

SYLLABUS

1. Information regarding the program

1.1 Higher education institution	University of Oradea
1.2 Faculty	Faculty of Economic Sciences
1.3 Department	Department of Economics
1.4 Field of study	Business Administration
1.5 Cycle of study	Cycle I - Bachelor
1.6 Program of study /Degree	Business Administration / Bachelor Degree

2. Information regarding the discipline

2.1 Name of discipline	Electronic trade						
2.2 Course titleholder	Associate Professor Ioana POP COHUȚ, Ph. D.						
2.3 Seminar titleholder	Associate Professor Ioana POP COHUȚ, Ph. D.						
2.4 Year of study	II	2.5 Semester	4	2.6 Type of assessment	Ex	2.7 Type of discipline	O

(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	1	3.3 seminar	2
3.4 Total of hours in the Curriculum	42	out of which: 3.5 course	14	3.6 seminar	28
Distribution of hours:					
Studying the workbook, course book, bibliography and notes					40
Supplementary documentation in the library, on electronic specialty sites and in the field					30
Preparing seminars/laboratories, themes, projects, portfolios and essays					30
Tutorship					4
Assessment activities					22
Other activities					
3.7 Total hours of individual study	126				
3.9 Total hours/semester	168				
3.10 Number of credits	6				

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	Course room equipped with projector and whiteboard
5.2. concerning the seminar/laboratory activities	<ul style="list-style-type: none"> • Seminar room equipped with projector and whiteboard; • Internet access for bibliographic documentation; • Access to University of Oradea Library for bibliographic documentation.

6. Specific skills acquired	
Professional skills	<p>C1. Collection, processing and analysis of the information regarding the interaction between business environment – firm / organisation</p> <p>C1.1 Description of the paradigms, concepts and economic theories regarding the influence of the external business environment on the firm/organisation</p> <p>C1.2 Explanation and interpretation of the relation of economic influence exerted by the external business environment on the firm/organization</p> <p>C1.3 Applying the adequate instruments for the analysis of the influence relation exerted by the external business environment on the firm/organization</p> <p>C1.4 Critical –constructive assessing and/or resolving of an issue concerning the economic influence relation exerted by the external business environment on the firm/organization</p> <p>C1.5 Developing of a project investigating the economic influence exerted by the external business environment on the firm/organization</p> <p>Designing a SWOT analysis of the firm/organization in its interaction with the external business environment</p> <p>C2. Assistance for administration of the assembly activity of the firm/organisation</p> <p>C2.1 Identification of the concepts and theories associated to the firm/organisation</p> <p>C2.2 Explanation and interpretation of the relations between the entities of the firm/organisation</p> <p>C2.3 Applying the adequate instruments to solve a problem concerning the relations between the subdivisions of a firm/organization</p> <p>C2.4 Critical –constructive assessing and/or resolving of an issue concerning the operation of the firm/organization</p> <p>C2.5 Elaborating of an analysis concerning the relations with economic impact between the subdivisions of the firm/organization</p> <p>Elaboration of a plan for functional and structural analysis of the firm/ organization</p> <p>C3. Administration of the activity of a subdivision of the structure of the firm/organisation</p> <p>C3.1 Identification of the economic implications associated to the operation and administration of a subdivision of teh firm/organisation</p> <p>C3.2 Explanation and interpretation of the economic and social implications associated to the operation and administration of the subdivisions of the firm/organisation</p> <p>C3.3 Applying the specific instruments for the analysis of the functioning of a subdivision of the firm/organization</p> <p>C3.4 Critical –constructive assessing and/or resolving of an issue concerning the operation and administration of a subdivision of the firm/organization</p> <p>C3.5 Elaborating of a study regarding the operation and administration of a subdivision of the firm/organization</p> <p>Projection of a research concerning the better operating of a subdivision of the firm/ organization</p>
Transversal Skills	<p>CT1. Applying the principles, norms and professional ethics values in the personal strategy of rigorous, efficient and responsible work.</p> <p>Finding real time solutions, having qualified assistance, solving a real/hypothetical problem at the workplace, complying with the rules of professional ethics.</p> <p>CT2. Identifying the roles and responsibilities in a multi-specialized team and using the relationship techniques and efficient work in the team. Designing a work/project, assuming the responsibility of tasks specific to the role of multi-specialized team.</p> <p>CT3. Identifying the opportunities of continuous formation and values – the efficient implementation of the resources and educational techniques for the personal development. Developing and presenting with arguments the application of a personal professional development plan.</p>

