



Assessment Report

**of the application by the
Dimitrie Cantemir University of Tîrgu Mureş,
Faculty of Economic Sciences
on recommendation for authorisation for provisional functioning
of the Bachelor Study Program
“Economy of Trade, Tourism and Services”
(Bachelor in Economic Sciences)**

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This report is confidential. Disclosure to third parties without the consent of the applicant institution or the office of the AHPGS is not allowed.

In order to render the document more legible, the AHPGS utilizes the masculine form for both masculine and feminine references.

1. Introduction

The Accreditation Agency for Study Programs in Health and Social Sciences (AHPGS) is an interdisciplinary, multiprofessional organisation. Its mission is to evaluate Bachelor and Master study programs in the fields of health and social sciences, as well as in related domains, such as law or economics. By implementing accreditation and recommendation procedures, the AHPGS contributes to the improvement of the overall quality of teaching and learning. However, the higher education institutions remain responsible for fulfilling the quality assurance, too.

Study programs in Romania require authorization for provisional functioning, as established by Law no. 87 from 2006 approving the Emergency Decree no. 75 from 2005. The authorization for provisional functioning of a study program is decided upon by the Romanian Ministry of Education, Research, Youth and Sport. According to Law of National Education no.1 from 2011 (hereinafter "Law of National Education"), art. 150, par. 1, the decision for authorization takes place on the basis of the external evaluation and subsequent recommendation of a quality assurance agency registered in the European Quality Assurance Register (EQAR). The AHPGS is listed since 2009 in EQAR.

After a positive decision for authorization for provisional functioning from the Romanian Ministry of Education, Research, Youth and Sport, the applicant higher education institution may enroll students in the respective study program. Following the successful graduation of the three subsequent cohorts (approximately 5 years), the higher education institution must submit its application for accreditation. The accreditation procedure is similar to that for authorization for provisional functioning: an external evaluation takes place from the part of a quality assurance agency, followed by the Government's decisions towards the accreditation of the study program.

The external evaluation regarding the authorization for provisional functioning takes place on the basis of the Romanian standards for such procedures, as stated in the afore-mentioned "Law of National Education" and in the "Methodology for external evaluation, the standards, reference standards and the list with the performance indicators of the Romanian Agency for Quality Assurance in Higher education" (hereinafter "Methodology"), as approved by the Government Decision no. 1418 from 2006. Also considered are the "Standards and Guidelines for Quality Assurance in the European Higher Education Area", as established by the European Association for Quality Assurance in Higher Education (ENQA).

The external evaluation for authorization for provisional functioning performed by the AHPGS is carried out in three steps:

I. The university application

The university submits the application documents – including the Self-evaluation report and the corresponding annexes – to the AHPGS. The AHPGS verifies the sufficiency of the documents submitted by the university. These are to fulfill the above-mentioned standards as stated in the "Law of National Education" and in the "Methodology". The agency also verifies that the international legal requirements in matters of higher education are met. As a result, the AHPGS comprises a Summary (see 2.-5.), which is to be approved by the university and subsequently made available to the expert group, together with all other documentation.

II. On-site visit (Peer-review)

The experts assigned by the AHPGS carry out the external, on-site visit at the higher education institution. During the on-site visit, discussions with various members of the institution take place, from university and department administration, to degree program management, lecturers and students. This offers the expert group details about the degree program beyond the written documents. The task of the experts during the on-site visit is the verification and

evaluation of the objectives of the program and its projected study results, its structure, staff, material resources, course of studies and methods of assessment (selection of students, assessment of achievements, students' support), as well as of the program management (program administration, external assurance of study quality).

Following the on-site visit, the expert group issues the Expert Report based on the results of the visit, the written review of the study programs, and the documents submitted by the university. The Expert Report is made available to the university, in order for it to issue a Response Opinion.

III. The AHPGS decision regarding recommendation for authorization for provisional functioning

The Expert Report, the university's opinion – together with the documents submitted – serve as the basis for the recommendation of the Commission of the AHPGS. The Commission evaluates the documents and submits its recommendation regarding the authorization for functioning of the study program to the Romanian Ministry of Education, Research, Youth and Sport.

Based on the recommendation submitted by the AHPGS, the Romanian Ministry of Education, Research, Youth and Sport makes its decision regarding the authorization for provisional functioning of the study program.

2. General

The application for the recommendation for authorization for provisional functioning (without the awarding of the official seal of the accreditation trust for study programs in Germany) of the Bachelor study program "Economy of Trade, Tourism and Services" (hereon Application) of the Dimitrie Cantemir University of Tîrgu Mureş, Faculty of Economic Sciences, Romania, was submitted to the Accreditation Agency for Study Programs in Health and Social

Sciences (AHPGS e.V.) on the 31.01.2012. The contract between the Dimitrie Cantemir University and the AHPGS was signed on the 12.12.2011.

On the 28.02.2012 the AHPGS forwarded to the Dimitrie Cantemir University the Open Questions pertaining to the Application of the Bachelor study program. On the 15.03.2012 the University submitted its Answer to the Open Questions to the AHPGS.

The present summary of the Bachelor program "Economy of Trade, Tourism and Services", prepared by the AHPGS, was approved by the University, on the 10.04.2012.

Alongside the Application request for recommendation towards accreditation of the study program "Economy of Trade, Tourism and Services", the following additional documents are to be found in the Application package (the documents submitted by the applicant University are numbered in the following order for easier referencing):

Annex	Description
Annex 1	Self-evaluation report
Annex 2	Curriculum
Annex 3	Syllabi and subject descriptions
Annex 3a	Regulation on credit allocation
Annex 4	Admission regulations
Annex 4a	Student tuition and benefits covered
Annex 4b	Registration application
Annex 4c	Operational procedures for admission
Annex 4d	Admission and recruitment policies
Annex 4e	Admission regulation for international students
Annex 5	Regulations on student evaluation methods
Annex 5a	Operational procedures for student evaluation
Annex 6	Information on the student-centred learning methods
Annex 7	Student merit and social welfare scholarships

Annex 8	Information on the labour market situation and motivation for introducing the study program
Annex 9	Practice regulations
Annex 9a	Practice agreement contract
Annex 10	Regulations for graduation
Annex 10a	Guide for the graduation paper
Annex 10b	Diploma supplement
Annex 11	Regulations for the selection and promotion of the teaching personnel
Annex 11a	Minimum standards for awarding didactic positions
Annex 12	Teaching interdependence matrix
Annex 12a	Curriculum vitae of the teaching personnel
Annex 12b	List of papers, publications and grants of the teaching personnel
Annex 12c	Titles and positions of the teaching personnel
Annex 13	Information on the e-learning platform
Annex 14	Continuous education for the teaching personnel
Annex 15	Labour market situation for the Romanian-language Bachelor program "Economy of Trade, Tourism and Services"
Annex 16	Erasmus cooperation agreements
Annex 17	Leaflet the English-language Bachelor program "Economy of Trade, Tourism and Services"
Annex 18	Quality manual
Annex 18a	Policies and strategies for quality assurance
Annex 18b	Institutional policies and strategic plan of Dimitrie Cantemir University
Annex 19	Code of ethics of the Dimitrie Cantemir University
Annex 20	Survey of the teaching staff evaluation by students
Annex 20a	Operational procedures regarding academic staff assessment
Annex 21	Research programs at the Dimitrie Cantemir University
Annex 22	Synthetic tables regarding scientific research
Annex 23	Information on the counselling center
Annex 24	Administrative staff
Annex 25	Library organisation and functioning
Annex 25a	Inventory of books and periodicals available at the library
Annex 26	University budget
Annex 27	Rector declaration regarding spatial, equipment and material facilities

Annex 28	SWOT analysis
Legal regulations	
Annex A	Law of National Education no.1 from 2011
Annex B	Government Decision no. 1418 from 2006 and the approved "Methodology"

For a familiarization with the Romanian educational system, and the particularities of higher education, the AHPGS has comprised an additional document: "General information regarding the educational system in Romania and national accreditation procedures" (hereinafter "General information").

