

# SYLLABUS

## 1. Information regarding the program

1.1 Higher education institution	<b>University of Oradea</b>
1.2 Faculty	<b>Faculty of Economic Sciences</b>
1.3 Department	<b>Management-Marketing Department</b>
1.4 Field of study	<b>Management</b>
1.5 Cycle of study	<b>Cycle II – Master</b>
1.6 Program of study /Degree	<b>Advanced Management/Master Degree</b>

## 2. Information regarding the discipline

2.1 Name of discipline	e-Business						
2.2 Course titleholder	Lecturer Mirabela-Constanța MATEI, Ph.D.						
2.3 Seminar titleholder	Lecturer Mirabela-Constanța MATEI, Ph.D.						
2.4 Year of study	I	2.5 Semester	1	2.6 Type of assessment	Ex	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

## 3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	3	out of which: 3.2 course	2	3.3 seminar	1
3.4 Total of hours in the Curriculum	42	out of which: 3.5 course	28	3.6 seminar	14
<b>Distribution of hours:</b>					
Studying the workbook, course book, bibliography and notes					26
Supplementary documentation in the library, on electronic specialty sites and in the field					40
Preparing seminars/laboratories, themes, projects, portfolios and essays					40
Tutorship					16
Assessment activities					4
Other activities.....					
3.7 Total hours of individual study	<b>126</b>				
3.9 Total hours/semester	<b>168</b>				
3.10 Number of credits	<b>6</b>				

## 4. Pre-requisites (if applicable)

4.1 Curriculum	n.a.
4.2 Skills	n.a.

## 5. Conditions (if applicable)

5.1. concerning the course activities	Projector, whiteboard
5.2. concerning the seminar/laboratory activities	whiteboard

6. Specific skills acquired	
Professional skills	C1, C2, C4, C5
Transversal Skills	CT3

### 7. Objectives of discipline (resulting from the grid of specific skills acquired)

7.1 General objective of discipline	<ul style="list-style-type: none"> <li>Acquiring essential skills on the theory and practice of e-business and e-commerce management.</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>Understanding the basics of e-business management in order to keep pace with technology, strategy and implementation.</li> <li>Developing a structured approach to planning, implementing, assessing, and improving e-business strategy for all types of organization.</li> <li>Understanding the trends in managing e-business security and e-marketing techniques such as social media and search engine optimization.</li> <li>Acquiring skills for practical analysis of e-businesses</li> </ul>

### 8. Contents

8.1 Course (C)	Teaching methods	Observations
8.1.1. The presence on the web. Advantages	Case studies, Lecture, problem-solving, debate, deduction, illustration	
8.1.2. Stages of presence on the web.		
8.1.3. e-Businesses vs. Traditional business. SWOT analysis		
8.1.4. Overview of e-Business models		
8.1.5. Models of e-business. E-directories. E-mailing		
8.1.6. Models of e-business. E-auctions - online auctions. E-banking - online banking.		
8.1.7. Models of e-business. E-commerce - selling and marketing goods and services through technologies offered by Internet		
8.1.8. Models of e-business. E-shop. E-procurement		
8.1.9. Models of e-business. E shipping - electronic supply. E-brokering - Virtual stock.		
8.1.10. Models of e-business. E-working - VEs. Virtual Communities.		
8.1.11. Models of e-business. Collaborative electronic platforms.		
8.1.12. Electronic Payment Systems		
1.8.13. Intermediaries in online transactions		
1.8.14. Social media and search engine optimization		
Bibliography		
<ol style="list-style-type: none"> <li>Chaffey Dave, E-Business and E-Commerce Management, 5th Edition, Financial Times/Prentice Hall, 2011</li> <li>Grant Robert M., Contemporary Strategy Analysis, 8th Edition, Wiley, 2013.</li> <li>Ian Daniel, E-commerce Get It Right!, NeuroDigital, 2011.</li> <li>Chaffey Dave, Digital Marketing: Strategy, Implementation and Practice, Pearson, 5<sup>th</sup> Edition, 2012.</li> </ol>		
8.2 Seminar (S)	Teaching methods	Observations

8.2.1. E-directories	Case studies, on-line research, questioning, debate, deduction, applications, examples	
8.2.2. Mailing - email		
8.2.3. E-auctions - online auction		
8.2.4. E-banking - online banking		
8.2.5. E-commerce - selling and marketing goods and services through technologies offered by Internet		
8.2.6. E-shop		
8.2.7. E-procurement. E shipping - electronic supply		
8.2.8. E-brokering - Virtual stock		
8.2.9. E-working - VEs		
8.2.10. virtual communities		
8.2.11. Electronic Collaboration Platform		
8.2.12. Electronic Payment System		
8.2.13. e-Businesses. SWOT Analysis		
8.2.14. Social media and search engine optimization		
Bibliography:		
1. Chaffey Dave, E-Business and E-Commerce Management, 5th Edition, Financial Times/Prentice Hall, 2011		
2. Grant Robert M., Contemporary Strategy Analysis, 8th Edition, Wiley, 2013.		
3. Ian Daniel, E-commerce Get It Right!, NeuroDigital, 2011.		
4. Chaffey Dave, Digital Marketing: Strategy, Implementation and Practice, Pearson, 5 <sup>th</sup> Edition, 2012.		

**9. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program**

<ul style="list-style-type: none"> <li>Understanding the basics of e-business management in order to keep pace with technology, strategy and implementation. The ability to use the Internet in business.</li> </ul>
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**10. Assessment**

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	Understanding the content of the course		30 percent
10.5 Seminar (S)	Ability to apply and correlate different concepts of e-business management	Research and case study	70 percent
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard			
<ul style="list-style-type: none"> <li>Knowledge and understanding of the course content at the level of essential ideas</li> <li>Obtaining at least 5 points (out of 10) for the work presented at the seminar</li> <li>Obtaining at least 5 points (10) as a final grade.</li> </ul>			

**Date**

**Course titleholder:**

**Seminar titleholder:**

25.09.2019 Lecturer Mirabela-Constanța MATEI, PhD.  
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**Director of Department,**

**Professor Maria-Madela ABRUDAN, PhD**

**Date of approval in the Department**  
**27.09.2019**

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**Dean,**

**Professor Alina BĂDULESCU, PhD**

**Date of approval in The Council of the Faculty of Economic Sciences:**  
**30.09.2019**

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<sup>1</sup> State the contact information (telephone, e-mail, web page, etc) of the academic institution beneficiary of the *Syllabus*

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