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

7.1 General objective of discipline	<ul style="list-style-type: none"> This course is designed to familiarize students with the decisions involved in running an on-line business and the concepts and principles for making those decisions. The course focuses on the on-line retail industry including retailers of consumer services. Include on-line legislation, requirements, on-line customer relationship management, information systems and supply chain management, managing on-line store, on-line planning systems, buying and sourcing and retail pricing.
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	<ul style="list-style-type: none"> • Knowledge, understanding concepts, theories and basic methods of on-line commercial activity and use this knowledge in skills training necessary for planning, initiating, organizing and running an on-line business, in explaining and interpreting the concepts, situations, processes and e-commerce activities of specific projects.
7.2 Specific objectives	<ul style="list-style-type: none"> ▪ capacity for knowledge, appreciation of the organization, management and operation of electronic trade; ▪ correct use of concepts, categories, discipline-specific e-commerce concepts, empowering own cognitive approach in electronic trade; ▪ forming their own beliefs and concepts about internet business models; ▪ performance evaluation of an online business, identify the advantages and disadvantages of classic e-commerce to trade; ▪ skills in applying methods of payment in e-commerce; ▪ level skills in using the Internet to organize and develop a business online; ▪ appropriate use of standard evaluation criteria and methods for evaluating the quality of the merits and limitations of processes, programs, projects, concepts, methods and theories; ▪ Develop professional projects using the principles and calculation methods of analysis and specific business activities online.

8. Contents

8.1 Course (C)	Teaching methods	Observations
Internet - e-commerce infrastructure	Lectures, heuristic conversation, Teaching - learning using computer	Power-point slides presentation using video-projector. Computer with Internet access
The advantages of using information networks and www in trading	Lectures, heuristic conversation; Teaching - learning using computer	Power-point slides presentation using video-projector. Computer with Internet access
The digital economy and e-commerce features	Lectures, heuristic conversation Problem-solving, case study, Teaching - learning using computer	Power-point slides presentation using video-projector. Computer with Internet access
WAP electronic commerce and the electronic money	Lectures, heuristic conversation Problem-solving, case study, Teaching - learning using computer	Power-point slides presentation using video-projector. Computer with Internet access
Advantages and disadvantages of electronic commerce to trade classic	Lectures, heuristic conversation, Teaching - learning using computer	Power-point slides presentation using video-projector. Computer with Internet access
Typology organization and development of electronic commerce - internet business models	Lectures, heuristic conversation, Teaching - learning using computer	Power-point slides presentation using video-projector. Computer with Internet access
Typology organization and development of electronic commerce - Types of sites used in e-commerce	Lectures, heuristic conversation Problem-solving, case study, Teaching - learning using computer	Power-point slides presentation using video-projector. Computer with Internet access

Typology organization and development of electronic commerce - organization and protection of information, methods of payment	Lectures, heuristic conversation Problem-solving, case study, Teaching - learning using computer	Power-point slides presentation using video-projector. Computer with Internet access
Electronic commerce in Romania - evolution, advantages and disadvantages	Lectures, heuristic conversation Problem-solving, case study, Teaching - learning using computer	Power-point slides presentation using video-projector. Computer with Internet access
Online stores in Romania and development of domestic e-commerce	Lectures, heuristic conversation Problem-solving, case study, Teaching - learning using computer	Power-point slides presentation using video-projector. Computer with Internet access
Performance evaluation of a business on - line	Lectures, heuristic conversation Problem-solving, case study, Teaching - learning using computer	Power-point slides presentation using video-projector. Computer with Internet access
Legislative in e-business	Lectures, heuristic conversation Problem-solving, case study, Teaching - learning using computer	Power-point slides presentation using video-projector. Computer with Internet access
<p>Bibliography:</p> <ol style="list-style-type: none"> 1. Pop CoHuț, Ioana Pop, <i>Electronic Trade</i>, University of Oradea, Oradea, https://e.uoradea.ro/, 2020. 2. Pop CoHuț, Ioana Pop, <i>Electronic Commerce</i>, Ed. University of Oradea, ISBN: 978-606-10-1255-8; Format A4, 220 pages, Oradea, 2014. 3. Barefoot, Coy, <i>e-commerce revolution</i>, Ed. Amaltea, Bucharest, 2004; 4. Bichler Martin, <i>The Future of e-Markets</i>, Cambridge University Press, 2004; 5. Bucur, Cristina Mihaela, <i>Electronic commerce</i>, Ed. ASE, Bucharest, 2002; 6. Pour Mehdi Khosrow, <i>E-Commerce Trends for Organizational Advancement. New Applications and Methods</i>, Information Science Reference, Hershey, New York, 2010; 7. Peacock, Michael, <i>Selling Online with Drupal e-commerce</i>, Packt Publishing, 2008; 8. Rosca Ion Gh. (Eds.); Cristina Bucur, Timofte Stanciu, Carmen; Paiu Octavian, Vișean Mirela, <i>Electronic commerce, concepts, technologies and applications</i>, Ed. Economica, Bucharest, 2004; 9. Kenneth Laudon; Carol Guercio, <i>E-Commerce 2009 Business, Technology and Society</i>, Prentice Hall, 2009; 		
8.2 Seminar (S)	Teaching methods	Observations
8.2.1 Organizational seminar: e-commerce concept, activities, working groups;	lectures, heuristic conversation; Teaching - learning using computer	Study case. Computer with Internet access
8.2.2. The infrastructure of e-commerce;	Debate, heuristic conversation; Teaching - learning using computer	Study case. Computer with Internet access
8.2.3. Electronic commerce - conceptual framework	Case study, team work	Study case. Computer with Internet access
8.2.4. Steps in building an e-commerce business	Heuristic conversation, Case study; Teaching - learning using computer	Study case. Individual work; Computer with Internet access
8.2.5. Advantages and disadvantages of electronic commerce to trade classic - case studies	Debate, Case study; Teaching - learning using computer	Study case. Group works; Computer with Internet access

