

FACULTY OF BUSINESS AND TOURISM – A NEW BEGINNING

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In 1951, within the current Bucharest University of Economic Studies (BUES), the Faculty of Commerce was established. In fact, trade had represented a defining study area since the beginning of the institution, as the original name of the today BUES, in 1913, was the Academy of High Commercial and Industrial Studies. Over time, the departments that became consecrated within the Faculty were: Internal Trade Economy, External Trade Economy and Commodity Science. Later, in 1977, a new specialization was introduced – the Economy of Foodstuffs and Tourism Services, which, starting with the year 1990, could be found in the educational offer as Tourism-services. In 1991, International Economic Relations has separated and emerged as a distinct faculty. Similarly, in 2003, Marketing has reorganized itself as an independent faculty.

With the implementation of the „Bologna process” and the restructuring of higher education studies, in 2005, in three cycles – bachelor, masters, doctorate - old specializations of the Faculty of Commerce have been replaced with a single bachelor studies program, entitled „Business administration in trade, tourism, services, commodities and quality management”. At the same time, master's degree programs, which appeared in the year 2000, have become increasingly visible: currently the Faculty offers a research masters degree – Business Administration – and seven professional masters degrees – Business, Management and marketing in tourism, Business administration in commerce, Business administration in tourism, Quality management, expertise and consumer protection, Geopolitics and business and respectively, Quality Management. Most of the doctoral scientific coordinators from the faculty staff have rallied to the „Business administration” doctoral studies field. Therefore, this confirms the displacement of the center of gravity of the faculty study programs from the trade, wholesale and retail branch, and towards the commercial and business transactions domain. Only tourism seems to remain a constant.

By application of Law no. 1/2011 of National Education and the fusion of teaching staffs, the old Sections have been reconsidered as Departments, namely two: Business, Consumer Sciences and Quality Management and Tourism and Geography. The associated research centers are Business administration, and respectively Academic Research Centre in Tourism and Services (CACTUS) – whose acronym was adopted as the name of our journal.

In May 2014 the first results of the U-Multirank assessment were published – a new tool for the classification of universities around the world, developed through a project funded by the European Union - the analysis contained more than 1,000 faculties in 70 countries. The multi-dimensional criteria are: education (teaching and learning), research, knowledge transfer, international orientation and regional involvement. In the field of business studies, four faculties of BUES are placed in the top 100 and three in the top 150, out of a total of 342 European universities; from the perspective of students, five faculties at BUES are in the top 50, two in the top 100 and the last two participating faculties in the top 150. At national level, out of the 17 faculties, the Faculty of Commerce ranked fourth for bachelor studies and first for masters and doctoral studies.

Many aspects of substance and form, including a comprehensive research among faculties with similar profile abroad have led to the idea of adopting in the name of the faculty the English term „business”. There is no secret to the fact that an increase of interest from the candidates aspiring to student status is hoped for. Teachers and „auxiliary staff” (secretariats of the Faculty) in a „referendum”, by secret voting, expressed themselves in favor of the title Faculty of Business and Tourism. In the preliminary discussions, version such as Business and, respectively, Commerce and

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Tourism were submitted. Moreover, the process of establishing the name was not simple; for example, several of the nine members of the Faculty's Advisory Board and the consulted alumni declared themselves in favor of keeping the old name. Subsequently, after the „official” referendum, the Faculty Council, then the BUES University Senate and the Romanian Government entrenched the new name, the Faculty of Business and Tourism. For the first time, „tourism” has found its place in the name of the Faculty.

On the website, presenting the educational offer, the faculty defines itself in these terms:

- A business education that can be a valuable investment in your own future;
- Ensures exploring new ways of thinking;
- Education that will develop knowledge, skills and long term vision;
- Place for career goals, learning styles and personal interests.

Adopting the name of the Faculty of Business and Tourism coincided, at BUES level, with troubles related to the way of selection the candidates in the contest for undergraduate admission. While for the masters – taking into account the average grade of bachelor studies and, optionally, in order to accede to the budget-funded places, a written exam – and for doctoral studies respectively – the written exam of language proficiency and a colloquium – the selection methods seem stabilized, in recent years for undergraduate cycle, several formulas were applied. Returning in 2013, to admission based on a written exam has failed: the influx of candidates was below the desired level, thereby narrowing the selection base. Therefore, the written exam was given up, in 2014 the admission criterion was the average grade obtained at the final secondary-school exam, the Bacalaureate. The BUES Rector, prof. Pavel Năstase, shows that the bacalaureate rigor in recent years (with a success rate of around 60%) and the intention to relieve the stress of a written exam, all led to the adoption of a selection based on a motivational essay and – for programs of study conducted in a foreign language – a language proficiency test, therefore ranking candidates based on the average bacalaureate grade.

Vivat, crescat, floreat, Faculty of Business and Tourism!