> 2. <i>Ordin MIMMCTPF nr. 636/2008 pentru aprobarea Normelor metodologice privind clasificarea structurilor de primire turistice</i> 3. <i>HG nr.709/2009 privind clasificarea structurilor de primire turistice, Monitorul Oficial, Partea I nr.440 din 26 iunie 2009</i> 		
<i>Optional bibliography: Brian Finch, 2007, Cum să concepi un plan de afaceri, Rentrop&Straton</i>		

9. Corroborating the discipline content with the expectations of the epistemic community representatives, of the professional associations and of the relevant employers in the corresponding field

In order to identify ways of modernizing and continuously improving the teaching and the content of the courses, with the most current topics and practical problems, the teachers participate in symposiums and conferences in the field, at rural tourism fairs, make visits to representative units.

10. Evaluation

Type of activity	10.1. Evaluation criteria	10.2. Evaluation type	10.3. Percentage of the final grade
10.4. Course	To have knowledge regarding the management functions within the agro-tourism reception structures, the Resource Management, the Agro-tourism activities management and have the ability to analyze the efficiency of the agro-tourism activity management.	continuous	70%
10.5. Seminar/Laboratory		project	30%
10.6. Minimum performance standards			
Mastery of scientific information transmitted through lectures and practical papers at an acceptable level. Obtaining the passing grade for the ongoing checks is a condition of promotability.			

- 1 Cycle of studies - choose one of the three options: Bachelor/Master/Ph.D.
- 2 according to the educational plan
- 3 Discipline status (compulsoriness) - choose one of the options – **DI** (compulsory discipline) **DO** (optional discipline) **DFac** (facultative discipline).
- 4 One credit is equivalent to 25-30 hours of study (teaching activities and individual study).

Filled in on
11.09.2020

Course coordinator
Lecturer PhD. Cristina-Maria Moldovan

Laboratory work/seminar coordinator
Lecturer PhD. Cristina-Maria Moldovan




Approved by the
department on
14.09.2020

Head of the Department
Lecturer PhD. Cristina-Maria Moldovan

