

**SYLLABUS**  
**Academic Year 2024/2025**  
**1st Year of Study/ 2nd Semester**

**1. Information about the program**

1.1. Institution	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Study field	Business Administration
1.5. Level	Master
1.6. Study program	Master of Business Administration/ Business administration 242213 Expert accessing European structural and cohesion funds, 242222 Business Information Analyst, 242232 Sustainable Development Expert

**2. Information about discipline**

2.1. Discipline title		E-Business			2.2. Course code		BA 121				
2.3. Course coordinator			Proff. PhD Pastiu Carmen								
2.4. Seminar coordinator			Proff. PhD Pastiu Carmen								
2.5. Study year		I	2.6. Semester		II	2.7. Evaluation type (E/C/VP)		E	2.8. Type of course (C – compulsory, Op – optional, F - Facultative)		C

**3. Number of teaching hours per semester**

3.1. Teaching hours per week	<b>4</b>	from which: 3.2. course	<b>2</b>	3.3. seminar	<b>2</b>
3.4. Total of hours per semester	<b>56</b>	from which: 3.5. course	<b>28</b>	3.6. seminar/laboratory	<b>28</b>
Distribution of time					Number of hours
Study from course book					<b>50</b>
Supplementary documentation					<b>40</b>
Preparing for seminars, papers					<b>40</b>
Mentoring					<b>12</b>
Exams					<b>2</b>
Other activities .....					

Total of hours per individual study	<b>144</b>
3.8 Total of hours per study plan	<b>56</b>
3.9 Total of hours per semester	<b>200</b>
3.10 Number of ECTS credits allocated	<b>8</b>

**4. Preconditions** (when is the case)

4.1. of curriculum	<i>Other business disciplines</i>
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4.2. of competences	
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## 5. Conditions (when is the case)

5.1. for the course	<i>Amphitheatre with a laptop and Internet access</i>
5.2. for the seminar	<i>Laboratory with laptops and Internet access</i>

## 6. Specific competences

Professional competences	<p>S1. Creative application of research and problem-solving techniques in business management;</p> <p>S5. Leadership skills and a strong commitment to own professional development;</p> <p>S6. Establishing systems, capabilities and strategies for developing and diversifying the business environment;</p> <p>S7. Establishing the business plan, the strategies, the specific plans and programs, the necessary procedures, as well as identifying and applying corrective measures in order to achieve the expected objectives in the best possible conditions;</p> <p>S9. Specializing Master's degree students in business development in order for them to understand, analyze and evaluate the activities involved in a complex process of implementing an economic project.</p> <p>S10. Acquiring theoretical and practical knowledge in the field of business development;</p> <p>S15. Elaborating general organization development strategies (marketing and promotion strategies, etc.); developing studies and analysis, as well as technical-economic, organizational and efficiency opportunities for the specific activities of an organization;</p> <p>S22. Ability to design the methodology of conducting an online marketing research and to collect, analyze and interpret information</p>
Additional competences	-

## 7. Discipline objectives

7.1 General objective	<ul style="list-style-type: none"> <li>- <i>Understanding basic concepts in E-Business</i></li> <li>- <i>Maintaining the main E-Business specific tools</i></li> <li>- <i>Correctly identify the pages and constituents of E-commerce and E-Business sites</i></li> <li>- <i>Identifying the steps needed to expand / convert a Classic Business in E-Business</i></li> <li>- <i>Understanding and mastering specific research with regard to segmentation of the market, finding / choosing the niche and tracking / evaluating competition</i></li> <li>- <i>Understanding the types of online transactions and payment methods</i></li> <li>- <i>Understanding the role of E-Business in the global economy</i></li> <li>- <i>Knowledge and respect of legal issues with emphasis on online copyright</i></li> <li>- <i>Knowledge and enforcement of trade security measures for E-Business</i></li> <li>- <i>Know and apply the online advertising</i></li> <li>- <i>Building / Generating a Web Site for a Real Firm and measures to be taken to administer a business in the virtual environment</i></li> </ul>
7.2 Specific objective	- <i>Identifying the websites that reach their goal</i>

	<ul style="list-style-type: none"> <li>- Clarification and application of the concepts: <i>Brain, Attitude and Motivation</i></li> <li>- <i>BAM; Location-Location-Location; Information-Information-Information; Content-Traffic-For Sale-Presell-Monetize; Building Income through Content; Keyword-Focused-Content-Pages;</i></li> <li>- Understanding how e-business really works</li> </ul>
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## 8. Content