The procedure for recommendation for authorization for provisional functioning is carried out on the basis of the applicable Romanian accreditation standards for Bachelor study programs as stated in the "Law of National Education" no. 1 from 2011 (Annex A) and the "Methodology" approved by Government Decision no. 1418 from 2006 (Annex B). Taken into consideration are also the "Standards and Guidelines for Quality Assurance in the European Higher Education Area" established by ENQA and AHPGS' own criteria for international reviews.

The on-site visit at the Dimitrie Cantemir University of Tîrgu Mureş took place on the 28.06-29.06.2012. The present Assessment Report is based on the University's application documentation, the additional explanatory comments and the results of the on-site visit.

Following the recommendation of the expert group and of the Accreditation Commission, the AHPGS has reached a positive decision regarding the application towards authorisation for provisional functioning of the Bachelor study program "Economy of Trade, Tourism and Services" of the Dimitrie Cantemir University of Tîrgu Mureş, Romania. Thus, the agency recommends the authorisation for provisional functioning of the present study program without further conditions for a duration of five years, corresponding to three subsequent cohorts from the first beginning of the study program.

3. Content issues

3.1 Structure of the program and professional requirements

The Bachelor program “Economy of Trade, Tourism and Services” offered by the Dimitrie Cantemir University of Tîrgu Mureş, Faculty of Economic Sciences, belongs to the first cycle of university studies (Bachelor degree). The objectives of the study program are described in Annex 1, Self-evaluation report, Section III.2. The aim of the Bachelor program is to prepare economists and develop skills and competencies in the field of business administration. These shall enable graduates to respond to a dynamic market economy (cf. Annex 1, p.18). The specific focus on trade, tourism and services is intended to respond to the labor market demands present in the Mureş County and in Romania (ibid.).

The subjects are taught in English and finalize with awarding the final degree of “Bachelor in Economic Sciences”. The course of study covers 180 credit points cf. the European Credit Transfer System (ECTS) and extends over a period of 3 years (6 semesters) (cf. Annex 1, p.18). The program is available only in full-time form. For the Bachelor graduation demand there are 15 ECTS credit points foreseen¹. The study program is divided into academic years and semesters. An academic year spans over a duration of 2 semesters. A semester has an average duration of 17 weeks – 14 weeks of didactic activity and 3 weeks in which the examinations take place. Per semester there is a number of 30 ECTS credit points to be awarded.

The individual workload for the Bachelor study program comprises both the individual study time and the contact time of students. The number of contact hours amounts to 1903 for the entire study program. On an average basis, this corresponds to a number of 24,09 contact hours/week (cf. Annex 1, p. 25). Romanian legal regulations do not specify the amount of hours of individual

¹ According to Romanian legal regulations, as stated in Annex A, art. 148 and 150, the ECTS credit points assigned for the graduation demand (Bachelor thesis and examination) do not need be included in the total number of ECTS credit points assigned for the program.

study assigned for awarding one ECTS credit point (cf. Annex A, Title III, Chapter 1, Part 9, "Credits of Study"). The general principles of assigning the ECTS credit points for lectures and seminars, as well as the corresponding procedure, are described in Annex 3a, Regulation on credit allocation.

The first beginning of the program is planned for the winter semester 2012-2013. There are a number of 100 places available for enrollment.

A similar Bachelor program is being implemented in the Romanian language since 2005, and has gained accreditation in 2011 (cf. Annex 1, Section III). For this latter program, during the academic year 2011-2012, 87 students have been admitted in 2010-2011, (44 students graduated, out of which 35 students sat for the final graduation examination and obtained the Bachelor degree).

The tuition fees foreseen for the Bachelor program "Economy of Trade, Tourism and Services" in the English language amount to 2.500,- Euro/year (cf. Answers to the Open Questions). These cover the educational services, as well as the student exchanges and the practical stages (see also Annex 4a). The University also awards scholarships to students, which might exempt these from total or partial tuition fee. 10% of the students are offered tuition grants / scholarships (cf. Annex 28).

According to the University, the Syllabus and the Curriculum are elaborated in conformity with national and European regulations (cf. Annex 1, p. 22). The Bachelor program "Economy of Trade, Tourism and Services" covers both specialized and general subjects. Thus, the first year initiates students in the basics of economic sciences and business administration. This comprises courses which focus – among other – on macroeconomics, European economics or statistics. Starting the third semester, the Bachelor program focuses on more field-specific subjects, such as "Economy of Services", "Consumer Behavior" or "Ecotourism and Rural Tourism". At later stages of the study process, research activity is also integrated.

Apart from the economics-specific aspect, the subjects included in the curriculum also center on developing students' communication skills, their research abilities and necessary capacities for strategic planning and management. The University states that "the educational processes are student-centered, students having the possibility to chose the specialisations or combine them (according to the curricula)" (Annex 1, p. 7).

In order to meet the graduation demands for the Bachelor program "Economy of Trade, Tourism, and Services", students must comprise a final thesis and sustain the graduation examination (see also Annex 10 Regulation for graduation, Section 4 par.3).

Following legal regulations, students complete a 3-week internship in the 4th semester (2nd academic year). Details on the internship, as well as the university regulations concerning it, are present in Annexes 9 and 9a. Annex 3, Syllabi, also includes a description of the Practice subject (24CTPR, p. 94-95)

The internship has 3 ECTS credit points assigned and cumulates a number of 90 hours (approx. 30 hours/ week, 6 hours/day). The goal of the internship is to connect the theoretical knowledge gained by students with a corresponding practical applicability in economics. The internship takes place in a company or institution developing commercial, tourism or service activities (the internship partner), with which the university has signed a Framework Convention (see Annex 9).

Students will thus have the possibility to observe and analyze the working environment and the professional activity of the respective institution. They may also decide themselves upon the time and place for the internship, provided this does not interfere with the course of study.

During the internship students are assisted by a supervisor – a member of the teaching staff assigned by the university (the organizer of the internship) – and a tutor from the part of the internship organization. In order to keep track of their

development during the internship, students submit periodical reports on the type of activities performed, the abilities developed, as well as any relevant personal observations. Upon completing the internship, a final report assesses the students' development. This report is drawn by the internship tutor, which then forwards it to the supervisor. The latter then grades the students' performance based on this report.

According to Annex 1, p. 22, the Bachelor program "Economy of Trade, Tourism and Services" includes a "vocational research component" which enables students to participate in various research activities taking place at the University.

The Dimitrie Cantemir University also employs the Moodle electronic platform, which assists the study process (see Annexes 6 and 13). This is available for internal members of the University – students and teachers. The teaching personnel can plan and design courses and seminars with its help; students can access the courses for the study programs as well as additional information via the electronic platform.

With regards to the international and mobility aspects of the study program, the University holds cooperation agreements with various universities in Europe, among which Gdansk University of Technology, Poland; Reykjavik University, Iceland; Universitat de Barcelona, Spain. The University also holds agreements with Universities in Africa and Asia (see Annex 1, p. 19 and p. 28). The majority of these are part of the European Commission's Erasmus Program (see Annex 16). Students may participate in the program during their 2nd year of study (3rd or 4th semester).

According to the Answers to the Open Questions, similar Bachelor programs are offered at three other universities in the country: Academy of Economic Studies, Faculty of Business Administration, Bucharest; Babes Bolyai University,

Faculty of Business, Cluj-Napoca; Al. I. Cuza University, Faculty of Economy and Business Administration, Iasi.

3.2 Curriculum

The course of study for the Bachelor program “Economy of Trade, Tourism and Services” is divided into subjects. The total number of subjects amounts to 44, not including the one designated for the graduation thesis.

The subsequent table lists an overview of the subjects planned for the Bachelor program, the division in semesters, as well as the number of ECTS points to be awarded for each subject (cf. Annex 2). There is a total of 180 ECTS credit points to be awarded for the entire course of study, and a number of 30 ECTS credits to be awarded pro semester.

