

# 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 (UNESCO)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Business Administration
1.8. Language of study	English
1.9. Academic year	2018-2019

## 2. Information on the discipline

2.1. Name	Online business administration models								
2.2. Code	18.0254IF1.2-0004								
2.3. Year of study	1	2.4. Semester	2	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	6

## 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	42.00		
Additional documentation in the library, on specialized online platforms and in the field	20.00		
Preparation of seminars, labs, assignments, portfolios and essays	44.00		
Tutorials			
Examinations	2.00		
Other activities			

#### 4. Prerequisites

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

	C4	Develop and implement methods that ensure the attraction, development and loyalty of human resources.
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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>- Familiarize students with concepts related to online business development, Internet marketing, tools used to promote products and / or services and / or company, business models, human resource management, legal elements and consumer privacy;</li><li>- Preparing students to work in any department of a company operating in the digital environment and to participate in decision-making regarding the company's activity on the Internet;</li></ul>

#### 8. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
8.1. Final assessment	Final exam	Exam	50.00
8.2. Modality of grading	Whole notes 1-10		
8.3. Minimum standard of performance	Obtaining at least 50 points		