

**CURRICULUM - 1st YEAR
2023-2024**

UNIVERSITY	„GEORGE EMIL PALADE” UNIVERSITY OF MEDICINE, PHARMACY, SCIENCE AND TECHNOLOGY OF TÂRGU MUREȘ	SPECIALISATION	E-BUSINESS MANAGEMENT AND MARKETING
FACULTY	FACULTY OF ECONOMICS AND LAW	TITLE	MASTER DEGREE
FIELD OF STUDY	MANAGEMENT	DURATION	2 YEARS
LEVEL OF REGULATION	7 EFQ/CEC & CNC	ECTS	120 (compulsory+optional) + 10 ECTS - Dissertation Exam

No	Educational activities Subjects	Code of Subjects	Type of Subjects	1 st semester (14 weeks)								2 nd Semester (14 weeks)								Total hours per academic year			
				1 st Modul				2 nd Modul				3 rd Modul				4 th Modul							
				C	Lp/stg S/Pr	ECTS	FV	C	Lp/stg S/Pr	ECTS	FV	C	Lp/stg S/Pr	ECTS	FV	C	Lp/stg S/Pr	ECTS	FV	C	Lp/stg S/Pr	SI	ECTS
1	Digital Services for Management	EBM101	SS	4	2	4	V	-	-	-	-	-	-	-	-	-	-	-	-	28	14	58	4
2	Statistics for E-Business	EBM102	SS	2	2	4	V	-	-	-	-	-	-	-	-	-	-	-	-	14	14	72	4
3	Business Strategies in the Global Economy	EBM103	SS	4	2	6	E	-	-	-	-	-	-	-	-	-	-	-	-	28	14	108	6
4	Digital Economy	EBM104	DS	-	-	-	-	2	2	6	E	-	-	-	-	-	-	-	-	14	14	122	6
5	E-business Law	EBM105	DS	-	-	-	-	-	-	-	-	2	2	5	C	-	-	-	-	14	14	97	5
6	HR in the Era of Change	EBM106	SS	-	-	-	-	2	2	6	E	-	-	-	-	-	-	-	-	14	14	122	6
7	E-business Solutions for Management	EBM107	SS	-	-	-	-	2	4	4	V	-	-	-	-	-	-	-	-	14	28	58	4
8	Decision Optimization Solutions	EBM108	DS	-	-	-	-	-	-	-	-	2	2	4	V	-	-	-	-	14	14	72	4
9	Digital Operations Management	EBM109	DS	-	-	-	-	-	-	-	-	4	2	6	E	-	-	-	-	28	14	108	6
10	Complex Decisions in Simulated Environment	EBM110	SS	-	-	-	-	-	-	-	-	-	-	-	-	2	4	5	C	14	28	83	5
11	Optional Subject 1	EBM111	SS	-	-	-	-	-	-	-	-	-	-	-	-	4	2	6	E	28	14	108	6
12	E-business Programming	EBM112	DS	-	-	-	-	-	-	-	-	-	-	-	-	2	2	4	E	14	14	72	4
GRAND TOTAL		11 Obl 1 Opt		10	6	14	1E 2V	6	8	16	2E 1V	8	6	15	1E 1C 1V	8	8	15	2E 1C	224	196	1,080	60
TOTAL HOURS/CREDITS				15 hours/week 30 ECTS								15 hours/week 30 ECTS								420			

DS – Deepening Subject, SS – Advanced Knowledge and Synthesis Subject, Obl - Compulsory Subject, Opt - Optional Subject

C – Lecture; Lp/stg – Practical Activities; S/Pr – Seminar/Project; SI – Individual Study; ECTS – Transferable European Credits; FV – Type of Assessment: E-Exam, C-Colloquium, V - Verification

CURRICULUM - 2nd YEAR
2024-2025

UNIVERSITY	„GEORGE EMIL PALADE” UNIVERSITY OF MEDICNE, PHARMACY, SCIENCE AND TECHNOLOGY OF TÂRGU MUREȘ	SPECIALISATION	E-BUSINESS MANAGEMENT AND MARKETING
FACULTY	FACULTY OF ECONOMICS AND LAW	TITLE	MASTER DEGREE
FIELD OF STUDY	MANAGEMENT	DURATION	2 YEARS
LEVEL OF REGULATION	7 EFQ/CEC & CNC	ECTS	120 (compulsory+optional) + 10 ECTS -Dissertation Exam