	Course Code	Course Name	ECTS
Semester I	21CTMI	Microeconomy	4
	21CTBI	Basics of Informatics	4
	21CTBC	Basics of Accounting	5
	21CTMA	Mathematics Applied in Economy	5
	21CTLE	English Language I	3
	21CTFP	Public Finances	5
	21CTDR	Law	4
Semester II	22CTMA	Macroeconomy	4
	22CTBD	Data Bases	4
	22CTEE	European Economy	4
	22CTLE	English Language II	4
	22CTMK	Marketing	4
	22CTMN	Management	5
	22CTST	Statistics	5
Semester III	23CTTP	Promotional Techniques	4
	23CTBM	Fundamentals of Commodities	4
	23CTCE	Business English	5
	23CTES	Economy of Services	4

	23CTPE	Economic Projects and Games in Enterprises	4
	23CTAI	Administration of Enterprises in Trade, Tourism and Services	5
	23CTBB 23CTCA	² Banks and Banking Operations or Financial Control and Audit	4
Semester IV	24CTMP	Food Merchandise and Consumer Safety	4
	24CTCF	Financial Accounting	5
	24CTEC	Commercial Economy	5
	25CTEA	Business Ethics	4
	24CTCN	Commercial Communication and Negotiation	5
	24CTPR	Practice	3
	24CTBM 24CTMC	² Mercantile Exchanges or Currency and Credit	4
Semester V	25CTCC	Consumer Behaviour	5
	24CTSI	Investment Strategies in Business	5
	25CTET	Economy of Tourism	5
	25CTPC	Prices and Competition	5
	25CTER	Ecotourism and Rural Tourism	5
	25CTMR 25CTAR	² Management of Human Resources or Insurance and Reinsurance	5
Semester VI	26CTAI	Internet Technologies for Business	5
	26CTMN	Non-Food Merchandise and User Safety	5
	26CTAE	Economico-Financial Analysis	5
	26CTCM	Managerial Accounting	5
	26CTTO	Technique of Tourism Operations	6
	26CTRM 26CTRT	² International Monetary and Financial Relations or Touristic Resources and Destinations	4
		Total ECTS:	180

The Syllabi of the Bachelor study program “Economy of Trade, Tourism and Services” (Annex 3) of the Dimitrie Cantemir University, Faculty of Economic Sciences, contains specifications regarding each of the subjects integrated in the curriculum, their objectives, the competences and skills to be developed during the course. Moreover, the subject descriptions list detailed information regarding the contents, the forms of evaluation and the bibliography employed.

² These subjects fall under the category of optional subjects. Students must choose one of the two options available.

According to Annex 1, Self-evaluation report, the curriculum for the Bachelor program is constructed according to the "Methodology" approved by Government Decision 1418 from 2006 (Annex B) and satisfies the requirements within the Bologna process and the national standards. It is designed in order to ensure an adequate correlation between the amount of individual study and of contact hours. Moreover, it includes subjects which accustom students with the demands of the labour market and subjects which encourage additional research activities (cf. Annex 1, p. 23-25). The curriculum is reviewed every three years in order to adapt it to developments in the field (cf. Annex 1, p. 26).

According to the Curriculum and the Syllabi, subjects are divided in two main categories:

- 'mandatory' subjects: compulsory in order to accumulate the number of ECTS credit points necessary for graduation. There is a total of 36 mandatory subjects, which corresponds to 163 credit points (cf. Annex 1, p.23 and Annex 2).
- 'optional' subjects: students may choose one subject from two alternatives, which becomes compulsory (Annex 1, p. 23-24 and Annex 2). There are 8 optional subjects in the study program, which correspond to 17 ECTS credit points (ibid.). The optional subjects are available starting 3rd semester.

In addition to this, the curriculum also integrates a 'non-mandatory' subject: 23CTEF Physical Education (2 ECTS), in the 3rd semester. This is not compulsory and the number of ECTS credit points do not add to the final number awarded upon graduation.

Depending of the specificity of each subject, these are further categorized into fundamental (DF), general (DG) specialty (DS), economic/managerial (DE), humanity/humanistic (DU), domain (DD) or complementary (DC) (cf. Answers to the Open Questions). Indications on this specificity, as well as details on the teaching methods of each subject, are present in Annex 3.

Annex 6 provides details on the teaching and learning methods employed by the academic staff in imparting knowledge and skills to students. According to this, the teaching process is adapted to suit students' learning pace. There is a wide range of didactic methods employed, from open questions to research projects and workshops. Additional information regarding the didactic methods employed is integrated in Annex 18b, Section IV, II.1. The requirements for each subject are published at the beginning of the semester, including teaching topics, final objectives and methods of evaluation, as well as minimum pass grade.

In order to be awarded the number of ECTS credit points designed for each subject, students must successfully pass one or more forms of assessment for each subject. Evaluation sessions take place at the end of the semester - the 3 weeks following the 14 teaching weeks. An examination may be repeated three times, with the possibility of asking for reexamination twice (cf. Annex 5a, Section 5.3).

In addition to this, the teaching personnel may decide to include mid-term evaluations or ongoing evaluations which take place during the semester (cf. Annexes 5 and 5a). Evaluations may be in written or oral form, as test, colloquium, project assignment or research report (for the individual evaluation methods of each subject see also Annex 3, Syllabi). The passing grade is 5³ (see also Annex 5a, Section 5.2).

In order to graduate from the Bachelor study program "Economy of Trade, Tourism and Services", students must elaborate a final thesis and sustain a final examination. The final thesis should be comprised in compliance with currently-valid academic standards (see also Annex 10a) and concerning a topic of their choice from a list of selections proposed by the teaching personnel. According to Annex 1, Self-evaluation report, the Bachelor thesis should "reflect the results of accumulation of the specific competences aimed by the mission and objectives of the university programme" (p.27). As instructors for the thesis may be

³ The Romanian grading system is based on a scale from 1 to 10. In the majority of cases, the passing grade is 5. In some cases, this may be set at 6.

assigned members of the teaching staff that hold a doctor's degree. For comprising the final thesis there are 5 ECTS credit points assigned.

The graduation examination consists of two parts: a general knowledge-assessment test and the defense of the graduation thesis (see also Annex 10).

These cover 10 ECTS credit points. The pass grade for both evaluations is 5.

Thus, the final graduation demand (thesis and examination) covers 15 ECTS credit points, which, however, are not included in the total 180 ECTS credit points for the Bachelor program "Economy of Trade, Tourism and Services" (see also Answers to the Open Questions).

During the course of study, students with disabilities are also considered, the university facilitating remote and electronic communication between student and teacher in this sense (see Annex 6, p.1).

Details on the forms of evaluation for each of the subjects are comprised in Annex 3, Syllaby. Ongoing examinations take place during the semester. At the end of each semester there is a general examination session (see also Annex 5).

3.3 Educational objectives

According to Annex 1, Section III.1, the Bachelor program focuses on providing students training in the field of management and leadership of organizations and companies in the trade, tourism and service industry. The curriculum is thus designed to cover general and specialized competencies in the field of business administration at Bachelor level – the first cycle in the higher education system in Romania (see also "General information").

The educational objectives respond foremost to the market economy of the Mureş county and the surrounding region in Romania, considering its economic and industrial potential (cf. Annex 1, Section III.2, p. 19). The program aims at merging Romanian economy in the field of trade, tourism and services with the

European trend (ibid.). The presence of international companies led University management to recognize the potential of an English-language Bachelor program. The university already holds a similar Bachelor study program in the “Economy of Trade, Tourism and Services” running in the Romanian language. The program – introduced in 2005 – brought about a positive experience, being one of the programs with the highest dynamics in the Faculty of Economic Sciences (cf. Annex 1, p.11).

Annex 1, Section III.2 also provides details upon the objectives intended for the study program – both during the course of study, as well as final objectives for graduates. The program aims at imparting specific knowledge for the economic field in the tertiary sector, as well as practical skills pertaining to business management. The program instructs students at both formative and informative level, in order for these to be able to respond to the demands of the labour market.

For accomplishing the above-mentioned objectives, the program aims to develop four types of competencies: *cognitive*, *functional*, *personal* and *general* (cf. Annex 1, Section III.2). *Cognitive* competencies refer to matters such as the mechanisms of economic relations, the understanding of the commercial and tourist phenomenon, costs, product development, or relevant legal issues. Students acquire the adequate economic and mathematic vocabulary. *Functional* competencies familiarize students with practical aspects of the business environment, techniques and instruments currently employed in economy. Students become able to identify potential resources, design costs strategies and elaborate business plans. *Personal* competencies cultivate an adequate work ethics and a professional approach towards the business environment. *General* competencies cover efficient resource management, adequate business strategies, as well as of lifelong learning.

