SYLLABUS
Academic year
2024-2025

1. Information regarding the programme

1.1. Higher education institution	Universitatea Babeş-Bolyai
1.2. Faculty	Faculty of 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 (English)

2. Information regarding the course

2.1. Name of the course	**E-Business**				
2.2. Code	**ILE0024**				
2.3. Course coordinator		Associate prof. Mihaela TUTUNEA, PhD			
2.4. Seminar coordinator		Associate prof. Mihaela TUTUNEA, PhD			
2.5. Year of study	3	2.6. Semester	II	2.7. Type of evaluation	E	2.8. Type of course	compulsory

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

3.1. Hours per week	3	Of which: 3.2. lecture	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	36	Of which: 3.5. lecture	24	3.6. seminar/laboratory	12

Time allotment:	hours
Learning using manual, course support, bibliography, course notes	28
Additional documentation (in libraries, on electronic platforms, field documentation)	14
Preparation for seminars/labs, homework, papers, portfolios and essays	28
Tutorship	2
Evaluations	2
Other activities:	15

3.7. Total individual study hours	89
3.8. Total hours per semester	125
3.9. Number of ECTS credits	**5**

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

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5. Conditions (if necessary)

5.1. for the course	Room with Wi-Fi, MS-Teams platform, laptop/computer, video-projector, webcam, mic
5.2. for the seminar /lab activities	
Specific competencies acquired Professional competencies	C1.3. Applying the appropriate tools for analyzing the relationship of influence exerted by the external environment on the enterprise/organization C5.3. Applying the appropriate data analysis tools specific to business administration
Transversal competencies	CT3.Identifying various opportunities for continuing education and efficiently using learning resources and techniques for their development

6. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	Acquiring knowledge about E-business environment and specific software tools and solutions
7.2. Specific objective of the course	Acquiring knowledge about • online business environment, digital market • E-business environment - general concepts, forms, models • Online business infrastructure and the main types of web-applications • Free web resources for generating e- business solutions • SEO,SEM tools and solutions • Free web resources for generating e- business solutions Training skills to develop and manage specific e-business models

7. Content

8.1. Course		Teaching Method	Remarks
1.	Business environment from traditional to digital	interactive exposure, practical examples from online business environment, students participation	1 course
2.	E-business environment - general concepts, forms, models		1 course
3.	Online business infrastructure		1 course
4.	Online EIS - free, open source and cloud software solution		2 courses
5.	Communication mix - comparative vision - online-offline		1 course
6.	Free web resources for generating e- business solutions		2 courses
7.	Advertising and promotion in digital environment		2 course
8.	Online promotional strategies and policies		1 course
9.	SEO, SEM - freeware tools and solutions		2 courses
10.	Online payments systems and security transaction issues		1 course
Bibliography	***Tutunea Mihaela-Filofteia, E-business, digital course*** ***Belanger, France; Van Slyke, Craig; Crossler, Robert E., Information Systems for Business: An Experiential Approach, ISBN 9781943153015*** Chaffey D., E-business and E-commerce Management: Strategy, Implementation and Practice, fourth edition, Prentice Hall, 2009 Combe C., Introduction to E-business Management and strategy, Linacre House, 2006 ***Douglas E. Comer, Internet Book: Everything You Need to Know about Computer Networking and How the Internet Works, ISBN 9781138330290*** Durie, Bruce, E-Business essentials : [10 key steps to e-volutionise your business], Ed.		

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Essentials, Oxford, 2001

Michel Robert, E-strategy pure & simple : connecting your internet strategy to your business strategy, McGraw-Hill, New York, 2001

Passi A., Ajvaz V., Oracle E-Business Suite Development & Extensibility Handbook, McGraw-Hill, 2009

Turban E., King D., Lee J., et all, Electronic Commerce: A Managerial Perspective, Prentice Hall, 2008

Woods, Dan; Guliani, Gautam, Open Source for the Enterprise, ISBN 9780596101190

Any other documentation, printed or digital tutorials, help websites, etc., relevant to studied material;

8.2. Seminar/laboratory		Teaching Method	Remarks
1	Business environment from traditional to digital	Practical exercises, case studies, analysis, discussions	1 lab
2	E-business environment - general concepts, forms, models		1 lab
3	Online business infrastructure		1 lab
4	Online EIS - free, open source and cloud software solution		2 labs
5	Communication mix - comparative vision - online-offline		1 lab
6	Free web resources for generating e- business solutions		2 labs
7	Advertising and promotion in digital environment		2 lab
8	Online promotional strategies and policies		1 lab
9	SEO, SEM - freeware tools and solutions		2 lab
10	Online payments systems and security transaction issues		1 lab

Bibliography

Tutunea Mihaela-Filofteia, E-business, digital course

Belanger, France; Van Slyke, Craig; Crossler, Robert E., Information Systems for Business: An Experiential Approach, ISBN 9781943153015

Chaffey D., E-business and E-commerce Management: Strategy, Implementation and Practice, fourth edition, Prentice Hall, 2009

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Facultatea de Business

8. **Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program**

E-business knowledge and skills are absolutely necessary and are required specifically in any company all over the worldAll tools and online software solutions presented in the course are used in all digital companies

9. **Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share in the grade (%)
10.4 Course	Understanding the concepts presented Logical consistency; Specialized language; Capacity and application concepts learned in e- business environment	4 quizzes – randomly, during semester	10
10.5 Seminar/lab activities	Ability to apply concepts learned; individual study active and interactive attendance - **95%**	Files saved on Teams	10
	Individual projects – I,II; **minim grade 5/project**	During semester	45
Final Exam	**Test - theory** - **min grade 5**	Exam	35
OBS	**ATTENTION!! The evaluation is unique for all the examination sessions; REGISTRATION for the exam / colloquium is MANDATORY for all exam sessions! Any attempt at FRAUD entails the cancellation of the exam!**		

10.6. Standard minim de performanţă

Knowledge and skills to use specific tools from E-Business environment; Skills to develop and use E-Business solutions.

Date	Course coordinator	Seminar coordinator
20.04.2024	**Associate Prof. Mihaela Tutunea**	**Associate Prof. Mihaela Tutunea**

Date of approval
22.05.2024

Head of department
Associate Prof. Marius Bota