Course	Teaching methods	Remarks
<b>1. Introduction to E-Commerce and E-Business:</b> Meaning & Concept, E-Commerce vs. Traditional Commerce, Media Convergence Business applications & Need for E-Commerce, E-Business. Basics of E-Commerce: Network and electronic transactions today	Lecture, Discussions, Exemplifications	4 hours
<b>2. The Internet Environment for E- Commerce:</b> B2B, B2C transactions, providers and vendors	Lecture, Discussions, Exemplifications	2 hours
<b>3. Electronic Data Interchange to E-Commerce:</b> EDI, UN/EDIFACT Standard	Lecture, Discussions, Exemplifications	2 hours
<b>4. The Internet &amp; Extranet for E-Commerce:</b> Identification & Tracking tools for E-Commerce, Overview of Internet Bandwidth & Technology Issues	Lecture, Discussions, Exemplifications	4 hours
<b>5. Security Framework:</b> Security Concerns, Security Solutions – Symmetric & Asymmetric Cryptosystems, Digital Signatures, PKCS, Protocol for Secure messaging, key management, X.509 Certificates, SET protocols, E-Cash over the Internet.	Lecture, Discussions, Exemplifications	2 hours
<b>6. Business Process Reengineering:</b> BPR Approach, Strategic Alignment Model, BPR methodology, Rapid Re Methodology & PRLC	Lecture, Discussions, Exemplifications	2 hours
<b>7. Legal Issues:</b> Paper Document vs. Electronic Document, technology for authenticating electronic document, Laws for E-Commerce, EDI interchange agreement, Legal issues for internet Commerce, Cyber Security, Cyber Crimes	Lecture, Discussions, Exemplifications	4 hours
<b>8. Management of Change:</b> E-commerce in Romania	Lecture, Discussions, Exemplifications	2 hours
<b>9. Cyber Security and Crime</b> Objectives; Introduction; Cyber Security; Cybercrime; Computer Emergency; Response Team (CERT)	Lecture, Discussions, Exemplifications	2 hours
<b>10. Case Study:</b> Designing and building E-Commerce web site. Managing Products, Database, Shopping cart applications, Integrating mobile E-Commerce, Payment Gateways, Tracking Orders. Eg: Amazon.com, eBay.com.	Lecture, Discussions, Exemplifications	4 hours
<b>References</b>		
<ol style="list-style-type: none"> <li>1. Chan. H., Lee. R., Dillon. T., and Chang. E. (2008). E-Commerce: Fundamentals And Applications, Student ed. New Delhi: Willey India (P.) Ltd.</li> <li>2. Bajaj. K. K., and Nag. D. (2009). E-Commerce: The Cutting Edge of Business, 2nd ed. New Delhi: Tata McGraw-Hill.</li> </ol>		

3. Holcombe, C. (editor), E-Commerce Digest - An Advanced Guide To Ecommerce, Litlangs Publishing, 1110 Roberto del Rio, Depto. 401, Providencia, Santiago, Chile)		
<b>Seminar</b>		
1. Company's website and The opportunity of e-commerce	Interactive lectures; exemplification on real websites	4 hours
2. E-Marketing and E-Business Research	Interactive lectures; exemplification on real websites	4 hours
3. E-Business Plan, Acquisitions, franchises, joint ventures and scams, Financing E-Businesses	Interactive lectures; exemplification on real websites	4 hours
4. <i>Brain, Attitude and Motivation – BAM, Location-Location-Location, Information-Information-Information, Content-Traffic-Presell-Monetize</i> Concepts	Study Cases	4 hours
5. <i>Building Income through Content, Keyword-Focused-Content-Page</i> Concepts	Study Cases	4 hours
6. <i>Content Overwhelming</i> Concept	Study Cases	4 hours
7. E-Business Plan Evaluation	Study Cases	4 hours
<b>References</b>		
1. Kovács, L.A., Pop, G.M., <i>Blog, Collaboration and E-Commerce Theoretical and Applicative Research Project</i> , in China - USA Business Review, Volume 9, Number 9, September 2010 (Serial Number 87), pp. 30-40, David Publishing Company, 1840 2. Industrial Drive, Suite 160, Libertyville, IL 60048, ISSN 1537-1514, CBSN 270B0070, <a href="http://www.davidpublishing.com">www.davidpublishing.com</a> . 3. Kovács, L.A., Luca, T.I., Élthes, Z., <i>Comparative Analysis of Low-Cost Airlines Websites</i> , in Proceedings of the IABE-2009 Las Vegas - Annual Conference, Las Vegas, Nevada, USA, October 18-21, 2009, ISSN: 1932-7498 (pp.122-129)5. 4. Kovács, L.A., Élthes, Z., <i>Electronic Commerce in Romania</i> , in Proceedings of SDPS Transdisciplinary Conference on Integrated Systems, Design, & Process Science, IDPT- 2008 (Taichung, Taiwan, June 1-6, 2008). 5. Kovács, L.A., Chifu, C.I., Rus, V.R., <i>Computers and IT&amp;C in hotel's activity</i> , in Proceedings of the IABE 2008 Stockholm Summer Conference, Volume IV, Number 1, 2008, p.204-211, ISSN: 1932-7498, A Publication of the International Academy of Business and Economics (IABE.EU).		

**Corroborating the contents of the discipline with the expectations of epistemic community representatives, professional associations and representative employers in the field of the program**

The content of this file and implicitly of the course is the result of consulting information related to the business environment requirements, requirements that we became aware of during meetings with representatives of the business environment within the CEAC committees for the study programs of the Faculty of Economic Sciences.

The pragmatic nature of the discipline, resulting from the operationalization of the main activities specific to the organizations, is in accordance with the requirements of the contemporary economic community.

**Evaluation type**

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percent in the final grade
10.4 Course	- <i>Solving the exam requirements</i>	Multiple Choice Exam	50%
10.5 Seminar	- <i>Involvement in classes topic</i>	E-Business Plan (Project)	50%
	- <i>Scientific content of the papers</i>		
	- <i>Finishing the practical activities</i>		
10.6 Minimum performance standard: minimum grade 5			
Demonstrating the competences: - <i>Knowledge of the fundamental / specific notions and their use in the appreciation of E-Commerce and E-Business;</i> - <i>Ability to deploy and manage an E-Business website.</i>			

Submission date  
16<sup>th</sup> of september 2024

Course leader signature  
Proff. PhD Pastiu Carmen.

Seminar tutor signature  
Proff. PhD Pastiu Carmen.

Date of approval  
16<sup>th</sup> of september 2024

Department director signature  
Associate Professor PhD. Maican Silvia