Upon graduation, students should have become able to draft and design comprehensive schemes in order to obtain financing for local, national and European projects. They should be able to develop and implement policies and strategies relevant for the Romanian socio-economic environment. The competencies gained during the Bachelor program should also grant students access to Master-level education, the second cycle in the higher education system in Romania (see also "General information").

3.4 Labour market situation and employment opportunities

According to Annex 8, the local and regional labor market needs qualified specialists in the field of business administration with a good knowledge of the English language. This is due to the increased presence of international and multinational companies in the Mureş County.

Graduates from the Bachelor program "Economy of Trade, Tourism and Services" also gain competencies which enable them to adapt to the relevant workfield outside the region, and integrate themselves in the national and European labor market.

According to Annex 1, p.8, the graduation rate for both University and Faculty is of 100%. In the 2011 graduation session, 35 students graduated from the similar Bachelor program "Economy of Trade, Tourism and Services" run in the Romanian language.

In integrating the Bachelor graduates on the labor market, the Center for Counseling, Psychotherapy and Professional Orientation of the University also plays a significant role. Its duties involve establishing contacts between students and potential employers, counseling students regarding career opportunities and monitoring the subsequent employment of graduates (cf. Annex 23, p.3)

The University also has a training firm which organizes informative workshops and round tables for its students (Annex 6, p.3).

According to the Annex 1, p.23, the design of the curriculum allows graduates from the Bachelor program access to further higher education cycles, such as Master's degree.

3.5 Access and admission requirements

Annexes A15 and A15a provide details on the admission requirements for the Bachelor program in "Economy of Trade, Tourism and Services" and for Dimitrie Cantemir University. Candidates must have graduated high-school with a Baccalaureate diploma (see also "General information"). In order to ensure the minimum level of English, international language tests are taken into account (TOEFL, CAE). An on-site evaluation of English is also available for candidates who do not hold such certificates.

Candidates should also successfully pass the admission interview. Following the interview, these will be selected according to their high-school graduation grade, considering the highest grade first. The minimum admission grade is 6 (cf. Annex 4c). The admission requirements are made public six months before the admission session. The first admission session takes place in July/August every year. Should places remain available after this session, a second admission session may be organised in September, according to University Senate regulations. During one admission session, prospective students may candidate for more than one Bachelor programs available at the University. Annex A15a states the specific requirements for admission for prospective international students.

3.6 Quality assurance

The Dimitrie Cantemir University of Tîrgu Mureş developed and implements a system that enables it to measure current levels of performance and act consequently towards continuous improvement. The documentation in this matter includes the Quality Manual (Annex 18), Policies and strategies for quality assurance (Annex 18a), as well as Operational procedures for academic staff assessment by students (Annex 20a).

According to Annex 18, Quality Manual, the values of the Dimitrie Cantemir University promote innovation, a high quality standard, as well as a student-oriented approach and equal opportunities. Through its strategies, the University aims at becoming a competitive partner on the local and national higher education market (cf. Annex 18, p.4). For developing and implementing the quality assurance concept, the University has established a Quality Management Commission (ibid. p.6). Key aspects considered and evaluated by the Commission are the accordance of the curriculum for the Bachelor and Master programs with European standards and the Bologna process; ensuring the qualification and sufficiency of the academic staff, in terms of both rank and professional training; and providing a proper field for research.

For an effective quality management system, the university implements evaluations regarding to the following aspects: study programs (their content, organization and teaching methods), learning outcomes, teaching staff, research, community and society orientation, and inter-university relations (cf. Annex 18b, Section III, p.6). In this sense, all teaching and non-teaching personnel is aware and involved in ensuring the quality assurance process.

Annexes 20 and 20a provide information on the methods of evaluating and assessing the teaching personnel and its performance in relation to students. In this sense, evaluations take place each semester. These pertain to lectures and subjects and are performed anonymously during the last session in the semester by an independent, third party (cf. Annex 20a, p.6). Following the results of the

teacher assessment, the University Senate revises annually the didactic methods and makes further amendments, if necessary.

An overview of the assessments that took place in the past years can be found in Annex 20a. With relation to the Faculty of Economic Sciences, which offers the Bachelor in "Economy of Trade, Tourism and Services", the assessment of the teaching personnel by the students ranks in an average between very good (80-90%) and good (90-100%), cf. Annex 20a, p.7.

Regarding student assistance, according to Annex 18b, p.7, the academic staff has a minimum of 2 hours planned as office hours for students. In addition to this, students communicate with professors and teaching personnel via e-mail, being advised in study-related matters also outside the regular office hours. When providing student assistance, the different needs and background of each student are considered – e.g. foreign students, disabled students (ibid. p.8).

The Centre for Counselling, Psychotherapy and Professional Orientation of the University is available for both students as well as external persons who seek professional and therapeutic counselling. The Centre aids in identifying labour market opportunities for students and graduates. It also offers psychotherapeutic and educational assistance. Annex 23 offers more information on the Centre. Moreover, in ensuring an adequate implementation of quality assurance, the University has established several committees: Committee for Academic Ethics and Integrity, the Committee for Quality Management, the Committee for Communication, Public Relations and Academic Image, and the Committee for the Evaluation of the Study Activity and Student Research (cf. Annex 1, Section I.1, p.5).

Annex 4d offers details about the means by which the study program is promoted and made available to prospective candidates. The University runs in this sense regular advertising campaigns in high-schools, in which it distributes leaflets, brochures and other informational and promotional material. It presents

its educational offer – including the Bachelor program “Economy of Trade, Tourism and Services” – in the printed media, as well as in the local radio and television channels. Annex 17 presents a sample leaflet. The University Internet site (www.cantemir.ro) offers information, too, on the study programs available, the Faculties and other resources available for students.

4. Personnel and spatial equipment

4.1 Teaching Personnel

According to Annex 1, p.22, more than 80% of the teaching personnel involved in the Bachelor study program “Economy of Trade, Tourism and Services” are employed on a full-time basis. According to Annex 12, this corresponds to a total number of 21 members of the academic staff. Out of these, 1 holds a Professor position, 12 an Associate Professor position, 5 are employed as Lecturers and 3 as Assistant professors. There are also 3 Lecturers employed on a part-time basis. 19 members of the teaching personnel hold a PhD in the field (see also “General Information” regarding academic titles in Romania). Annex 12a contains the resumes of the academic staff. Annex 12b contains the list of published papers and articles of the teaching staff.

Didactic and research positions are awarded to candidates by means of public contests organized according to current legislation. Annex 11 offers details on the methodology when organizing such contests. The methodology has been comprised in accordance with the “Law of National Education”. Any open position is made public minimum two months before the date of the contest. The Annex also lists the specific requirements for occupying the position of assistant professor, of lecturer, of associate professor and of professor, as well as for research positions (Annex 11, Section IV). In addition to this, Annex 11a, Section 2, offers specific information on the selection criteria for the teaching personnel in the field of business administration.

Regarding the continuous training of the teaching personnel, the University holds a Teaching Staff Training Department. This aids the academic staff in developing and implementing new teaching methods, as well as reviewing the already existing teaching strategies. Moreover, the department is responsible for developing cooperations with external partners, elaborating and improving Bachelor and Master study programs as well as monitoring and aiding graduates in entering and adapting to the labor market (cf. Annex 18b, p.12-13). More information on the Teaching Staff Training Department, and the training this has available, its target groups as well as future objectives, is provided in Annexes 14 and 18b, p.12-13.

4.2 Equipment for Teaching and Research

All teaching and learning activities take place on-campus. All Faculties – including the Faculty of Economic Sciences – use the common resources available at the University. According to Annex 1, Section II.2 there are 12 classrooms, each with 60 up to 120 places available and 17 seminar rooms each with 30 places available and equipped with projectors and computers for the didactic activity. In addition to this, there are available 4 smaller computer rooms – able to accommodate 12-13 students and a larger computer room – able to accommodate 23 students.

The practical training included in the program takes place in institutions with which the University has signed an agreement contract: banks, travel agencies, museums.

