



COURSE DESCRIPTION

1. Data concerning the program

1.1 Higher education institution	Valahia University of Târgoviște
1.2 Faculty / Department	Economic Sciences
1.3 Department	Management - Marketing
1.4 Area of academic study	Administrarea Afacerilor în Limba Engleză
1.5 Study Cycle	License
1.6 Study Program /Qualification	Business Administration

2. Data concerning the teaching unit

2.1 Title of the teaching unit		Electronic Commerce					
2.2 Coordinator (Course Lecturer)							
2.3 Seminar Lecturer							
2.4 Year of study	III	2.5 Semester	I	2.6 Type of evaluation	C	2.7 Course: mandatory /elective	M

3. Total estimated time (hours per semester of educational activities)

3.1 Numbers of hours per week	4	Of which: 3.2 course	2	3.3 seminar/laboratory	2
3.4 Total hours in curriculum	42	Of which: 3.5 course	28	3.6 seminar/laboratory	14
Time management					Hours
Studying after manual, references, recommended reading, course support and notes					16
Additional documentation in library, specialized e-platforms and on the ground					12
Preparation of seminars / labs, homework, portfolios and essays					10
Tutorship					4
Assessment					6
Other activities: case study, essay					10
3.7 Total no. of hours of individual study					58
3.9 Total no. of hours per semester					100
3.10 Number of ECTS					4

4. Pre-requirements (if applicable)

4.1 Teaching units	Business Informatics, Databases for Business
4.2 Competencies and skills	Management and allocation of financial and material resources

5. Co-requirements (if applicable)

5.1 For deployment of course	Classroom with video projector or online conference / In the online system by using the Moodle e-learning platform (https://moodle.valahia.ro) and the Microsoft Teams videoconferencing platform
5.2 For deployment of seminar/laboratory	Informatics lab with one computer per student and Internet access / In the online system by using the Moodle e-learning platform (https://moodle.valahia.ro) and the Microsoft Teams videoconferencing platform

6. Specific competencies acquired

Professional competencies	C3 Management of a subdivision in the company / organization structure C5 Using of the databases specific to business administration
Transversal competencies	CT2. Identifying of roles and responsibilities in a pluri-specialized team and application of effective techniques and working relationships within the team

7. Objectives of the teaching unit (emerging from the grid of specific competencies acquired)

7.1 General objective	<ul style="list-style-type: none"> Knowing online sells multiple methods used by economic entities for their products and services
7.2 Specific objectives	<ul style="list-style-type: none"> Experimentation methods of online interacting with customers Recognition of online competition Knowing of online commercial strategies Knowing the specific means of payment, delivery and return The ability to assess the safety of online transactions

8. Contents of the teaching unit

8.1 Course	Teaching methods	Observations
Scope and method, delimitation of electronic business content	Presentation	2 hours
Fundamentals, basic concepts, dictionary of terms, definitions	Lecture and dialogue with students	2 hours
Architectural and functional structure, objectives and ways of implementing	Lecture and dialogue with students	2 hours
Basics in e-commerce: e-commerce impact on society	Lecture and dialogue with students	2 hours
Protocols used in e-commerce, technologies, infrastructure, security	Lecture and dialogue with students	2 hours
The impact of e-commerce on the enterprise information system	Lecture and dialogue with students	2 hours
Software, technologies and systems for e-commerce	Lecture and dialogue with students	4 hours
Electronic commerce: solutions and trends	Lecture and dialogue with students	4 hours
Comparative analysis of some e-commerce web sites	Lecture and dialogue with students	4 hours
Case studies on the design of an online store	Lecture and dialogue with students	4 hours

