DISCIPLINE RECORD
Academic year 2025/2026

1. Information about the program

University	Constanta Maritime University
Faculty	Navigation and Maritime Transport
Department	Management in Transport
Domain of study	Engineering and Management
Academic level	Master
Study programme/ qualification	Business Administration in Transport

2. Information about discipline

Course title	Online Business Administration				
Lecture tenured		Assoc. Prof. Simona DINU PhD			
Application tenured		Assoc. Prof. Simona DINU PhD			
Year of study	V	Semester	II	Type of examination	E
Conditions of discipline	Course category: DF – Fundamental subjects, DS – Specialization subjects, DC – Complementary subjects				DS
	Course type: DOB – compulsory subjects; DOP – elective subjects; DFA – optional subjects				DOP

3. The total time estimated

I a) Number of hours per week	4	Course	2	Seminar	2	Laboratory		Project	
I b) Total hours per semester from the curriculum	56	Course	28	Seminar	28	Laboratory		Project	

II Time distribution for the semester:	ore
II a) Study after manual, course support, bibliography and notes	38
II b) Additional documentation in library, specialized electronic platforms	15
II c) Training seminars / labs, homework, essays, portfolios and essays	16
III Tutorial	2
IV Examinations	2
V Other activities:	

Total hours of individual study II (a+b+c)	69
Total hours per semester (Ib+II+III+IV+V)	129
Number of credits	5

4. Prerequisites (if necessary)

Curriculum	Not necessary
Expected learning outcomes	Ability to apply knowledge and methods specific to the field of specialization

5. Conditions (if necessary)

Progress of the course		• Classroom with Video projector • Online course: virtual campus cmu-edu.eu
Progress of application	Seminar	• Classroom with Video projector • Online course: virtual campus cmu-edu.eu
	Laboratory	•
	Project	•

6. Objectives of discipline (based on the grid of specific skills acquired – no7)

The overall objective of discipline	• The emphasis of this course is to to acquire a high level of knowledge from a broad base of business concepts to create solutions to contemporary business problems.

The specific objectives of discipline	• Development of practical capabilities for the efficient use of systems and technologies, enterprise integration solutions, business applications and critical analysis of organizational change through information systems, to improve organizational performance in the short, medium, and long term.

7. Expected learning outcomes:

No.	Knowledge	Skills	Responsibility and autonomy
1	The student is aware of trends and innovations in the transport sector.	The student conducts qualitative and quantitative market research.	The graduate leads initiatives to improve the quality of transport services.
2	The student masters ICT solutions applicable to business problems.	The student advises on strategic business decisions based on data analysis.	The graduate assumes responsibility for implementing ICT innovations.

8. Competences covered by the discipline, according to the diploma supplement

Professional competences	• Provides advice on efficiency improvements • Analyzes external factors affecting companies • Adapts to changing situations • Focuses on innovation in current practices
Transversal competences	• Seek innovation in current practices • Propose ICT solutions to business problems

9.Contents

Course	Nr. hours	Teaching methods	Obs.
• Communications and technology; social impact of technology - the role of computer networking in society and current networking technologies used in general business	2	Oral presentation using video projector, interacting with students in the classroom.	
• Business and the digital revolution; companies' technology investments and modern ways to improve group communication and team performance	2	Oral presentation using video projector, interacting with students in the classroom.	
• Social media in the business environment: challenges and opportunities in the digital marketplaces for Industry 4.0	2	Oral presentation using video projector, interacting with students in the classroom.	
• Components and key characteristics of Information Systems - relationship with value, strategy, and contemporary business problems	2	Oral presentation using video projector, interacting with students in the classroom.	
• Foundations of Information Systems in business; e-commerce, e-business and e-government	2	Oral presentation using video projector, interacting with students in the classroom.	
• Core business processes and implementation of enterprise resource planning and knowledge management systems	2	Oral presentation using video projector, interacting with students in the classroom.	
• Database Management Systems - application programs in the database environment; data structure and file organization	2	Oral presentation using video projector, interacting with students in the classroom.	
• Big data and analytics - innovative applications of business analytics tools for decision support	2	Oral presentation using video projector, interacting with students in the classroom.	
• Business intelligence components in context of data mining	2	Oral presentation using video projector, interacting with students in the classroom.	
• Comparative analysis of the processes that influence buying behaviour in business-to-business and business-to-consumer markets	2	Oral presentation using video projector, interacting with students in the classroom.	
• Business-wide problem solving with project management tools, techniques and software	2	Oral presentation using video projector, interacting with students in the classroom.	

	Nr. hours	Teaching methods	Obs.
• Cloud and enterprise computing - intelligent business integration	2	Oral presentation using video projector, interacting with students in the classroom.	
• Evaluating methods for managing legal, health, safety and ethical issues in online businesses	2	Oral presentation using video projector, interacting with students in the classroom.	
• Network Security – issues, challenges and solutions for today's modern businesses	2	Oral presentation using video projector, interacting with students in the classroom.	

