

Syllabus

1. Programme information

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|------------------------|--|
| 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 French language) |
| 1.8. Language of study | French |
| 1.9. Academic year | 2019-2020 |

2. Information on the discipline

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|--------------------|------------------------------------|---|----------|-------------------------|-------------|-------------------------------|------------------------|-----------------------------|----------|--|
| 2.1. Name | Technologies for e-business | | | | | | | | | |
| 2.2. Code | 19.0154IF1.2-0005 | | | | | | | | | |
| 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) | lect.univ.dr. VESPAN Alina-Mihaela | | | | | alina.vespan@ie.ase.ro | | | |
| | L/P(L/P) | lect.univ.dr. VESPAN Alina-Mihaela | | | | | alina.vespan@ie.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

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

5. Conditions

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| 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

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|--------------|----|---|
| PREFESSIONAL | C5 | Utilization of specific databases for business administration |
|--------------|----|---|

7. Objectives of the discipline

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|--------------------------|--|
| 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. | == "" == | - |
| 3 | Business models in the Internet. | == "" == | - |
| 4 | Web documents and sites - concepts, structure, description languages. | == "" == | - |
| 5 | Content management systems for e-Business | == "" == | - |
| 6 | Techniques for collecting and analyzing data in business applications. | == "" == | - |
| 7 | Data security and confidentiality in computer networks | == "" == | |
| 8 | Tools for Web sites development - support for e-Business | == "" == | |
| 9 | Internet - communication, navigation and information retrieval | == "" == | |
| 10 | Creating and optimizing user interfaces for Web applications in HTML5 and CSS3. Adaptation to mobile devices. | == "" == | |

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 documents and websites by using WYSIWYG editors. | Presentation on computer connected to beamer and exemplification | |
| 2 | Using web description languages for web documents | Presentation on computer connected to beamer and exemplification | |
| 3 | Using web description languages for web documents | Presentation on computer connected to beamer and exemplification | |
| 4 | Installation and configuration of content management system. | Presentation on computer connected to beamer and exemplification | |
| 5 | Administrative tools for content management systems. | Presentation on computer connected to beamer and exemplification | |
| 6 | Presentation and exemplification of development options for content management systems. | Presentation on computer connected to beamer and exemplification | |
| 7 | Creating content and structuring information. | Presentation on computer connected to beamer and exemplification | |
| 8 | Implementing an e-commerce solution. | | |
| 9 | Project evaluation. | Presentation on computer connected to beamer and exemplification | |
| <p>Bibliography</p> <ul style="list-style-type: none"> - V. Avram, D. Vespan, D. Avram, A. Ion, Internet Technologies for Business, Ed. ASE, București, 2009, România - A-M Vespan, Tehnologii pentru E-Business - suport de seminar (format electronic), 2018, 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) | Realisation of the individual (or group) project, of homeworks, frequency and interaction during seminar classes. Personal realisation and presentation of the project is a mandatory condition for getting into final exam. | Assessing projects' compliance with the set requirements. | 40.00 |
| 10.2. Final assessment | Written or online exam | The answers are evaluated for correctness, using an established grading scheme. | 60.00 |
| 10.3. Modality of grading | Whole notes 1-10 | | |
| 10.4. 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,