



SYLLABUS
E-Business
Academic year 2025-2026

1. Information regarding the program

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 (English)/Bachelor in Economic Studies
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		E-Business				Discipline code		ILE0024			
2.2. Course coordinator			Assist. Prof. Liliana Guran, Ph.D.								
2.3. Seminar coordinator			Assist. Prof. Liliana Guran, Ph.D.								
2.4. Year of study		3	2.5. Semester		II	2.6. Type of evaluation		E	2.7. Discipline regime		DD

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

3.1. Hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	36	of which: 3.5 course	24	3.6 seminar/laboratory	12
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					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	



6.1. Specific competencies acquired

Professional/essential competencies	<p>C1.3. Applying the appropriate tools for analyzing the relationship of influence exerted by the external environment on the enterprise/organization</p> <p>C5.3. Applying the appropriate data analysis tools specific to business administration</p>
Transversal competencies	<p>CT3. Identifying various opportunities for continuing education and efficiently using learning resources and techniques for their development</p>

6.2. Learning outcomes

Knowledge	<ul style="list-style-type: none">• The student proves the possession of a set of general knowledge on: planning and organization of human, material and financial resources; motivation of employees; control of activities carried out; management of relations with clients of companies in the field of business administration.• The student knows the basic concepts of application software packages, their main facilities and how to use high-performance software products in solving problems in business administration.• The student knows the basic concepts of emerging technologies specific to the knowledge-based information society (IoT, AI, Cloud/Fog/Edge Computing, Blockchain, etc.).
Skills	<ul style="list-style-type: none">• The student uses open source tools to exploit the main facilities offered by emerging technologies.• The student effectively uses software packages to solve problems in the field of business administration, applying concepts, theories, principles and methods of investigation of phenomena and processes in this field.
Responsibility and autonomy:	<ul style="list-style-type: none">• The student exploits the technological and economic opportunities generated by the information environment in the context of smart development.• The student identifies the software packages and their appropriate functionalities in order to solve the various problems in the field of business administration.



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

7.1 General objective of the discipline	<ul style="list-style-type: none"> Acquiring knowledge about E-business environment and specific software tools and solutions
7.2 Specific objective of the discipline	<ul style="list-style-type: none"> 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

8. Content

8.1 Course	Teaching methods	Remarks
Business environment from traditional to digital	interactive exposure, practical examples from online business environment, students' participation	1 course
E-business environment - general concepts, forms, models	interactive exposure, practical examples from online business environment, students' participation	1 course
Online business infrastructure	interactive exposure, practical examples from online business environment, students' participation	1 course
Online EIS - free, open source and cloud software solution	interactive exposure, practical examples from online business environment, students' participation	2 courses
Communication mix - comparative vision - online-offline	interactive exposure, practical examples from online business environment, students' participation	1 course
Free web resources for generating e- business solutions	interactive exposure, practical examples from online business environment, students' participation	2 courses
Advertising and promotion in digital environment	interactive exposure, practical examples from online business environment, students' participation	1 course
Online promotional strategies and policies	interactive exposure, practical examples from online business environment, students' participation	1 course
SEO, SEM - freeware tools and solutions	interactive exposure, practical examples from online business environment, students' participation	1 courses



Online payments systems and security transaction issues	interactive exposure, practical examples from online business environment, students' participation	1 course
Bibliography		
8.2 Seminar / laboratory	Metode de predare	Observații
Building a website using a no-code web solution. Domain, hosting, security alternatives.	Practical exercises, case studies, analysis, discussions	4 labs
Digital transformation in business. Creating an operations flow chart and a system design schema.	Practical exercises, case studies, analysis, discussions	2 labs
Microsoft Suite for digital transformation.	Practical exercises, case studies, analysis, discussions	2 labs
No-code process automation.	Practical exercises, case studies, analysis, discussions	2 labs
SEO, PPC & SEM	Practical exercises, case studies, analysis, discussions	2 labs
Bibliography 1. Belanger, France; Van Slyke, Craig; Crossler, Robert E., Information Systems for Business: An Experiential Approach, ISBN 9781943153015 2. Chaffey D., E-business and E-commerce Management: Strategy, Implementation and Practice, fourth edition, Prentice Hall, 2009 3. Combe C., Introduction to E-business Management and strategy, Linacre House, 2006 4. Douglas E. Comer, Internet Book: Everything You Need to Know about Computer Networking and How the Internet Works, ISBN 9781138330290 5. Durie, Bruce, E-Business essentials: [10 key steps to e-volutionise your business], Ed. Essentials, Oxford, 2001 6. Michel Robert, E-strategy pure & simple: connecting your internet strategy to your business strategy, McGraw-Hill, New York, 2001 7. Passi A., Ajvaz V., Oracle E-Business Suite Development & Extensibility Handbook, McGraw-Hill, 2009 8. Turban E., King D., Lee J., et al, Electronic Commerce: A Managerial Perspective, Prentice Hall, 2008 9. Tutunea Mihaela-Filofteia- E-business – support de curs – format digital; 10. Woods, Dan; Guliani, Gautam, Open Source for the Enterprise, ISBN 9780596101190 Any other documentation in the course field.		

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

<ul style="list-style-type: none"> 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.
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10. Evaluation

- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	Understanding the concepts presented; Logical coherence; Specialized language;	Grid test with 20 questions from the subject presented in the lecture	50% Minimum mark 5
	The ability to connect and apply the learned notions		



	in the business environment;		
10.5 Seminar/laboratory	Ability to apply the learned notions; Individual study; Interactive interest and participation Individual/team project – maximum 4 members	Project presentation	50% Minimum mark 5
10.6 Minimum standard of performance			
<ul style="list-style-type: none"> basic knowledge of all the modules studied and their application in practical examples effective practical skills in the use of the studied software tools 			

11. Labels ODD (Sustainable Development Goals)¹

	General label for Sustainable Development						

Date:
02.04.2025

Signature of course coordinator
Assist. Prof. Liliana Guran, Ph.D.

Signature of seminar coordinator
Assist. Prof. Liliana Guran, Ph.D.

Date of approval:
10.04.2025

Signature of the head of department
Associate Prof. Marius Bota, Ph.D.

¹ Keep only the labels that, according to the [Procedure for applying ODD labels in the academic process](#), suit the discipline and delete the others, including the general one for *Sustainable Development* – if not applicable. If no label describes the discipline, delete them all and write „Not applicable.”.