No	Educational activities Subjects	Code of Subjects	Type of Subjects	3 rd semester (14 weeks)								4 th Semester (14 weeks)								Total hours per academic year			
				1 st Modul				2 nd Modul				3 rd Modul				4 th Modul				C	Lp/stg S/Pr	SI	ECTS
				C	Lp/stg S/Pr	ECTS	FV	C	Lp/stg S/Pr	ECTS	FV	C	Lp/stg S/Pr	ECTS	FV	C	Lp/stg S/Pr	ECTS	FV				
1	Marketing Management	EBM201	DS	4	2	5	E	-	-	-	-	-	-	-	-	-	-	-	-	28	14	83	5
2	Marketing Researches	EBM202	DS	2	4	5	E	-	-	-	-	-	-	-	-	-	-	-	-	14	28	83	5
3	Social Media Marketing	EBM203	DS	-	-	-	-	-	-	-	-	2	4	6	E	-	-	-	-	12	24	114	6
4	Communication and PR	EBM204	DS	-	-	-	-	2	2	4	E	-	-	-	-	-	-	-	-	14	14	72	4
6	Digital Innovation and Transformation	EBM205	DS	-	-	-	-	2	2	4	V	-	-	-	-	-	-	-	-	14	14	72	4
7	Emerging Technologies for E-Business	EBM206	SS	-	-	-	-	2	2	4	C	-	-	-	-	-	-	-	-	14	14	72	4
8	Project Management	EBM207	DS	-	-	-	-	-	-	-	-	2	2	6	E	-	-	-	-	12	12	126	6
8	Optional Subject 2	EBM208	SS	-	-	-	-	-	-	-	-	-	-	-	-	2	2	7	E	12	12	151	7
9	Creating and Developing Online Presence	EBM209	SS	2	2	5	V	-	-	-	-	-	-	-	-	-	-	-	-	14	14	97	5
10	Ethics and Academic Integrity	EBM210	SS	-	-	-	-	2	-	3	E	-	-	-	-	-	-	-	-	14	-	61	3
11	Advanced Scientific Research	EBM211	SS	-	-	-	-	-	-	-	-	4	2	5	C	-	-	-	-	24	12	89	5
12	Specialized Training	EBM212	SS	-	-	-	-	-	-	-	-	-	7	-	-	-	7	3	C	-	84	(9)	3
13	Drawing up the Dissertation Paper	EBM213	SS	-	-	-	-	-	-	-	-	1 Week	30 Hours	-	-	1 Week	30 Hours	3	C	-	60	15	3
GRAND TOTAL		9 Obl 1 Opt		8	8	15	2E 1V	8	6	15	2E 1C 1V	8	15	17	2E 1C	2	9	13	1E 2C	172	302	1,026	60
TOTAL HOURS/CREDITS				15 hours/week 30 ECTS								17 hours/week 30 ECTS								474			

DS – Deepening Subject, SS – Advanced Knowledge and Synthesis Subject, Obl - Compulsory Subject, Opt - Optional Subject

C – Lecture; Lp/stg – Practical Activities; S/Pr – Seminar/Project; SI – Individual Study; ECTS –Transferable European Credits; FV – Type of Assessment: E-Exam, C-Colloquium, V - Verification

PACKAGES OF OPTIONAL SUBJECTS

UNIVERSITY	„GEORGE EMIL PALADE” UNIVERSITY OF MEDICINE, PHARMACY, SCIENCE AND TECHNOLOGY OF TÂRGU MUREȘ
FACULTY	FACULTY OF ECONOMICS AND LAW
FIELD OF STUDY	MANAGEMENT
LEVEL OF REGULATION	7 EFQ/CEC & CNC

OPTIONAL SUBJECTS PACKAGE 1

1	Business Performance Evaluation
2	Behavioral Finance

OPTIONAL SUBJECTS PACKAGE 2

1	Design thinking and business modelling
2	Financial Information Technology
3	Security Awareness

Total hours = 894

Ratio practical activities, seminar, project/theory 498/396 = 1.25