

# 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	Entrepreneurship and Business Administration
1.8. Language of study	English
1.9. Academic year	2020-2021

## 2. Information on the discipline

2.1. Name	<b>Online business administration</b>								
2.2. Code	<b>20.0244IF2.1-0003</b>								
2.3. Year of study	<b>2</b>	2.4. Semester	<b>1</b>	2.5. Type of assessment	<b>Exam</b>	2.6. Status of the discipline	<b>O</b>	2.7. Number of ECTS credits	<b>6</b>
2.8. Instructors									

## 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	25.00
Additional documentation in the library, on specialized online platforms and in the field	25.00
Preparation of seminars, labs, assignments, portfolios and essays	25.00
Tutorials	25.00
Examinations	4.00
Other activities	4.00

## 4. Prerequisites

4.1. of curriculum	<ul style="list-style-type: none"> <li>• Business administration (or equivalent)</li> <li>• Marketing</li> <li>•</li> </ul>
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

	C6	Innovative use of information technology in the methods, techniques and tools specific to project management.
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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	<ul style="list-style-type: none"> <li>- Familiarizarea studentilor cu concepte legate de derularea afacerilor in mediul online, marketing pe internet, instrumente folosite in promovarea produselor si / sau serviciilor si / sau companiei, modele de afaceri, gestionarea resurselor umane, elemente de legislatie si protejarea spatiului personal al consumatorilor;</li> <li>- Pregatirea studentilor pentru a lucra in orice departament al unei companii care isi desfasoara activitatea in mediul digital si pentru a participa in luarea deciziilor legate de activitatea companiei pe internet;</li> </ul>

## 8. Contents

8.1. C(C)	Teaching/Work methods	Recommendations for students
0		
<b><i>Bibliography</i></b> -		
8.2. S(S)	Teaching/Work methods	Recommendations for students
0		
<b><i>Bibliography</i></b> -		

## 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
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10.1. Final assessment	Final exam	Exam	50.00
10.2. Modality of grading	Whole notes 1-10		
10.3. Minimum standard of performance	Obtaining at least 50 points		

Date of listing,  
12/17/2019

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,