

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 Economic Informatics and Cybernetics
1.4. Field of study	Business Administration
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Business Administration (in English language)
1.8. Language of study	English
1.9. Academic year	2019-2020

2. Information on the discipline

2.1. Name	Technologies for e-business									
2.2. Code	19.0153IF1.2-0005									
2.3. Year of study	1	2.4. Semester	2	2.5. Type of assessment	Test	2.6. Status of the discipline	O	2.7. Number of ECTS credits	4	
2.8. Leaders	C(C)	conf.univ.dr. VESPAN Dragos Marcel					dragos.vespan@ie.ase.ro			
	L/P(L/P)	conf.univ.dr. VESPAN Dragos Marcel					dragos.vespan@ie.ase.ro			
	L/P(L/P)	lect.univ.dr. VESPAN Alina-Mihaela					alina.vespan@ie.ase.ro			
	L/P(L/P)	Asociat dr. ISAILĂ NARCISA					Narcisa.Isaila@csie.ase.ro			

3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	4.00 of which
	C(C) 2.00
	L/P(L/P) 2.00
3.3. Total hours from curriculum	56.00 of which
	C(C) 28.00
	L/P(L/P) 28.00
3.4. Total hours of study per semester (ECTS*25)	100.00
3.5. Total hours of individual study	44.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	14.00
Additional documentation in the library, on specialized online platforms and in the field	10.00
Preparation of seminars, labs, assignments, portfolios and essays	14.00
Tutorials	4.00
Examinations	2.00
Other activities	

4. Prerequisites

4.1. of curriculum	General informatics
4.2. of competences	Designing and elaborating electronic documents Modeling and automation of data processing procedures

5. Conditions

for the C(C)	Room with computer and videoprojector, with Internet access
for the L/P(L/P)	Computer laboratory (1 PC / student); LAN and Internet connection,

6. Acquired specific competences

PREFESSIONAL	C5	Utilization of databases specific to business administration
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7. Objectives of the discipline

7.1. General objective	Competences and practical abilities regarding the use of current IT tools in the context of electronic business (E-Business)
7.2. Specific objectives	Cunoașterea modelelor de afaceri în mediul Internet și a caracteristicilor acestora; Înșușirea competențelor de modelare și formalizare a documentelor pentru culegerea și raportarea online a datelor; Utilizarea tehnologiilor informatice aplicabile în domeniul E-Business (HTML 5, CSS 3, XML etc.)

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	The Internet – architecture and services	Presentation based on PowerPoint slides.	-
2	Computer networks as support for communication within organisations.	Presentation based on PowerPoint slides.	-
3	Business models in the Internet.	Presentation based on PowerPoint slides.	-
4	Web documents and sites - structure, description languages.	Presentation based on PowerPoint slides.	-
5	Content management systems: architecture, standard models, user management.	Presentation based on PowerPoint slides.	-
6	The realization of user interfaces for web applications with HTML 5 and CSS 3; adaptations for mobile devices.	Presentation based on PowerPoint slides.	-
7	Techniques for collecting and analyzing data in business applications.	Presentation based on PowerPoint slides.	-
8	Data security in computer networks	Presentation based on PowerPoint slides.	-

Bibliography

- V. Avram, D. Vespan, D. Avram, A. Ion, Internet Technologies for Business, Ed. ASE, București, 2009, România
- Dragos Vespan, Tehnologii pentru E-Business - suport de curs (format electronic), 2017, en.it.ase.ro, România
- Alina-Mihaela Vespan, Tehnologii pentru E-Business - suport de curs (format electronic), 2017, fr.it.ase.ro

8.2. L/P(L/P)		Teaching/Work methods	Recommendations for students
1	Creating websites by using WYSiWYG editors.	Presentation on computer connected to beamer and exemplification	
2	Using web description languages for web documents: HTML 5.	Presentation on computer connected to beamer and exemplification	
3	Using web description languages for web documents: HTML 5.	Presentation on computer connected to beamer and exemplification	
4	Using web description languages for web documents: CSS 3.	Presentation on computer connected to beamer and exemplification	
5	Using web description languages for web documents: CSS 3.	Presentation on computer connected to beamer and exemplification	
6	Installation and configuration of content management system.	Presentation on computer connected to beamer and exemplification	
7	Administrative tools for content management systems. Backup and restore procedures.	Presentation on computer connected to beamer and exemplification	
8	Creating content and structuring information.	Presentation on computer connected to beamer and exemplification	
9	Managing users and access rights.	Presentation on computer connected to beamer and exemplification	
10	Implementing an e-commerce solution.	Presentation on computer connected to beamer and exemplification	
11	Using DOM to extract data from web pages.	Presentation on computer connected to beamer and exemplification	
12	Simulating the user's navigation behaviour.	Presentation on computer connected to beamer and exemplification	
13	Showing and hiding web page elements dynamically, according to the client device.	Presentation on computer connected to beamer and exemplification	
14	Project evaluation.	Presentation on computer connected to beamer and exemplification	

Bibliography

- V. Avram, D. Vespan, D. Avram, A. Ion, Internet Technologies for Business, Ed. ASE, București, 2009, România
- D. Vespan, Tehnologii pentru E-Business - suport de seminar (format electronic), 2017, en.it.ase.ro, România
- A-M Vespan, Tehnologii pentru E-Business - suport de seminar (format electronic), 2017, fr.it.ase.ro

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 introduced contents ensure the requirements for acquiring the level of „power user”, a specialist in business transactions and procedures, having advanced skills regarding computer use. This type of personnel is especially required by SMEs, which do not afford a specialized IT department / staff, but are concerned with the business opportunities of the online environment.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. L/P(L/P)	Involvement and preparation for seminar classes. Personal presentation of the project is a mandatory condition for getting into final exam.	Recording frequency, interaction in class and homeworks.	20.00
10.2. L/P(L/P)	Realisation of the individual project. Presentation of individual project is condition for participating at the final exam	Assessing projects' compliance with the set requirements.	20.00
10.3. Final assessment	Written test paper	The answers are evaluated for correctness, using an established grading scheme.	60.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	Proper defining and application of appropriate instruments for modeling and administration of e-business solutions; Working knowledge of standard languages for describing and formatting electronic documents.		

Date of listing,
10/25/2021

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,