

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Business Administration
1.8. Language of study	English
1.9. Academic year	2019-2020

2. Information on the discipline

2.1. Name	Online business administration models								
2.2. Code	19.0254IF1.2-0004								
2.3. Year of study	1	2.4. Semester	2	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	6
2.8. Leaders	C(C)	lect.univ.dr. ANAGNOSTE G SORIN				sorin.anagnoste@gmail.com			
	S(S)	lect.univ.dr. ANAGNOSTE G SORIN				sorin.anagnoste@gmail.com			
	S(S)	cadrul did. asoc. BERTE DAN RADU				danberte@gmail.com			

3. Estimated Total Time

3.1. Number of weeks	14.00		
3.2. Number of hours per week	3.00	of which	
		C(C)	1.00
		S(S)	2.00
3.3. Total hours from curriculum	42.00	of which	
		C(C)	14.00
		S(S)	28.00
3.4. Total hours of study per semester (ECTS*25)	150.00		
3.5. Total hours of individual study	108.00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	42.00		
Additional documentation in the library, on specialized online platforms and in the field	20.00		
Preparation of seminars, labs, assignments, portfolios and essays	42.00		
Tutorials			
Examinations	4.00		
Other activities			

4. Prerequisites

4.1. of curriculum	
4.2. of competences	

5. Conditions

for the C(C)	The courses take place in rooms that provide computers connected to the internet and multimedia equipment
for the S(S)	The seminars take place in rooms that provide computers connected to the internet and multimedia equipment

6. Acquired specific competences

	C4	Develop and implement methods that ensure the attraction, development and loyalty of human resources.
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7. Objectives of the discipline

7.1. General objective	This subject will present students different aspects and models that refer to businesses that have an online presence and will present the integration of the marketing functions and strategies within these companies
7.2. Specific objectives	

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1			
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Bibliography

- Anon, Josh, The Product Book. How to Become a Great Product Manager, Product School, 2019
- Segall, Ken, Insanely Simple, Penguin Books Ltd, 2012
- Kocienda, Ken, Creative Selection: Inside Apple's Design Process During the Golden Age of Steve Jobs., Macmillan, 2019
- Cagan, Marty, INSPIRED: How to Create Tech Products Customers Love. Wiley, 2017
- Lightfoot, David, BMW Z4: Design, Development and Production--How BMW Creates the Ultimate Driving Machines, 2012

8.2. S(S)		Teaching/Work methods	Recommendations for students
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7			

Bibliography

- Anon, Josh, The Product Book. How to Become a Great Product Manager, Product School, 2019
- Segall, Ken, Insanely Simple, Penguin Books Ltd, 2012
- Kocienda, Ken, Creative Selection: Inside Apple's Design Process During the Golden Age of Steve Jobs., Macmillan, 2019

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

The content of the subject has been correlated with the requirements provided by the business environment from Romania at the professional meetings and discussions organized at the Department's headquarter.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)			40.00
10.2. S(S)			10.00
10.3. Final assessment	Final exam	Exam	50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	Obtaining at least 50 points		

Date of listing,
06/06/2020

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,