

Hk c 'f luekr rlpqk

1. Date despre program

3080Kpukwlc"fg",px o -pv	ACADEMIA DE STUDII ECONOMICE
1.2. Facultatea	EKGTPGVÆ . 'UVCVÆVÆ " KÆPHQTO CVÆ "GEQP QO Æ
1.3. Departamente	(Departament) INFORMATICA SI CIBERNETICA ECONOMICA
1.4. Domeniul de studii	Ekdgtpgvle . 'incvule " k'phqto cvle "geqpqo le
1.5. Ciclul de studii	MASTERAT
3080Hqto c"fg",px o -pv	ZI
1.7. Programul de studii	k'phqto cvle "geqpqo le
1.8. Limba de studiu	
1.9. Anul universitar	2014-2015

2. Date despre disciplina

2.1. Denumire	Qti cplktgc'xktwcn 't'bevklv kqt									
2.2. Cod	14.0125ZI2.1-0003									
2.3. Anul de studii	2	2.4. Semestrul	1	2.5. Forma de evaluare	Verificare	2.6. Regimul disciplinei	O (Obligato riu)	2.7. Nr. credite ECTS	8	
2.8. Titulari	C(C)	prof.univ.dr. STOICA Marian					marians@ase.ro			
	L/P(L/P)	conf.univ.dr. MIRCEA Marinela					mmircea@ase.ro			

3. Timp total estimat

5080P wo t'fg'u rvo -pk	14.00	
5040P wo t'fg'qtg'r'g'u rvo -p	4.00	din care
		C(C) 2.00
		L/P(L/P) 2.00
5050Vqcn'qtg'f'lp'r'æpwi'fg",px o -pv	56.00	din care
		C(C) 28.00
		L/P(L/P) 28.00
5060Vqcn'qtg'f'g'lwfw'kw'r'g'ugo gurtw'pwo t'GEVU, 47"qtg+	200.00	
3.5. Total ore studiu individual	144.00	
<i>F kant kdw lc 'hpf wmkf g'vko r 'r gpt w'lawf kw'lpf k'kf wcn</i>		
Uwf kwf wr 'o cpwen'uwrtv'fg'ewtu.'dldkqi tchlg" k'pqvkg	60.00	
F qewo gpvctg'uwriko gpvct "p'dldkqvge . 'r g'r ævhtqo grg'grævtpleg'fg'ur gekerkcvg" kr g'vgtgp	40.00	
Rtgi vkt'g'ugo lpcctk'ædqtcvctg.'vgo g.'tghetcvg.'r qtqhqrik" k'gugwtk	30.00	
Tutoriat	10.00	
Gzco lp tk	4.00	
Cng'cevklv k		

60Rt geqpf kkk

Listat cu SIMUR, la data 2/3/2014, ver. 5.1.1.58, (C) Academia de Studii Economice, Bucuresti 2008, 2009, 2010

4.1. de curriculum	
6040f g'eqo r gvgp g	

70E qpf kkkf guh wtctg'cevkxlv k

pentru C(C)	Rtgrgi gtlrg'ug'f guh qct "p'u nk'ew'ceegu'nc'lpvgtpgv' k'ew'gej kr co gpvf g'r tgf ctg'o wnk'o gf kc0
pentru L/P(L/P)	Ugo kpctkkrg'ug'f guh qct "p'u nk'ew'ceegu'nc'lpvgtpgv'uk'ecre'wrcvctg'ew'uqhy ctg'eqt gur wpl cvqt'cevkxkcvkkt'r tgl gpvcg re'ugo kpct0 O letquqlw'Rtqlgev

80E qo r gvgp g'ir gellleg'cewo wrcvg

PROFESIONALE	C2	Utilizarea tehnologiilor moderne ale informaticii pentru managementul resurselor specifice dezvoltarii de sisteme complexe
PROFESIONALE	C5	Aplicarea conceptelor si paradigmelor moderne ale organizatiei in societatea informationala

7. Obiectivele disciplinei

7.1. Obiectivul general	Qdlgevkxwni gpgtcr'nitgr tgl kpv 'hco kktk ctgc'uwwf gp kkt'ew'r tlpelr crng'eqpegr vg'rgi cvg'f g'uqelgvvcg kphqto c kpcn . 'geppqo kc'f ki kcn " Kqti cpk c kc'xktwcn . 'ec'r tlpelr cri'o qf giff g'g zr tgule'c'tgr kkt'geppqo leg dcl cvg'r g'ewp q vlp g. "p'eqpvz wngwtqr gcp'cn'geppqo kqkf g'tg gc
7.2. Obiective specifice	

