

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

2. Information on the discipline

2.1. Name	Technologies for e-business								
2.2. Code	19.0155IF1.2-0005								
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. ÎNTORSUREANU Iulian Costinel				iulian.intorsureanu@ie.ase.ro			
	L/P(L/P)	conf.univ.dr. ÎNTORSUREANU Iulian Costinel				iulian.intorsureanu@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	21.00
Additional documentation in the library, on specialized online platforms and in the field	
Preparation of seminars, labs, assignments, portfolios and essays	21.00
Tutorials	1.00
Examinations	1.00
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 specific data bases for 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	Knowledge of Internet-based business models and their characteristics. Using relevant information technologies (HTML 5, CSS 3, XML etc.)

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	The Internet – architecture, characteristics and evolution. Data communications: network protocols, addresses, URLs.	Presentation based on PowerPoint slides.	
2	Local networks, equipment. Internet services. WorldWideWeb – characteristics. Web 2.0, Web 3.0, Internet of Things.	== "" ==	
3	HTML (1) – basics. Web page structure. Elements for text structuring. Graphics. Hyperlinks.	== "" ==	
4	HTML (2) – tables. Forms. Layout elements. Multimedia elements.	== "" ==	
5	Formatting web pages with CSS (1). Stylesheets, CSS rules. Text formatting properties. Blocks – properties and positioning.	== "" ==	
6	Formatting web pages with CSS (2). General formatting – id's, style classes. Effects, transformations, animation.	== "" ==	
7	E-Business: concepts, Internet-based business categories. E-Commerce in Romania – history and trends. Relevant policies of the European Union. Personal data regulations.	== "" ==	
8	Options for the implementation of E-Commerce sites. Processes, roles, tools.	== "" ==	
9	Methodology aspects for the development of enterprise websites. Graphic design approaches. Responsive and mobile-centric design. Web design frameworks.	== "" ==	
10	Content Management Systems: architecture, standard models, user management.	== "" ==	
11	Cloud services for websites and web apps. Online collaboration platforms for businesses.	== "" ==	
12	Graphics languages for the web. Canvas, SVG.	== "" ==	
13	Data security in computer networks and the Internet.	== "" ==	
14	Evaluation (written paper)	Evaluation	
<p><i>Bibliography</i></p> <ul style="list-style-type: none"> - V. Avram, D. Vespan, D. Avram, A. Ion, Internet Technologies for Business, Ed. ASE, București, 2009, România - I. Întorsureanu, Tehnologii pentru E-Business - suport de curs (format electronic), 2019, online.ase.ro, România 			

8.2. L/P(L/P)		Teaching/Work methods	Recommendations for students
1	Creating web pages with WYSIWYG editors (1): basics, formatting, tables.	Practical exercises on the computer.	
2	Creating web pages and sites with WYSIWYG editors (2): design templates. Site navigation structures.	== "" ==	
3	Web page editing with HTML 5 (1): basic elements	== "" ==	
4	Web page editing with HTML 5 (2): tables, forms.	== "" ==	
5	CSS formatting (1): basic elements	== "" ==	
6	CSS formatting (2): id's, style classes, effects.	== "" ==	
7	Using a web design framework for responsive formatting.	== "" ==	
8	Using a Content Management System. (1). Creating content and structuring information.	== "" ==	
9	Using a CMS (2): navigation structures, formatting options. User management and access rights.	== "" ==	
10	Implementing an e-commerce solution (1)	== "" ==	
11	Implementing an e-commerce solution (2)	== "" ==	
12	Creating web graphics with Canvas and SVG.	== "" ==	
13	Cloud services and online collaboration platforms for businesses.	== "" ==	
14	Project evaluation.	Presenting and demonstrating the project.	
<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 - I. Întorsureanu, Tehnologii pentru E-Business - suport de seminar (format electronic), 2019, online.ase.ro, România 			

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)	Preparation and active participation in lab classes and preparation of homeworks.	The participation frequency and degree of interaction during lab classes, as well as homeworks, are evaluated	10.00
10.2. L/P(L/P)	Realisation of the individual project. Personal presentation of the project is a mandatory condition for getting into final exam.	Evaluated according to the established requirements	30.00
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,
05/12/2021

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,