Dimitrie Cantemir University of Tîrgu Mureş has an on-campus library available for its students and personnel. This is open daily, from Monday to Friday, and additionally on Saturday, during examination sessions. It owns both traditional and printed media, as well as a collection of electronic media, such as CDs,

DVDs and access to specialized databases (JSTOR, EBSCO). The reading room in the library of the University has approximately 200 seats available for students and members of the teaching staff (cf. Annex 18b, p.3). The total library fund – for all faculties at the University – holds approximately 34.000 volumes (ibid.). Details on the spatial equipment available at the library are offered in Annex 1, Section II.4.

The total number of volumes for the Faculty of Economic Sciences is of 5704, out of which 3993 more recent than 10 years. Annexes 25 and 26 offer more information on the resources the library has available, as well as other facilities and a selective bibliography.

Annex 26 presents the budget held by the University. Annex 24 provides details on the non-teaching staff at the Faculty of Economic Sciences.

5. Institutional Environment and Structural Conditions

Dimitrie Cantemir University of Tîrgu Mureş was established in 1991 and is the first private university in Transylvania region in Romania (cf. Annex 1). The University was accredited in 2005 by the Romanian Ministry of Education, Research, Youth and Sports and has been involved in implementing the Bologna process by providing higher education at Bachelor and Master level. In addition to this, the University has available for its students and teaching personnel vocational programs, work-related training and is involved in scientific research programs (cf. Annex 1, Section I).

The University has set its mission to become a local leader in higher education by training future graduates which can adapt to and be employed in the local, regional, national and European labour market (cf. Annex 1, Section I.1).

The University has four faculties offering six Bachelor programs. All programs are either accredited, or are in the process of obtaining accreditation, and are authorized to run. The subsequent table offers details about the Bachelor programs available at the University:

Faculty	Specialisation	
Economic Sciences	Banks and Finances Trade, Tourism and Services Economy (in the Romanian Language) Accounting and Management Information Systems	Accredited Accredited Authorized
Law	Law	Accredited
Psychology and Education Sciences	Psychology	Accredited
Geography	Geography of Tourism	Accredited

The University has established a Department of Master Studies which is responsible for providing graduate higher education at Master level. The Department organizes and implements six Master programs offered at the University, all of which accredited or authorized: Quality Assurance in Education; Banks and Capital Markets within European Context; Financial Management of Businesses; Management of Human Resources; Clinical Psychology and Intervention Techniques through Counseling and Psychotherapy; and Legal Procedure and Liberal Profession (cf. Annex 1, Section I.3).

All programs available at the University are currently run in the Romanian language. The Bachelor program in the "Economy of Trade, Tourism and Services" will be the first program offered in the English language.

Apart from the four Faculties and the Department of Master Studies, the University also features the Teaching Staff Training Department and the Department of International Relations and Community Programs (cf. Annex 18b, p.13). An organisation chart of the University is available in the Annex 1, p.10.

The University currently has 1493 students enrolled, 1164 at Bachelor level and 439 at Master level. For the academic year 2011-2012 there were 441 students

enrolled in the first semester at Bachelor level and 252 students enrolled in their first semester at Master level (cf. Annex 1, Section I.3, p.6).

Annex 18b also offers details on the development strategies and measures the University foresees. In this sense, a building for laboratories for teaching and research is planned, as well as an extension of the library and of the sports base. The University also intends the foundation of a research department, of further specialisations and of doctoral schools in order to extend its higher education scope.

The Dimitrie Cantemir University of Tîrgu Mureş is one of the institutions funded by the Dimitrie Cantemir Ecological Foundation. The Foundation was established in 1991 as a non-profit, non-governmental organisation promoting sustainable environment protection and humanitarian issues.

The Foundation also contributed to establishing the University campus. The University is thus among the few to have its own private campus with modern facilities, capable to accommodate 180 students (cf. Annex 1, Section I.5).

Part of the institutions sponsored by the Dimitrie Cantemir Ecological Foundation is also the College established in 1992. In 2009-2010 the College was accredited by the Ministry of Education, Research, Youth and Sport of Romania. The College offers tertiary, vocational education in the fields of tourism and nursing and currently holds over 4500 graduates.

The Dimitrie Cantemir Publishing House was established in 1995 and supports the educational activities taking place both at the University and the College. In this sense, the Publishing House prints curriculum materials and handbooks, alongside other materials. Up to present time, it has released over 800 titles constituting approximately 1500 volumes.

The Faculty of Economic Sciences at the Dimitrie Cantemir University of Tîrgu Mureş was established in 1992. Currently, the Faculty runs 3 Bachelor programs: Finances and Banks (accredited), Economy of Trade, Tourism and Services (running in Romanian language – accredited by the Ministry of Education, Research, Youth and Sports through Government Decision no. 966 from October 2011, cf. Annex 1, Section III, p.18), and Accounting and Management IT (authorised).

The Faculty has a total of 388 students enrolled and a number of 20 members of the teaching staff. The organisational structure of the Faculty of Economic Sciences is available in Annex 1, p.17.

The Faculty has developed a scientific research plan which covers also the Bachelor program “Economy of Trade, Tourism and Services”. In this sense, teaching personnel involved in the program partake in sessions, workshops and conferences in the scientific community. A list of the partners involved in the research plan, as well as of projects and activities undertaken is available in Annex 22.

6. Expert Report

I. Preliminary remarks

The on-site visit at the Dimitrie Cantemir University of Tîrgu Mureş, Romania for the recommendation towards authorisation for provisional functioning for the Bachelor study program „Economy of Trade, Tourism and Services“ (Bachelor of Economic Sciences) took place on the 28.06-29.06.2012 at the main location of the Dimitrie Cantemir University in Tîrgu Mureş, Romania.

The Accreditation Commission of the AHPGS nominated the following experts to conduct the on-site visit:

- Prof. Dr. Markus Langenfurth, BSP Business School Potsdam
- Prof. Dr. Sonja Munz, University of Applied Sciences München
- Dr. Julia Peters, Niederrhein University of Applied Sciences

The main task of the expert group during the on-site visit and the peer review is to verify the study program and its compliance with Romanian regulations. These regulations are according to the "Methodology for external evaluation, the standards, reference standards and the list with the performance indicators of the Romanian Agency for Quality Assurance in Higher education" (hereinafter "Methodology"), as approved by the Government Decision no. 1418 from 2006, and according to the Law of National Education no.1 from 2011 (hereinafter "Law of National Education"). In this sense, the expert group surveyed the implementation of the criteria, standards and performance indicators as specified in the above-mentioned legal acts, and the compliance with the normative criteria, as stated in the "Methodology". The following Fields of activity pertaining to the Bachelor program and the University were assessed: (A) Institutional capacity, (B) Educational effectiveness, and (C) Quality management, each with corresponding Criteria and Standards.

Independent of this, the expert group additionally observed the implementation of international criteria, as formulated in the "Standards and Guidelines for Quality Assurance in the European Higher Education Area" established by the European Network for Quality Assurance in Higher Education (ENQA) and the criteria formulated by the AHPGS for international evaluation procedures.

The present Expert Report summates the results of the on-site visit and the evaluation of the application documentation. As it investigates the fulfilment of the standards and criteria specified in the "Methodology", its structure follows the logical succession of these criteria, as they are formulated in the document.

II. The study program under recommendation for authorisation

The study program "Economy of Trade, Tourism and Services" offered by the Dimitrie Cantemir University of Tîrgu Mureş, Romania, Faculty of Economic Sciences, is a Bachelor Study program covering a total of 180 credit points, according to Romanian regulations regarding the „European Credit Transfer System“(ECTS). Upon completing the study program, students are awarded the "Bachelor in Economic Sciences" degree. The study program is designed as a full-time program and runs in the English language. The regular study duration is of three years, respectively six semesters. Admission requirements demand a high-school graduation diploma (Baccalaureate), and sufficient knowledge of the English language.

The total number of modules amounts to 44. The workload planned for completing the modules accounts for the contact hours. Romanian legal regulations do not specify the individual workload assigned for one ECTS. Thus, the individual study time necessary for students to prepare the modules is not estimated. The total number of contact hours amounts to 1903. The Bachelor program also foresees a graduation demand. This covers 15 ECTS credit points. Out of these, 5 ECTS credit points are assigned for the module "Elaboration of the Graduation Paper", and are thus included in the Curriculum. The rest of 10 ECTS credit points for comprising the thesis are accounted as individual work and spread over the last study semester.