Bibliography

- Ahuja, V., Jain, V., Bansal, S., Chaturvedi, V. "Multidisciplinary Perspectives Towards Building a Digitally Competent Society", Ed., IGI Global, 2022
- Dursun, D., Ramesh, S. and Efraim, T. „Business intelligence: a managerial perspective on analytics", Ed. Pearson, 2019
- Griffin, R.W., Pustay, M.W. „International Business: A Managerial Perspective", Ed. Pearson, 2018
- Khan, S.A.R. „Global Perspectives on Green Business Administration and Sustainable Supply Chain Management", Ed. IGI Global, 2019

Selective bibliography

- Ahuja, V., Jain, V., Bansal, S., Chaturvedi, V. "Multidisciplinary Perspectives Towards Building a Digitally Competent Society", Ed., IGI Global, 2022
- Course notes available on the platform campus.cmu-edu.eu

Application (Seminar / laboratory / project)	Nr. hours	Teaching methods	Obs.
• Communications and technology; social impact of technology - the role of computer networking in society and current networking technologies used in general business	2	Oral presentation using video projector, interacting with students in the classroom.	
• Business and the digital revolution; companies' technology investments and modern ways to improve group communication and team performance	2	Oral presentation using video projector, interacting with students in the classroom.	
• Social media in the business environment: challenges and opportunities in the digital marketplaces for Industry 4.0	2	Oral presentation using video projector, interacting with students in the classroom.	
• Components and key characteristics of Information Systems - relationship with value, strategy, and contemporary business problems	2	Oral presentation using video projector, interacting with students in the classroom.	
• Foundations of Information Systems in business; e-commerce, e-business and e-government	2	Oral presentation using video projector, interacting with students in the classroom.	
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• Comparative analysis of the processes that influence buying behaviour in business-to-business and business-to-consumer markets	2	Oral presentation using video projector, interacting with students in the classroom.	
• Business-wide problem solving with project management tools, techniques and software	2	Oral presentation using video projector, interacting with students in the classroom.	
• Cloud and enterprise computing - intelligent business integration	2	Oral presentation using video projector, interacting with students in the classroom.	

Evaluate the methods for managing legal, health, safety and ethical issues in online businesses	2	Oral presentation using video projector, interacting with students in the classroom.	
Network Security – issues, challenges and solutions for today's modern businesses	2	Oral presentation using video projector, interacting with students in the classroom.	

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- Dursun, D., Ramesh, S. and Efraim, T. „Business intelligence: a managerial perspective on analytics", Ed. Pearson, 2019
- Griffin, R.W., Pustay, M.W. „International Business: A Managerial Perspective", Ed. Pearson, 2018
- Khan, S.A.R. „Global Perspectives on Green Business Administration and Sustainable Supply Chain Management", Ed. IGI Global, 2019

Selective bibliography

- Ahuja, V., Jain, V., Bansal, S., Chaturvedi, V. "Multidisciplinary Perspectives Towards Building a Digitally Competent Society", Ed., IGI Global, 2022
- Seminar notes available on the platform campus.cmu-edu.eu

Additional Notes

- Students may take photographs or make audio-video recordings in classrooms where teaching activities are conducted **only with the consent of the instructor** and **under the conditions established by the instructor**.
- Upon entering the classroom, students are kindly requested to **switch their mobile phones to silent mode** and **refrain from using them during classes**.
- All materials received by students, either directly or through postings on the platform *campus.cmu-edu.eu*, are subject to **national and international copyright legislation**. These materials may be used by students **solely for educational purposes**. Any other use or posting on publicly accessible websites without the consent of the copyright holder may be punished in accordance with **Law no. 8/1996 on copyright and related rights** and the **Berne Convention**.

10. **The corroboration of contents of discipline with expectations epistemic community representatives, professional associations and representative employers in the corresponding program**

- The content focuses on practical aspects of the use of IT techniques and tools through which organizations are improving their business practices, in line with the latest discoveries in the field.

11. **Examination**

Type of activity	Examination Criteria	Methods of examination	Percentage of final grade
Course	knowledge of the notions and theoretical and practical aspects presented in the course	written exam	70%
Seminar	working themes and scenarios	ongoing assessment	30%

Grading Requirements

Minimum score required: **50 points: grade 5**

- If a student participates in conferences (student, local, national, or international) or competitions (national or international) related to the subject of this course, they may receive additional points or equivalence for certain assignments, papers, and/or attendance, depending on the results obtained.
- During written examinations, students are not allowed to use mobile phones or any other electronic devices, except for simple scientific calculators.

Minimum performance standards

Obtaining a score of 50 points for written exam

Date of completion	Signature of lecture tenured	Signature of application tenured
24.09.2025	Assoc. Prof. Simona DINU PhD	Assoc. Prof. Simona DINU PhD

Date of approval in the department	Signature of Director of Department
26.09.2025	Lecturer Ana Cornelia OLTEANU PhD

Date of approval in the faculty council	Signature of Dean
29.09.2025	Associated Professor Nicoleta ACOMI EngD