8.2.6. Internet business models	Case study, team work	Individual work at the computer – building an e-commerce store; Computer with Internet access
8.2.7. Consumer protection in e-commerce	Heuristic conversation, Case study; Teaching - learning using computer	Individual work at the computer – building an e-commerce store; Study case. Computer with Internet access
8.2.8. Methods of payment	Case study, team work; Teaching - learning using computer	Individual work at the computer – building an e-commerce store; Study case. Computer with Internet access
8.2.9. Electronic commerce in Romania	Problem solving; Teaching - learning using computer	Individual work at the computer – building an e-commerce store; Study case. Computer with Internet access
8.2.10. Case Study: online stores	Debate, Problem solving; Teaching - learning using computer	Individual work at the computer – building an e-commerce store; Study case. Computer with Internet access
8.2.11. Legislation on e-commerce in the EU and Romania	Debate, Problem solving; Teaching - learning using computer	Study case. Computer with Internet access
8.2.14. Final evaluation of seminar activity	Heuristic conversation	Study case. Computer with Internet access
Bibliography:		
<ol style="list-style-type: none"> 1. Pop CoHuț, Ioana Pop, <i>Electronic Trade</i>, University of Oradea, Oradea, https://e.uoradea.ro/, 2020. 2. Pop CoHuț, Ioana Pop, <i>Electronic Commerce</i>, Ed. University of Oradea, ISBN: 978-606-10-1255-8; Format A4, 220 pages, Oradea, 2014. 3. Barefoot, Coy, <i>e-commerce revolution</i>, Ed. Amaltea, Bucharest, 2004; 4. Bichler Martin, <i>The Future of e-Markets</i>, Cambridge University Press, 2004; 5. Bucur, Cristina Mihaela, <i>Electronic commerce</i>, Ed. ASE, Bucharest, 2002; 6. Pour Mehdi Khosrow, <i>E-Commerce Trends for Organizational Advancement. New Applications and Methods</i>, Information Science Reference, Hershey, New York, 2010; 7. Peacock, Michael, <i>Selling Online with Drupal e-commerce</i>, Packt Publishing, 2008; 8. Rosca Ion Gh. (Eds.); Cristina Bucur, Timofte Stanciu, Carmen; Paiu Octavian, Vișean Mirela, <i>Electronic commerce, concepts, technologies and applications</i>, Ed. Economica, Bucharest, 2004; 9. Kenneth Laudon; Carol Guercio, <i>E-Commerce 2009 Business, Technology and Society</i>, Prentice Hall, 2009; 		

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

Course content is consistent with those of similar disciplines taught at bachelor study programs at faculties in the country and abroad. In meetings with representatives of professional associations and employers, they were consulted on the content of discipline so that the skills acquired by graduates of this specialization to meet labour market requirements. The discipline Electronic Trade, the assumed powers, provides:

- use of methods and techniques for planning, organizing, teaching and conducting business online trading, setting the correct use of techniques and forecasting demand for goods online;
- determining, organizing and managing the range of products sold under the trade activities online;
- organization and establishment of flows of goods for the proper management of the delivery times;
- correct use techniques and tracking of prices and price developments in trade marketed online;
- Implementation of projects or study for the necessary material resources and / or financial initiate or develop their business activities online.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of
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Date	Course titleholder:	Seminar titleholder:
25.09.2020	Associate Professor Ioana POP COHUȚ, PhD. E-mail: ipop@uoradea.ro	Assistent Anca PUP, PhD. / Associate Professor Ioana POP COHUȚ, PhD. E-mail: ipop@uoradea.ro

**Director of Department,
Associate Professor Bâc, PhD**

**Date of approval in
the Department:**

29.09.2020

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**Date of approval in
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30.09.2020

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