UNIVERSITATEA BABEȘ-BOLYAI
BABEȘ-BOLYAI TUDOMÁNYEGYETEM
BABEȘ-BOLYAI UNIVERSITÄT
BABEȘ-BOLYAI UNIVERSITY
TRADITIO ET EXCELLENTIA

FACULTATEA DE
BUSINESS
IN PARTNERSHIP
Facultatea de Business

Str. Horea nr.7
Cluj-Napoca, 400174
Tel.: 0264599170
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E-mail: secretariat.tbs@ubbcluj.ro
Site: tbs.ubbcluj.ro

SYLLABUS
Academic year 2023-2024

1. Information regarding the programme

1.1 Higher education institution	**Universitatea Babeș-Bolyai**
1.2 Faculty	**Business**
1.3 Department	**Hospitality Services**
1.4 Field of study	**Business Administration**
1.5 Study cycle	**Bachelor**
1.6 Study programme / Qualification	**Business Administration**

2. Information regarding the discipline

2.1 Name of the discipline	**TEHNOLOGII INTERNET PENTRU AFACERI/INTERNET TECHNOLOGIES FOR BUSINESS**			
2.2 Code	**ILE0072**			
2.3 Course coordinator	Associate Prof. Mihaela-Filofteia Tutunea			
2.4 Seminar coordinator	Associate Prof. Mihaela-Filofteia Tutunea			
2.5. Year of study **3**	2.6 Semester **I**	2.7. Type of evaluation **C**	2.8Type of discipline	**Optional**

3. Total estimated time (hours/semester of didactic activities)

3.1 Hours per week	2	Of which: 3.2 lecture	0	3.3 seminar/laboratory	2
3.4 Total hours in the curriculum	28	Of which: 3.5 lecture	0	3.6 seminar/laboratory	28

Time allotment:	hours
Learning using manual, course support, bibliography, course notes	14
Additional documentation (in libraries, on electronic platforms, field documentation)	6
Preparation for seminars/labs, homework, papers, portfolios and essays	14
Tutorship	2
Evaluations	2
Other activities: ....Exam preparation	9
3.7 Total individual study hours	**47**
3.8 Total hours per semester	**75**
3.9 Number of ECTS credits	**3**

4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-

5. Conditions (if necessary)

5.1. for the course	

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5.2. for the seminar /lab activities	The labs takes place in room with computers connected to the Internet, with installed software packages and video projector; Students are not allowed to delay and do not leave the room during the labs; The use of mobile phones is not allowed in any way during the laboratories; All study and practical work materials are available to students on Teams; Each student has the obligation to participate actively and interactively in the solving of the laboratory tasks, and the individual results are saved on Teams in each lab;

6. Specific competencies acquired

Professional competencies	• gathering, processing, and analyzing data regarding the interaction between a company/ an organisation and the external environment • using databases specific to business management
Transversal competencies	• implementing ethical principles, norms, and values within one's own rigorous, efficient, and responsible strategy of work • identifying various opportunities for continuing education and efficiently using learning resources and techniques for their development

7. Objectives of the discipline (outcome of the acquired competencies)

7.1 General objective of the discipline	Acquiring knowledge about ICT tools and their use in online business environment
7.2 Specific objective of the discipline	Acquiring knowledge about • specific ICT tools in online business environment • fundamental concepts related to ICT tools used by companies in online communication • hardware and software solutions for companies working in shared, clustered and cloud; Training ability to use: • the environment online tools • online tools for shared work, virtual offices • freeware tools for generating web-presences • specific tools social networks • thematic blogs and forums as communication tools for online companies

8. Content

8.2 Seminar / laboratory	Teaching methods	Remarks
Digital environment - the new business environment	Practical applications, analysis, students interactivity, case studies discussion	1 lab
ITC Infrastructure for digital companies	Practical applications, analysis, students interactivity, case studies discussion	1 lab

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Communication in the digital environment	Practical applications, analysis, students interactivity, case studies discussion	1 lab
Freeware and opensource solutions for generating web and mobile presences	Practical applications, analysis, students interactivity, case studies discussion	2 labs
Shared work in digital environment / Groupware / cloud solutions	Practical applications, analysis, students interactivity, case studies discussion	3 labs
Virtual Office	Practical applications, analysis, students interactivity, case studies discussion	2 labs
Social networking	Practical applications, analysis, students interactivity, case studies discussion	2 labs
Thematic blogs and forums	Practical applications, analysis, students interactivity, case studies discussion	2 labs
Bibliography	Barnes, S., M-business: the strategic implications of wireless technologies,Elsevier Butterworth-Heinemann, 2003; Chaffey D., E-Business and E-Commerce Management, Pearson Education, 2009; Chaffey D., Mayer R., s.a, Internet Marketing: Strategy, Implementation and Practice, Prentice Hall, 2006; Kogut, B, The Global Internet Economy, MIT Press, 2003; Păunescu, D., Afaceri pe Internet- ghidul succesului on-line, Ed. Aius, 2008; Sadeh, N., M., M-Commerce: Technologies,Services and Business Models, Wiley, John & Sons, Inc, 2002; Tutunea, M, Instrumente IT&C utilizate in cercetari de marketing, Alma Mater, Cluj-Napoca, 2009; Tutunea, M, Instrumente IT pentru administrarea afacerilor, Presa Univ. Clujeana, Cluj-Napoca, 2012 Any other documentation, printed or digital tutorials, websites, etc., relevant to studied topics;	

9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations and representative employers within the field of the program

ITC knowledge and skills are absolutely necessary and are required specifically in any company
Contents and tools presented in the course are used in all national and international companies
All practical applications are directly related to business activity in various fields

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the grade (%)
10.4 Seminar/lab activities	Ability to apply concepts learned; individual study	homework	10 %
	95% - active and interactive attendance	Files saved onTeams	10 %
	Individual/team project	During semester	60 %

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OBS	Test - theory	Last two weeks	20 %
	The evaluation is the same for all the examination sessions!!!		
10.6 Minimum performance standards			
- basic knowledge of all studied modules and their application in practical examples - practical skills in using the studied software tools			

Date   Course coordinator   Seminar coordinator

29.09.2023   **Mihaela-Filofteia Tutunea, Phd**   **Mihaela-Filofteia Tutunea, Phd**

Date of Approval   Head of Department

11.10.2023   **Marius Bota, Phd**