



COURSE DESCRIPTION
E-Business
Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field	Business Administration in Hospitality Services
1.5. Level of study	Bachelor
1.6. Degree programme / Qualification	Business Administration in Hospitality Services / Bachelor in Economic Studies
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	E-Commerce for tourism			Codul disciplinei	ILE0080
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	6	2.6. Type of assessment	Exam
2.7. Course status	Optional			2.8. Course type	Complementary subject

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	3	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum	36	of which: 3.5. course	24	3.6. seminar/ laboratory	12
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					28
Additional research in the library, on subject-specific electronic platforms, and on-site					14
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					28
Tutoring (professional guidance)					2
Examinations					2
Other activities					15
3.7. Total hours of individual study (IS) and self-taught activities (ST)				89	
3.8. Total hours per semester				125	
3.9. Number of credits				5	

4. Prerequisites (where applicable)

4.1. curriculum-related	
4.2. skills-related	

5. Specific conditions (where applicable)

5.1. course-related	
5.2. seminar/laboratory-related	

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
PC1	Applying the appropriate tools for analyzing the relationship of influence exerted by the external environment on the enterprise/organization
PC5	Applying the appropriate data analysis tools specific to business administration
Transversal competencies	
Competency code	Competency
TC3	Identifying various opportunities for continuing education and efficiently using learning resources and techniques for their development

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
PC1 PC5 TC3	The graduate has knowledge of accounting, processing, and analyzing of economic and financial information required for an effective organization and management of businesses.	The graduate has the necessary skills to use methods and techniques specific to the financial and accounting management of an enterprise as a whole, specialized software included.

7. Subject-specific learning outcomes

Knowledge and understanding
1. 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 in hospitality services.
2. 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 in hospitality services.
3. The student knows the basic concepts of emerging technologies specific to the knowledge-based information society (IoT, AI, Cloud/Fog/Edge Computing, Blockchain, etc.).
Specific academic skills
1. The student uses open source tools to exploit the main facilities offered by emerging technologies.
2. The student exploits the technological and economic opportunities generated by the information environment in the context of smart development.
3. The student effectively uses software packages to solve problems in the field of business administration in hospitality services, applying concepts, theories, principles and methods of investigation of phenomena and processes in this field.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
1. Introduction to e-Commerce in hospitality services	interactive exposure, practical examples from online business environment, students' participation	1 course
2. Digital business models in tourism and services	interactive exposure, practical examples from online business environment, students' participation	1 course
3. Digital consumer behavior in hospitality services	interactive exposure, practical examples from online business environment, students' participation	1 course
4. Tourist website and user experience	interactive exposure, practical examples from online business environment, students' participation	1 course
5 OTA platforms and online distribution channels	interactive exposure, practical examples from online business environment, students' participation	1 course
6. SEO for tourism and hospitality	interactive exposure, practical examples from online business environment, students' participation	1 course
7. SEM, online advertising and paid campaigns	interactive exposure, practical examples from online business environment, students' participation	1 course
8. Social media Commerce and promoting tourist experiences	interactive exposure, practical examples from online business environment, students' participation	1 course
9. Online payments, security and digital trust	interactive exposure, practical examples from online business environment, students' participation	1 course
10. Online reputation and review management	interactive exposure, practical examples from online business environment, students' participation	1 course
11. Web analytics and data	interactive exposure, practical examples from online business environment, students' participation	1 course
12. e-Commerce for tourism	interactive exposure, practical examples from online business environment, students' participation	1 course
Bibliography		
1. Al-Ababneh, H.A. et al. (2026). <i>Evolution of E-Business from Traditional Trade to Digital Platforms</i>. In: Amawi, K.F. (eds) AI-Driven Healthcare: Automation and Robotics. Studies in Systems, Decision and Control, vol 658. Springer, Cham. https://doi.org/10.1007/978-3-032-15739-3_72 2. Bélanger, F., Van Slyke, C., & Crossler, R. E. (2017). <i>Information systems for business: An experiential approach</i>. Prospect Press. ISBN 9781943153015 3. Chaffey, D., & Ellis-Chadwick, F. (2019). <i>Digital business and e-commerce management: Strategy, implementation and practice</i> (7th ed.). Pearson. https://www.pearson.com/ 4. Comer, D. E. (2019). <i>The Internet book: Everything you need to know about computer networking and how the Internet works</i> (2nd ed.). Routledge. 5. M. A. Pratama, B. A. Sekti, (2026), <i>E-Business and Web Accessibility</i>, in Santos A., Mamede H.S. (eds) <i>Impact of Web Technologies on Digital Transformation</i>, IGI Global Scientific Publishing, 26 pages, https://doi.org/10.4018/979-8-3373-5167-4.ch005 6. A. Purnomo, M. Firdaus, N. Firdausi, E. Rosyidah, F. Anam, F. C. Pratama, D. Carrollina; <i>E-business in digital economy: A systematic literature review</i>. AIP Conf. Proc. 26 March 2024; 2927 (1): 050009. https://doi.org/10.1063/5.0192363 7. Tutunea Mihaela-Filofteia- E-business – course support - digital format; 8. Guran Liliana - E-business – course support - digital format; Any other documentation in the course field.		

