

SYLLABUS

1. Information regarding the program

1.1 Higher education institution	University of Oradea
1.2 Faculty	Faculty of Economic Sciences
1.3 Department	Management-Marketing Department
1.4 Field of study	Management
1.5 Cycle of study	Cycle II – Master
1.6 Program of study /Degree	Advanced Management/Master Degree

2. Information regarding the discipline

2.1 Name of discipline	e-Business						
2.2 Course titleholder	Professor Mirabela-Constanța MATEI, Ph.D.						
2.3 Seminar titleholder	Assistant Professor Tomina SĂVEANU, Ph.D.						
2.4 Year of study	I	2.5 Semester	1	2.6 Type of assessment	Ex	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	3	out of which: 3.2 course	2	3.3 seminar	1
3.4 Total of hours in the Curriculum	42	out of which: 3.5 course	28	3.6 seminar	14
Distribution of hours:					
Studying the workbook, course book, bibliography and notes					26
Supplementary documentation in the library, on electronic specialty sites and in the field					40
Preparing seminars/laboratories, themes, projects, portfolios and essays					40
Tutorship					16
Assessment activities					4
Other activities.....					
3.7 Total hours of individual study	126				
3.9 Total hours/semester	168				
3.10 Number of credits	6				

4. Pre-requisites (if applicable)

4.1 Curriculum	n.a.
4.2 Skills	n.a.

5. Conditions (if applicable)

5.1. concerning the course activities	Projector, whiteboard
5.2. concerning the seminar/laboratory activities	whiteboard

6.1. Specific skills acquired

Professional skills	C1. In-depth analysis, synthesis and use of economic information in order to substantiate decisions within organizations. Application of leadership principles in the organization. C2. Development of operational syntheses, reports and complex studies necessary for the management of the organization using ICT. Identification and application of managerial functions to achieve the organization's objectives. C4. Development and implementation of complex projects by using concepts and methods specific to systemic analysis, synthesis and interpretation of economic and social processes C5. Evaluation and diagnosis of the internal and external environment of the organization, effective relationship with different categories of institutions and organizations in the economic and social environment
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Transversal Skills	CT3. Substantiation and assumption of economic strategies, under conditions of responsibility and autonomy
Skills/ ESCO Competencies	Knowledge of management theories, business strategies, organisational structures Skill to analyse business performance, apply strategic models, evaluate data Competence in use of ICT tools for supply chain, cost analysis

6.2. Learning outcomes

Knowledge	Knowledge of digital business models and ICT applications
Skills	Using ICT tools in organizational decision-making and communication
Responsibility & Autonomy	Responsibility for ethical and efficient use of digital technologies

7. Objectives of discipline (resulting from the grid of specific skills acquired)

7.1 General objective of discipline	Acquiring essential skills in theory and practice of e-business and e-commerce management.
7.2 Specific objectives	- Understanding the basics of e-business management to keep pace with technology, strategy and implementation. - Developing a structured approach to planning, implementing, assessing, and improving e-business strategy for all types of organization. - Understanding the trends in managing e-business security and e-marketing techniques such as social media and search engine optimization. - Acquiring skills for practical analysis of e-businesses

8. Contents

8.1 Course (C)	Teaching methods	Observations
8.1.1. Digital Presence on the Web: From static websites to AI-driven platforms.	Case studies, Lecture, problem-solving, debate, deduction, illustration	
8.1.2. Stages of Building a Digital Presence: Website, social media, mobile, omnichannel, immersive experiences.		
8.1.3. e-Business vs. Traditional Business: Updated SWOT analysis in the era of digital transformation.		
8.1.4. Overview of Modern e-Business Models: Platform economy, subscription models, gig economy, D2C (direct-to-consumer).		
8.1.5. Digital Marketing Foundations: SEO, SEM, social media, email, and content marketing (aligned with Google Fundamentals of Digital Marketing).		
8.1.6. Advanced Digital Marketing: AI-driven marketing, personalization, and marketing automation.		

