



## SYLLABUS

### Academic year 2024-2025

#### 1. Information regarding the programme

1.1. Higher education institution	Babeş-Bolyai University
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	<b>E-Business</b>						
2.2. Code	<b>ILE0024</b>						
2.3. Course coordinator	Assistant Professor Liliana Guran, Ph.D.						
2.4. Seminar coordinator	Sebastian Popescu						
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	



## 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	
<b>Specific competencies acquired</b>	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
Professional competencies	
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 <ul style="list-style-type: none"> <li>• online business environment, digital market</li> <li>• E-business environment - general concepts, forms, models</li> <li>• Online business infrastructure and the main types of web-applications</li> <li>• Free web resources for generating e- business solutions</li> <li>• SEO,SEM tools and solutions</li> <li>• Free web resources for generating e- business solutions</li> </ul> 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		1 course
8. Online promotional strategies and policies		1 course
9. SEO, SEM - freeware tools and solutions		1 courses
10. Online payments systems and security transaction issues		1 course
<b>Bibliography</b>	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. Essentials, Oxford, 2001	



	<p>Michel Robert, E-strategy pure &amp; simple : connecting your internet strategy to your business strategy, McGraw-Hill, New York, 2001</p> <p>Passi A., Ajvaz V., Oracle E-Business Suite Development &amp; Extensibility Handbook, McGraw-Hill, 2009</p> <p>Turban E., King D., Lee J., et all, Electronic Commerce: A Managerial Perspective, Prentice Hall, 2008</p> <p>Woods, Dan; Guliani, Gautam, Open Source for the Enterprise, ISBN 9780596101190</p> <p>Any other documentation, printed or digital tutorials, help websites, etc., relevant to studied material;</p>
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8.2. Seminar/laboratory		Teaching Method	Remarks
1	Building a website using a no-code web solution. Domain, hosting, security alternatives.	Practical exercises, case studies, analysis, discussions	4 labs
2	Digital transformation in business. Creating an operations flow chart and a system design schema.		2 labs
3	Microsoft Suite for digital transformation.		2 labs
4	No-code process automation.		2 labs
5	SEO, PPC & SEM		2 labs
<b>Bibliography</b>		<p>Belanger, France; Van Slyke, Craig; Crossler, Robert E., Information Systems for Business: An Experiential Approach, ISBN 9781943153015</p> <p>Chaffey D., E-business and E-commerce Management: Strategy, Implementation and Practice, fourth edition, Prentice Hall, 2009</p> <p>Combe C., Introduction to E-business Management and strategy, Linacre House, 2006</p> <p>Douglas E. Comer, Internet Book: Everything You Need to Know about Computer Networking and How the Internet Works, ISBN 9781138330290</p> <p>Durie, Bruce, E-Business essentials : [10 key steps to e-evolutionise your business], Ed. Essentials, Oxford, 2001</p> <p>Michel Robert, E-strategy pure &amp; simple : connecting your internet strategy to your business strategy, McGraw-Hill, New York, 2001</p> <p>Passi A., Ajvaz V., Oracle E-Business Suite Development &amp; Extensibility Handbook, McGraw-Hill, 2009</p> <p>Turban E., King D., Lee J., et all, Electronic Commerce: A Managerial Perspective, Prentice Hall, 2008</p> <p>Woods, Dan; Guliani, Gautam, Open Source for the Enterprise, ISBN 9780596101190</p> <p>Any other documentation, printed or digital tutorials, help websites, etc., relevant to studied material;</p>	

**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 world. All tools and online software solutions presented in the course are used in all digital companies.



## 9. Evaluation

Activity Type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight of the final grade (5)
10.4. Lecture	Understanding the concepts presented; Logical coherence; Specialized language; The ability to connect and apply the learned notions in the business environment; Quiz quiz answers	Grid test with 20 questions from the subject presented in the lecture	50% <b>Minimum grade 5</b>
10.5. Seminar/laboratory	Ability to apply the learned notions; Individual study; Interactive interest and participation	Project presentation	50% <b>Minimum grade 5</b>
	Individual/team project – maximum 4 members		
OBS	Both final tests are mandatory and are held on the date and with the group to which the student belongs.		
<b>IMPORTANT</b>	<b>The evaluation is unique for all exam sessions!</b> <b>REGISTRATION FOR THE EXAM is MANDATORY for all exam sessions and must be respected!</b> <b>Any attempt at FRAUD entails the cancellation of the exam!</b>		
10.6. Minimum performance standard			
- basic knowledge of all the modules studied and their application in practical examples - effective practical skills in the use of the studied software tools			

Date  
**23.04.2024**

Course coordinator  
**Assist. Prof. Liliana Guran, Ph.D.**

Seminar coordinator  
**Sebastian Popescu**

Date of approval  
**22.05.2024**

Head of department  
**Associate Prof. Marius Bota, Ph.D.**