The study program also covers a Practice stage (internship). For the Practice there are assigned 3 ECTS credits. There are 100 places allocated annually for enrolling students in the first semester. Students are admitted in two sessions: July and September of each year. The first start of the study program is foreseen for the first semester of 2012/2013. The tuition fee intended for the Bachelor program is of 2.500,- Euros/ year.

The English-language program "Economy of Trade, Tourism and Services" aims to respond to the internationalisation demand in the Mureş region. Surveys have shown that international companies hold subsidiaries in the region. Additionally, tourism in the region is increasingly aiming at international visitors (i.e. incoming tourists with English as the most important language for interaction). Accordingly, an advanced level of English economics becomes a prerequisite for graduates. These may be employed in enterprises developing activity in tourism, services or trade industry. A similar Bachelor program in the Romanian language has been initiated in 2005. Unlike the Romanian program, the present English one provides international employers in the region with a competitive response to current labour market demands.

III. Expert Report

On the 23.03.2012 the relevant documents submitted by the University were made available to the expert group for written evaluation. The expert group evaluated the Bachelor program "Economy of Trade, Tourism and Services" with regards to the Romanian standards and regulations specified under I. Preliminary remarks. It also verified factual and content-related aspects. The results of the written evaluation were forwarded to the AHPGS by the 16.04.2012. These served as basis for the Open Questions formulated towards the University.

Following the Open Questions, the University submitted of the Answers to the Open Questions. The AHPGS processed these, as well as the application documentation, and accordingly comprised a Summary for the Bachelor study program. These documents were then forwarded to the expert group as basis in their preparation for the on-site visit.

The on-site visit was carried out on the 28.06-29.06.2012 according to the schedule set in advance. The expert group was accompanied by representatives

from the head office of the AHPGS. The experts conducted talks with University and Faculty management, with study program directors and teaching personnel, as well as with a group of students currently enrolled in the study program in question in Romanian.

The facilities available at the Dimitrie Cantemir University were surveyed by the expert group on the 28.06.2012. The library, the seminar and course rooms, the department offices, as well as the publishing house, were the subject of this stage of the visit. The University also presented its mission, strategy and history. The University was established in 1991 by the Ecological Foundation holding the same name. It is the first private University in the Transylvania region, and one of the first to hold this status in Romania. In 2005 it gained accreditation from the Romanian Ministry of Education, Research, Youth and Sports.

Following the preliminary visit at the University, extensive talks took place among the experts during the same evening. The first impressions from the University were exchanged, the documentation and the results of the written evaluation were reviewed. In the context of the preliminary visit, a number of initial questions found their answer; on the other hand, new issues arose. The expert group also agreed upon the plan for the next day at the institution.

The following additional documents were made available to the expert group during the on-site visit:

- (1) Timetable for the Bachelor program "Economy of Trade, Tourism and Services";
- (2) Exemplary course books for 3 modules;
- (3) List of electronic databases available at the Dimitrie Cantemir Library;
- (4) Flyer for the Bachelor study program „Economy of Trade, Tourism and Services“;
- (5) Flyer of the Dimitrie Cantemir University (in the Romanian language).

A. Institutional Capacity

A.1. Institutional, administrative and management structures

During the on-site visit, the expert group assessed the correspondence between the written documentation and the University's mission and objectives. The expert group could be convinced of the University's commitment – as a body – in offering a highly qualitative educational process. It was asserted that the University and its study programs function within the Romanian legal framework, that the institution promotes academic integrity and freedom and that it constantly monitors its activity. Taking into account these facts, the expert group regards Criterion A.1. as fulfilled.

Internal assessment and audit processes take place in order to monitor the achievement of the set objectives. The University developed an ethical code, and its members are aware of this code. An active collaboration between the administrative and teaching structures could be identified, as well as a clear division of the hierarchical structures. All members of the University are aware of the strategy the institution adopts and play an active role in achieving it.

A.2. Material resources and infrastructure

The University holds sufficient material, spatial and financial resources for implementing the English Bachelor program “Economy of Trade, Tourism and Services”, as well as all other study programs. This could be asserted by the expert group during the on-site visit. The resources are most adequate for supporting the planned number of students, as well as the necessary teaching staff. Given the University's commitment in enhancing its infrastructure, as well as the suitable teaching and learning setting, the expert group regards Criterion A.2. as fulfilled.

The main premises hold the four Faculties - Economic Sciences, Law, Psychology and Education Sciences and Geography, as well as the Department

of Master Studies. The lecture halls and seminar rooms are equipped for providing an adequate teaching and learning process. The University holds additional facilities, such as a publishing house, a library, as well as student dormitories.

Within the on-site visit, the University also presented its future development plans. The expert group welcomes in this context the completion of the new building. Criterion C.5. of the present Report contains more details on the learning and teaching resources destined explicitly for the Bachelor program "Economy of Trade, Tourism and Services".

B. Educational Effectiveness

B.1. Content of the study program

Admission practices are transparent and follow clear regulations, based on degrees and qualifications obtained previously. The structure and contents of the study program are clearly formulated and unitary. The knowledge imparted is relevant for the final qualification degree. After evaluating the contents of the study program, the admission and enrolment procedures, the expert group considers Criterion B.1. as fulfilled according to the specified Romanian standards.

The English Bachelor program "Economy of Trade, Tourism and Services" is a pioneer within the educational offer in the Mureş region. By implementing a study program in the English language, the Dimitrie Cantemir University responds to labour market demands and makes a first step towards internationalisation. During the talks with the University and Faculty management, the strategy behind initiating the English-language program was outlined. Recent developments in the Mureş region form a dynamic labour market where the presence of international partners is ever increasing. Numerous European and international companies open subsidiaries in the Transylvania region. These demand qualified graduates in economics with extensive knowledge of the

English language. Moreover, as these develop activity predominantly in the tourism and services industry, a corresponding focus becomes a prerequisite. Thus, the program aims to be a response to educational and qualification demands expressed by potential international employers. The expert group wholly encourages this approach and supports the University.

The Bachelor study program "Economy of Trade, Tourism and Services" covers 180 ECTS credit points and spans over 6 semesters. Per semester there are 30 ECTS credit points allotted. The awarding of European Credit Transfer Points (ECTS) conforms with Romanian legal regulations in the matter, as specified in the "Law of National Education" and in the "Methodology". The aim of the study program is to instruct economists that hold sufficient knowledge of the English language in the field, in order for these to later develop activities in international enterprises, and/or with international customers.. Students become familiar with concepts of consumer behaviour, financial administration or business management.

The study program concept directs itself primarily towards the Mureş region and the three surrounding counties: Mureş, Sibiu and Bistriţa. As 70% of the students come from the near surroundings of the Tîrgu Mureş city, the curriculum pays attention to regional demands. International elements integrate local particularities, and the qualifications intended respond to national demands of the labour market.

In the view of the expert group, the curriculum is reasonably constructed. It covers a wide range of abilities and knowledge, all relevant towards the final qualification intended. The 'optional' modules offered as specialisation focus on the fields trade, tourism and services. The expert group advises a more in-depth approach within these modules, as they present the opportunity to specialise in a narrower area.

As the program instructs students in economics in the English language, the expert group recommends the inclusion of a more comprehensive English bibliography in the Syllabi. In the view of the expert group, the resources for introducing a higher number of English titles in the study plan are present. This would not only enhance the students' knowledge of English terminology in economics, but would also provide them with an outline of latest international developments in the field. Additionally, it appears reasonable to introduce English language tests for staff as well as for students (e.g. TOEFEL or APIEL), in order to allow assessing individual competencies in English as a foreign language

The Bachelor program foresees a graduation demand. This consists in completing a final thesis and successfully passing the graduation examination. It has a total of 15 ECTS credits allotted: 5 of these are covered in the Curriculum with the module "Elaboration of the Graduation Paper", while the rest of 10 account for the individual workload students carry out.