8.1.7. E-Commerce Evolution: From e-shops to omnichannel, mobile commerce, and headless commerce.		
8.1.8. E-Procurement and Supply Chain Digitalization: Blockchain, AI, and automation.		
8.1.9. FinTech and Digital Banking: e-Payments, crypto, and decentralized finance (DeFi).		
8.1.10. Collaborative and Virtual Workspaces: Cloud platforms, remote work ecosystems, and virtual communities.		
8.1.11. Immersive Technologies in e-Business: AR/VR commerce, metaverse marketplaces.		
8.1.12. Data Analytics & Marketing Mix Modelling (MMM): Using AI to optimize strategy and measure performance.		
8.1.13. Sustainability and Green Digital Business Models.		
8.1.14. Ethics, Privacy, and Cybersecurity in e-Business.		
Bibliography		
1. Chaffey, D., Hemphill, T., & Edmundson-Bird, D. (2022). <i>Digital Business and E-Commerce Management</i> (8th ed.). Pearson. 2. Laudon, K. C., & Traver, C. G. (2023). <i>E-Commerce 2023: Business, Technology, Society</i>. Pearson. 3. Turban, E., Outland, J., King, D., Lee, J., Liang, T. P., & Turban, D. C. (2024). <i>Electronic Commerce 2024: A Managerial and Social Networks Perspective</i>. Springer. 4. Google (2025). <i>Fundamentals of Digital Marketing</i>. Google Digital Garage / Skillshop. [Free Certification Course]		
8.2 Seminar (S)	Teaching methods	Observations
8.2.1. Case Study: Building a Digital Presence 8.2.2. Hands-on SEO & SEM: Using Google tools (Search Console, Ads). 8.2.3. Social Media Campaign Design: Content calendars, audience targeting, influencer marketing. 8.2.4. E-Commerce Simulation: Setting up an online shop (Shopify/WordPress). 8.2.5. Customer Journey Mapping: From awareness to retention. 8.2.6. Email & Content Marketing Workshop: Using Mailchimp/HubSpot. 8.2.7. Analytics Lab: Using Google Analytics, AI dashboards. 8.2.8. E-Procurement and Supply Chain Digitalization – practical case study. 8.2.9. Digital Banking & Payment Systems – role play and evaluation. 8.2.10. Collaborative Platforms for Virtual Teams (Slack, MS Teams, Trello). 8.2.11. AR/VR in Marketing – examples and analysis. 8.2.12. Ethics & Cybersecurity Simulation – responding to a data breach case. 8.2.13. SWOT analysis of an e-Business model 8.2.14. Capstone project – final presentation	Case studies, on-line research, questioning, debate, deduction, applications, examples	
Bibliography:		
1. Google (2025). <i>Fundamentals of Digital Marketing</i>. Google Digital Garage / Skillshop. [Free Certification Course] 2. McKinsey & Company (2024). <i>The State of AI in 2024: The view from the front lines</i>. 3. Deloitte Insights (2023). <i>Global Marketing Trends</i>. 4. Accenture (2024). <i>Technology Vision: Meet Me in the Metaverse</i>. 5. Gartner (2024). <i>Digital Commerce Trends Report</i>.		

9.1. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program

- Understanding the basics of e-business management to keep pace with technology, strategy and implementation. The ability to use the Internet in business.

9.2. Use of generative artificial intelligence tools

The use of AI applications for specific tasks is permitted during course and seminar activities. The instructor will specify, for each assignment, whether the use of AI is allowed and how it may be utilized. Students are required to disclose—via a separate statement for each assignment, following the template provided in Annex 2 of the *Regulation on the Use of Generative Artificial Intelligence in Teaching and Research Activities at the Faculty of Economic Sciences, University of Oradea*—the tool used, the specific manner of its use, and the section where it was applied. This statement must be included at the beginning of the work submitted for the respective assignment.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	Understanding and application of digital business management concepts; ability to analyse business situations and justify managerial decisions.	<i>Summative assessment:</i> Week 7: Midterm exam: multiple-choice test + upload to the platform - course completion status (digital badge - Google Fundamentals of Digital Marketing) Week 13: Final upload to the platform - course completion (Google digital badge - Google Fundamentals of Digital Marketing)	60 percent
10.5 Seminar (S)	Ability to apply digital business and digital marketing concepts, critically analyse an existing business, develop feasible improvement recommendations, and communicate and defend managerial decisions.	<i>Continuous assessment:</i> Individual project and oral presentation, followed by questions and peer discussion. Topic: Digital Business Audit & Improvement Proposal (Oral presentations weeks 9, 10, 11, 13 and 14)	40 percent
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard Demonstrating an understanding of essential digital business management concepts; obtaining a minimum grade of 5/10 for the individual project; fulfilling the Google course completion requirements; and obtaining a minimum final grade of 5/10.			

Date

Course titleholder:

Seminar titleholder:

22.09.2026

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Date of approval
in the
Department

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25.09.2026

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**Date of approval
in The Council
of the Faculty of
Economic
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28.09.2026

Dean,

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