References

- Adam Nabil R., Dogramaci Oktay, Gangopadhyay Aryya, Yesha Yelena, *Electronic Commerce – Technical, Business and Legal Issues*, Pretince Hall PTR, 1999
- Chaffey Dave, *E-Business and E-Commerce Management. Strategy, Implementation and Practice*, 4th edition, Pentice Hall, Pearson Education, 2009, <https://eclass.emt.ihu.gr/modules/document/file.php/AD183/e-books/dave-chaffey-e-business-and-e-commerce-management-strategies-4th-ed-qwerty80.pdf>
- Gay Richard, Charlesworth Alan, *Marketing online*, Rita Essen, Editura ALL, 2009
- Isaac Henri, Volle Pierre, - *E-commerce de la strategie a la mise en oeuvre operationelle*, Editura PEARSON, 2014
- Năstase Floarea, Timofte Carmen, *Tehnologia afacerilor pe Internet*, Editura ASE, București, 2004
- Reynolds Janice, *Complete E-Commerce Book: Design, Build & Maintain a successful Web-Based Business*, Focal Press, New York & London, 2004
- Roberts Mary Lou, *Internet Marketing: Integrating Online and Offline*, Mason, Oh, Thomson, 2008
- Roșca I. Ghe. ș.a., *Comerțul electronic - Concepte, tehnologii și aplicații*, Colecția Societatea Informațională 9, Editura Economică, București, 2004
- Stanciu-Timofte Carmen, *Baze de date pentru comerț electronic pe suport Internet*, Editura Oscar Print, București, 2002
- Tapscott Don, *The Digital Economy : Rethinking Promise and Peril in the Age of Networked Intelligence*, New York, McGraw-Hill, 2015

8.2 Seminar/laboratory	Teaching methods	Observations
Electronic commerce: solutions and trends	Examples, Applications, Dialogue with students	2 hours
The impact of e-commerce on the enterprise information system	Examples, Applications, Dialogue with students	2 hours
Software, technologies and systems for e-commerce	Examples, Applications, Dialogue with students	2 hours
Protocols used in e-commerce, technologies, infrastructure, security	Examples, Applications, Dialogue with students	2 hours
Comparative analysis of some e-commerce web sites	Examples, Applications, Dialogue with students	2 hours
Legislation and security in e-commerce	Examples, Applications, Dialogue with students	2 hours
Case studies on the design of an online store	Examples, Applications, Dialogue with students	2 hours

References

- Adam Nabil R., Dogramaci Oktay, Gangopadhyay Aryya, Yesha Yelena, *Electronic Commerce – Technical, Business and Legal Issues*, Pretince Hall PTR, 1999
- Chaffey Dave, *E-Business and E-Commerce Management. Strategy, Implementation and Practice*, 4th edition, Pentice Hall, Pearson Education, 2009, <https://eclass.emt.ihu.gr/modules/document/file.php/AD183/e-books/dave-chaffey-e-business-and-e-commerce-management-strategies-4th-ed-qwerty80.pdf>
- Gay Richard, Charlesworth Alan, *Marketing online*, Rita Essen, Editura ALL, 2009
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- Reynolds Janice, *Complete E-Commerce Book: Design, Build & Maintain a successful Web-Based Business*, Focal Press, New York & London, 2004
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- Stanciu-Timofte Carmen, *Baze de date pentru comerț electronic pe suport Internet*, Editura Oscar Print, București, 2002
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9. Interrelating between the contents of the teaching unit and the expectations of the scientific community' representatives, professional associations and the representative employers in the field afferent to the program

The course is in conjunction with the requirements of the information users, which are: economic entities, state bodies, professional bodies

10. Assessment

Activity type	10.1 Criteria of assessment	10.2 Method(s) of assessment	10.3 Construction of the mark (including the weighting of the various partial marks)
10.4 Course	Theoretical knowledge	Written Exam	50%
		Participation at course	10%
10.5 Seminar/laboratory	Practical knowledge	Lab activity	20%
		Ongoing verification	20%
10.6 Minimal standard of performance			
<ul style="list-style-type: none">• Knowing the basics of specific discipline• Ability to solve problems and tests of medium difficulty• Getting the minimum grade 5 to written exam			