A similar Bachelor program "Economy of Trade, Tourism and Services" runs at the Dimitrie Cantemir University in the Romanian language. The University management explained its intention to maintain both programs at an initial stage. The University management also explained allotting 100 places for enrolment in the first year for potential candidates. Given the existence of a similar Bachelor program in the Romanian language, the expert group raised the reasonable question of an overflow. The University motivated this with:

- a) the experience it already holds with the Romanian-based program, and the expected appeal of the English-based one,
- and
- b) the need to investigate the potential market first.

Should it be the case, the number of available places for both study programs shall be adjusted in time according to the demand. An eventual reduction after a number of years is reasonable, should demand for any of the programs decrease. In the view of the expert group, this approach seems logical and provides a

solution to reconsidering the necessity of running two study programs with similar profiles.

Admission requirements for the Bachelor program "Economy of Trade, Tourism and Services" demand an English entrance test which ensures sufficient knowledge of the language. The University specified that it considers established language tests (e.g Cambridge Certificate in Advanced English), or the high-school graduation English test (Baccalaureate), should this correspond to a minimum B2 level (cf. The European Framework of Reference for Languages). The University also provides the opportunity of evaluating the language level of candidates that do not hold proof of any of the above-mentioned tests.

B.2. Learning outcomes

In the view of the expert group, the study program can be successfully classified within the Romanian higher education system. The final qualification gained by graduates responds to the demands of the labour market. The knowledge, competencies and abilities gained throughout the study program correspond to the final academic degree awarded. The teaching and didactic methods are student-oriented. Considering these facts – as observed from the application documents and during the on-site visit – the expert group sees Criterion B.2. as fulfilled.

The final qualification gained by students responds to local, regional and national demands. Graduates from the program should be able to take up work in international companies developing activity in the Mureş region. The University explained its strategy in implementing an English program. Subsidiaries or affiliated companies of international enterprises develop activity in the region. For an adequate collaboration, sufficient knowledge of English economics becomes a prerequisite. The study program responds thus to qualifications requirements present on the employment market.

A similar tendency was observed in related fields, such as management. Part of the long-term strategy presented by University includes the implementation of further English-language programs. This approach is encouraged by the expert group. However, regional and national particularities should remain a priority when designing such programs.

The strategy of the University enhances the possibility of student exchange and international collaboration. The University holds active collaborations with partner universities in Turkey, Latvia and Hungary as part of the ERASMUS agreement. Given the profile of the Bachelor program, the expert group recommends securing exchange partnerships with universities from English-speaking countries. Moreover, it might be more feasible to explore international exchange opportunities for both students and teaching staff beyond the framework of the ERASMUS program.

A particular point of interest for the expert group presented implementation of the Practice (internship) during the Bachelor program. This is foreseen in the 4th semester and has a duration of 3 weeks. In agreement with the Practice tutor, students may plan it in other semesters or extend it. The expert group sees as favourable this approach. It is encouraged the possibility of extending the Practice over the foreseen 3 weeks, up to 100 days, which is more common according to European standards. This could eventually be connected with planning it outside the semester and would enable further employment opportunities. The extensive assistance provided to students before and during the Practice is regarded positively by the expert group.

The expert group was glad to find that 90% of the enrolled students at the University finish within the regular study time – in spite the dynamic pace of the general study program structure. The abandon rate is of approx. 15% rate, and most oftentimes occurs due to financial reasons.

Given the fact that the English program has no enrolled students yet, the expert group held talks with students enrolled in the Romanian Bachelor program. Most of these graduated from a high-school with an economic profile. Thus, a corresponding Bachelor program became the obvious choice. The discussions revealed an outstanding level of satisfaction from the students' part with "their" University. Among the reasons mentioned was the intensive counselling and the approachability of the teaching staff. This stems from the relatively small size of the University. It enables an open communication in the student-teacher relation and translates itself in an enhanced guidance in academic and research matters.

Among the reasons expressed by students for choosing the Dimitrie Cantemir University, the expert group recognised a favourable correspondence between the "financially affordable" study programs and a qualitative teaching standard. The University encourages alumni to pursue postgraduate studies at the institution. It also supports the participation in international conferences and workshops, as well as publications in national and international journals. In this sense, the University puts at full disposal for its teaching staff its publishing house, which the expert group also visited. The expert group greets the potential of such an open and supportive approach at the Dimitrie Cantemir University.

B.3. Scientific research activity

The University develops and implements short-, mid- and long-term research programs. Part of these were presented during the on-site visit and include international collaborations within conferences and workshops. The expert group could assert that there are sufficient financial, material and spatial resource for promoting research activity. During the discussions with the teaching personnel it became clear that potential for producing qualitative research is present. The research activity is materially supported by the Dimitrie Cantemir publishing house, which facilitates the release of conference papers and publications.

Considering these observations, the expert group regards Criterion B.3. as fulfilled.

B.4. Financial activity

The University holds and receives sufficient revenue for running the Bachelor study program, as well as related activities. The expert group could observe the results of the financial activity at the University. The fee intended for the Bachelor program (2.500,- Euro per annum) also seems appropriate given the non-profit status of the University. A general overview of the budget allocation and expenditure was made available to the expert group. Criterion B.4. is accordingly regarded as fulfilled.

C. Quality Management

C.1. Quality assurance

The University develops a quality assurance culture and implements a corresponding system. During the on-site visit the University presented its quality assurance system. Each faculty and department has a quality assurance representative assigned. The facilities and premises designated for quality assurance were also part of the on-site visit. Considering the thorough implementation of the quality assurance system, the awareness of the University members of the policies and strategies developed in this sense, as well as their contribution, Criterion C.1. is regarded by the expert group as successfully fulfilled.

C.2. Administration of the study program

The University implements regulations regarding the initiation, approval, and periodical evaluation of the study program. The management team of the institution and the Faculty of Economic Sciences presented during the on-site

visit the procedures for evaluating the study program. The assessment of the teaching personnel is discussed in detail in what follows, under Criterion C.4. The final degree awarded for the study program corresponds to the final qualification intended. Criterion B.2. discusses the correlation between the curriculum, the final degree to be awarded and the qualification gained by graduates from the program. Considering these facts, Criterion C.2. is regarded as fulfilled.

The expert group encourages the modification of the study program structure following the enrolment of students, and their feedback. This should be done in order to accommodate students' needs and maintain the learning process up to date.

C.3. Student examinations

During discussions with University management and teaching personnel the various student examination methods were explained. Each module finalises with a written or oral examination. The planning of the examinations remains at the choice of the teaching members. Student examinations are performed impartially and transparently. There are clear procedures established for the above-mentioned examinations, and students are informed of these procedures within an adequate time frame. Examinations seek to objectively evaluate the achievement of the learning outcomes. Given these facts, the expert group regards Criterion C.3. as fulfilled.

During the discussions with the teaching personnel, it became clear that these try to accommodate the students' needs in terms of both contents, volume and time management. The expert group welcomes the further implementation of non-traditional evaluation methods, such as projects, workshops or reports.

C.4. Teaching personnel

The expert group could identify impartial, transparent assessment methods for the teaching personnel. Such evaluation procedures take place on a regular basis. Moreover, the qualifications and number of the teaching staff is adequate for the successful implementation of the Bachelor program submitted for evaluation. Considering these facts, the expert group regards Criterion C.4. as fulfilled.

The teaching personnel is appointed according to Romanian legal regulations. It meets the qualifications necessary for developing adequate academic and teaching activity. Teaching positions are awarded by open contests. The procedures are transparent and publicly available for potential candidates from the academic and work field. In the view of the expert group, ensuring the necessary level of English is mandatory for the Bachelor program. The University management explained that language tests are taken into account when recruiting personnel for the Bachelor program. A clearer specification for the language requirements – especially with regards to the economic field – is seen as desirable in the view of the expert group. A positive point in this sense is the fact that most graduates applying for teaching positions at the Dimitrie Cantemir University already hold the necessary English level, according to the University.

The teaching personnel is evaluated periodically with the help of both peer and student reviews. Student reviews are performed at the end of each semester. These take place anonymously, which encourages an objective assessment. The results of the reviews are discussed in Senate meetings. Following these meetings, students are informed on the results of their evaluations. Should any member of the teaching staff receive an unsatisfactory evaluation result, a course of action is established. The results are monitored and improvement is observed. Should there be no improvement after a duration of maximum 3 years, the respective member of the teaching staff is dismissed.