8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
1. Analysis of the digital presence of a hospitality business.	Practical exercises, analysis, problematization, interactivity	1 lab
2. Digital consumer behavior and booking journey	Practical exercises, analysis, problematization, interactivity	1 lab
3. Creating a web page or landing page for a tourist offer	Practical exercises, analysis, problematization, interactivity	1 lab
4. Local SEO and online promotion for hospitality services	Practical exercises, analysis, problematization, interactivity	1 lab
5. Social media, online reputation and review management	Practical exercises, analysis, problematization, interactivity	1 lab
6. Online payments, security, web analytics and presentation of the final project	Practical exercises, analysis, problematization, interactivity	1 lab

Bibliography

1. Chaffey, D., Arturi, T., Hemphill, T., & Edmundson-Bird, D. (2024). *Digital Business and E-commerce*. Pearson.
 2. Laudon, K. C., & Traver, C. G. (2023/2024). *E-commerce 2023–2024: Business, Technology, Society*. Pearson.
 3. ESSEC Business School. *The Fundamentals of Hotel Distribution*. Coursera.
 4. Google. *Make the Sale: Build, Launch, and Manage E-commerce Stores*. Coursera.
 5. Singh, K., & Basu, R. (2023). *Online consumer shopping behaviour: A review and research agenda*. *International Journal of Consumer Studies*, 47(3), 815–851. DOI: 10.1111/ijcs.12899.
 6. Kalıpçı, M. B., Şimşek, E. K., & Eren, R. (2024). *Decoding the trends and the emerging research directions of E-commerce and tourism in the light of Resource Dependence Theory*. *Heliyon*, 10(6), e28076. DOI: 10.1016/j.heliyon.2024.e28076.
 7. Liu, J., Hsu, F.-C., Ma, Y., & Huang, Y. (2024). *Personal Brand Equity and Telepresence's Role in Tourism Electronic Commerce Live Streaming*. *International Journal of Tourism Research*, 26, e2767. DOI: 10.1002/jtr.2767.
 8. Theofanous, G., Thrassou, A., & Uzunboylu, N. (2024). *Digital Inclusivity: Advancing Accessible Tourism via Sustainable E-Commerce and Marketing Strategies*. *Sustainability*, 16(4), 1680. DOI: 10.3390/su16041680.
 9. Peng, X., Zhu, J., Lee, S., Zhou, D., Song, W., & Ying, T. (2024). *Digital transformation in the hospitality industry: A bibliometric review from 2000 to 2023*. *International Journal of Hospitality Management*, 120, 103761. DOI: 10.1016/j.ijhm.2024.103761.
 10. Constăngioară, A., Ban, O., Ruge, P., Coita, D.-C., Țarcă, N., & Constăngioară, A. M. (2025). *Digital Transformation: The Impact of e-Commerce on Organisational Performance in Romanian Tourism and Accommodation SMEs*. *Amfiteatru Economic*, 27(Special Issue 19), 1404–1419. DOI: 10.24818/ea/2025/s19/11404.
 11. Tutunea Mihaela-Filofteia- E-business – suport de curs – format digital;
 12. Liliana Guran- E-business – suport de curs – format digital;
- Orice alta documentație in domeniul cursului

9. 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).

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	Understanding the concepts presented; Logical coherence; Specialized language;	Grid test with 20 questions from the subject presented in the lecture	60% Minimum mark 5
	The ability to connect and apply the learned notions in the business environment;		
9.5. Seminar/ laboratory	Ability to apply the learned notions; Individual study; Interactive interest and participation	Project presentation	40% Minimum mark 5
	Individual/team project – maximum 4 members		

9.6 Minimum standard for passing

- basic knowledge of all the modules studied and their application in practical examples
- effective practical skills in the use of the studied software tools

10. SDG labels (Sustainable Development Goals)¹

	 Sustainable Development Generic Label							
								
								
								Nu se aplică nici o etichetă
								

Date of entry:

11.09.2026

Signature of course coordinator

Assist. Prof. Liliana Guran, Ph.D.

Signature of seminar coordinator

Assist. Prof. Liliana Guran, Ph.D.

Date of approval in the department:

11.09.2026

Signature of the head of department

Assoc. Prof. Marius BOTA, PhD

¹ Select a single label which, according to the [Implementation of SDG labels in the academic process](#), best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: "No label applies."