Peer reviews are also performed on a regular basis. Following the results of the reviews, incentives may be offered to the teaching members. Should students be unsatisfied with any aspects pertaining to teaching or counselling, they give a corresponding feedback to members of the teaching staff, which in turn inform the University and Faculty councils and raise the respective issue in council meeting.

In the context of two similar Bachelor programs, as well as considering the English-language requirements, the expert group raised the question of sufficient staff for implementing both programs. Currently there is an approximate student:teacher ratio of 20:1, which is adequate. The University explained that most of the staff involved in the Romanian program also holds a high-level of English language. The expert group welcomes the foreseen employment of new teaching staff, and the shift of the more experienced teaching staff to the English program.

The University assured the expert group of the existence of a system of quality checks for ensuring the sufficient level of English among the teaching personnel. All course material in English language is cross-examined by qualified peers.

The expert group encourages pursuing international collaboration with foreign universities by inviting guest lecturers. The expert group advises securing collaboration from Anglophone countries, within or outside the framework of the ERASMUS program. Such invitations should not be restricted only to the academic and teaching fields. Rather, due to the practical-oriented aspect of the study program, the expert group encourages international collaborations with partners from the work-field or research areas.

C.5. Learning resources

During the on-site visit the expert group could determine the adequacy of the teaching and learning resources. The material resources and the library are

sufficient in order to provide students with an optimal learning process. Additional facilities are also available for students' personal development. The University encourages the learning process and the personal development of the students, by offering scholarships and facilitating activities outside the classroom. Considering these facts, the expert group regards Criterion C.5. as fulfilled.

During talks with the teaching personnel, this presented the teaching and didactic methods employed. The experts encourage the possibility of external study cases, as for example, in restaurants or catering companies for the consumer-behaviour related modules. Moreover, the pursuit of non-frontal discussions or classroom models, such as, for example panel groups or student debates is also beneficent. Such approaches advance an proactive, independent mode of action in students. The further use of e-learning and on-line learning resources is also encouraged.

With regards to the study resources, the expert group suggests the acquisition of further English-language material for the Dimitrie Cantemir library. This, together with the already-existing possibility of interlibrary loan, should provide students a productive setting for study. It is also recommended the introduction of a lending collection, as well as the purchase of a copy machine, which would make home study more accessible for students.

The expert group also addressed the question of access-friendly facilities for students with disabilities. The University assured that classes are arranged in such a manner that such students may attend these without impediments. For example, seminars and courses are arranged at the ground floor of the building and special assistance is provided. The expert group welcomes the intended planning of an elevator within the premises of the University, as well as the new building which is currently under construction. The increase in the number of offices for the teaching and administrative personnel will effect positively the

student-teacher relationship. The expert group also encourages the students' proposal for upgrading the premises by providing air-conditioning. This would deem the teaching conditions as more sustainable.

C.6. Internal quality assurance

The University has designed and employs an internal quality assurance system. This was surveyed during the on-site visit. The University has established structures for monitoring and developing the quality assurance concept. Part of the internal quality assurance system are peer and students reviews that take place on a regular basis, as well as the feedback meetings organised with this purpose. These are detailed under Criteria C.3. and C.4. A regular track of the evaluation and review results is maintained, and strategies for improvement are designed. A corresponding electronic system and database is being implemented. The expert group considers Criterion C.6. as fulfilled.

C.7. Information regarding the study program

The University promotes its study program through the University's Internet page, the local printed media, and by running open days and workshops in high-schools and other institutions to attract potential students. The information provided is clearly formulated, transparent and accurate. Criterion C.7 is thus considered as fulfilled by the expert group.

The information provided in the Romanian language is substantially more extensive than that provided in the English language. While this makes sense given the local target group, the experts recommend nonetheless enhancing the English-language information provided to potential students. This holds valid especially with regards to the Internet presence of the study program. This would enhance the accessibility of the program itself, making it also available to foreign students.

C.8. Quality assurance and management at the higher education institution

During the discussions with the University management and board, the expert group was provided an overview of the mechanisms and institutional structures. There is a Quality Management Commission assigned which elaborates and review corresponding policies and strategies and operational procedures. The group could assert the validity of the information provided in the application documentation, and its correspondence with the legal framework, as stated in the "Methodology". Thus, Criterion C.8. is considered fulfilled. For more details on the structure, functioning and members involved in the Quality assurance procedures at the Dimitrie Cantemir University, see also Criteria A.1., A.2. and C.1.

Summary of the evaluation

In the view of the expert group, the Bachelor program successfully complies with Romanian standards and regulations, as specified in the "Methodology", as well as in the "Law of National Education". Without any doubt, this complies with the Romanian standards, criteria and performance indicators, as well as with all legal normative requirements.

The excellently-comprised documentation, as well as the favourable results of the on-site visit, enable the expert group to recommend positively the Bachelor program "Economy of Trade, Tourism and Services" offered by the Dimitrie Cantemir University of Tîrgu Mureş to the Accreditation Commission of the AHPGS, with the subsequent recommendation for authorisation for provisional functioning towards the Ministry of Education, Research, Youth and Sport of Romania. As all normative requirements, standards and indicators are fulfilled for the number of available places intended for enrolment, the expert group recommends the awarding of the authorisation for provisional functioning by the Ministry of Education, Research, Youth and Sport of Romania for the above-

mentioned study program in the full-time form, with the awarding of 180 credit points, for a number of 100 places per annum.

The expert group also attempts to provide constructive feedback regarding the concept, structure and contents of the Bachelor program “Economy of Trade, Tourism and Services”. The group thus identified a few minor areas where potential for enhancement exists. The following recommendations are thus proposed for the University to consider:

Given the current developments of the labour market in the region, it is encouraged The University’s strategy in implementing an English-language program. However, it is advisable to monitor the necessity of two similar Bachelor programs within the same region. In the context of an increased presence of international partners it might prove necessary to revise the need for a Romanian-based study program.

Given the English-language profile of the Bachelor program, it is important to include a higher number of English titles in the Syllabi and bibliography students must cover. This would secure the necessary knowledge of English terminology. In the same line of thought, it is recommended to develop teaching, exchange and research partnerships with higher education institutions from English-speaking countries.

A more in-depth approach is advised within the optional modules. As they are formulated in the module descriptions, they cover only a general insight in the respective subject. These present an excellent opportunity for students to specialise in a distinct area in tourism, trade or services, and should be explored accordingly.

It remains, nonetheless, at the choice of the University to decide whether the recommendations are feasible, and, if so, the methods of implementing these.

7. Decision of the Accreditation Commission

Recommendation of the Accreditation Commission from 24.07.2012

The decision of the Accreditation Commission is based on the University's Application documents, the Expert Report, which covers the written expert reviews and the results of the on-site visit, as well as the University's response opinion. The on-site visit took place on the 28.06.-29.06.2012 at the Dimitrie Cantemir University in Tîrgu Mureş, Romania.

The Accreditation Commission of the AHPGS has discussed the procedural documents and the vote of the expert group.

The Accreditation Commission of the AHPGS reached the following decision:

The Bachelor program "Economy of Trade, Tourism and Services" is recommended to the Romanian Ministry of Education, Research, Youth and Sport for authorisation for provisional functioning. The program is to be completed with the academic degree "Bachelor in Economic Sciences". The program is offered in the full-time form in the English language. It covers 180 credit points and has a foreseen duration of three academic years (six semesters). There are 100 places available for enrollment per annum. The initial beginning of the study program is foreseen for the winter semester 2012/2013.

The decision of the Accreditation Criteria is based on the "Law of National Education" no.1 from 2011 of Romania and the "Methodology for external evaluation, the standards, reference standards and the list with the performance indicators of the Romanian Agency for Quality Assurance in Higher education", as approved by the Government Decision no.1418 from 2006.

The Accreditation Commission considers that the Romanian criteria, standards and performance indicators, as well as the normative requirements, as specified in the above-mentioned legal documents, are fulfilled. The Accreditation

Commission recommends the awarding of the authorisation for provisional functioning for a duration of five years, corresponding to three subsequent cohorts from the first beginning of the study program. The recommendation proceeds with no further conditions.

The recommendations formulated by the experts in the expert report are to be considered.

Freiburg, 24.07.2012