: 0E qp lpwwtk

8.1. C(C)	Metode de predare/ lucru	Tgeqo cpf tk
1 Ewtu'lpwtqf wevx<Qdlgevxgrg'f luekr nlpkg' k'eqo r gvyp/ grg'f qd-pf kg'ec'tgl wncv'cn .px tkk'r tgek ctgc'o gvqf grqt' k'lpwtwo gpvgrqt'f g'hwetw:c'lwttugrqt'f g'f cvg. r tgewo " k'c'egtlp grqt'f g'gxcnctg0 30Uqelgvvcg'lphtqto cA kqpcn 'ectcevtkulek'o qf crkv k'f g'gzr tguhg.'VKE'o'lwrtv r gptw'uqelgvvcg'lphtqto c kqpcn	Kpvtce kwpge'ew'lwvf gp kk gung'tgi wn "f g'r tgf ctg	Uwr qt wif g'ewtu'gung f kntkdwk'lwvf gp knt'r g'ecrg grgetqple "r'f gdwwn cevxkv kk
2 Uqelgvvcg'lphtqto cA kqpcn //r tgo lug'r gptw'vtegegtc'rc'lwelgvvcg'lphtqto c kqpcn *f g' xqncctgc'vgj pqmji kgl'lphtqto c kgl' k'eqo wplec kntt.'r tgeguwif g'i mdcrk' ctg. ur c kwigwqr gcp.'lphtwgp grg'VKE",p'vcvg'uhgtgrg'gzkuvp gk'wo cpg'gve00	Rtgrgi gk'czcvg'r g wnk' ctgc'f g'lwrtv'r qy gt /r qlpv' k't g'ceegu'rc tguwtug'o wno gf k" k uwf k'f g'ec' 0	Ug'tgeqo cpf "uwf gp knt r ctweti gtgc'r tgerdln 'c uwr qt w'w'w'k'f g'ewtu'r gptw'c r wgc'lpvtce kqpc",p'w' r wn r tgf tk0
3 Uqelgvvcg'lphtqto cA kqpcn //r ctcf ki o c'w' r /ur c kw'qhtkv "f g'VKE0	Idem	Idem
4 Vgrgrwew//P qk'htqto g'f g'o wpe "r'f kucp <vgrgrwew'p'cxgv "xk'wcn . 'dktqw'xk'wcn eqpvz'v'o cpci g'kcn'ectcevtkulek'p'qknt'htqto g'f g'o wpe =C'xcpvc'g'(f g' excpvc'g'r gptw'cpi clc k' k'cpi clcvtk=Uej ko dctgc'pcwtk'o wpek' k'tgrc kntt'f g o wpe =Rtq'gevtgc'lphtqto c kqpcn "c'wpw'o gf kw'f g'hwetw'rc'f kucp	Idem	Idem
5 Kpvtcpvg'gzvcpvg//r tq'gevtgc'lpvtcpvgw'kntt" k'gzvcpvgw'kntt	Idem	Idem
6 Qti cpk' cA k'xk'wcn "A k'geqpo k'f ki kcn //qti cpk' c k'xk'wcn 'xu0qti cpk' c k' vcf k'kqpcn =O qf grg'f g'eqpukw'k'g'c'qti cpk' c kntt'xk'wcn'cf /j qe.'r gto cpgpv. r tlp'lpvgi tctgc'eqo r gvyp grqt.'pgvdtqngt/w'n'r tlp'vgrgeqo wplv k'f g'cur k'c k' k' lpvtgug	Idem	Idem
7 Qti cpk' cA k'xk'wcn //Rtq'gevtgc'wpgk'qti cpk' c k'xk'wcn'cdqtf ctg'f lp r gtur gev'x "o cpci g'kcn'lphtqto c kqpcn . 'vgj pqmji k' " k'qr gtc kqpcn	Idem	Idem
8 Vgrgef wecA k'g'o'f gh'p'k'g.'ectcevtkulek'lpwtwo gpv'ur g'ek'heg.'cevtk'uncpf ctg'g. vgj pqmji k'	Idem	Idem
9 Vgrgo gf kelp "o'f gh'p'k'g.'ectcevtkulek'tco wtk'r tq'gevg.'uncpf ctg'g'A k'vgj pqmji k'	Idem	Idem
10 Cybermarketing – definire, caracteristici, metode de comunicare, instrumente, standarde	Idem	Idem
11 Cej k' kA k'grgetqpleg'o'grtqewtgo gpv'o'f gh'p'k'g.'ectcevtkulek'ngi k'urcA k'g.'uncpf ctg'g' lpwtwo gpv'g	Idem	Idem
12 Vgrguqelck'k' ctg'o'f gh'p'k'g.'ectcevtkulek'vgrgepvtg.'eqo wplv A k'xk'wcn	Idem	Idem
13 Chcegt'k'grgetqpleg",p'geqpo k'f ki kcn "o'ectcevtkulek'g'chcegt'kntt'grgetqpleg. htqto g'f g'o cpl'g'uctg'w'k'w'k'f g'chcegt'k'grgetqpleg+	Idem	Idem
14 I wgtptctg'grgetqple //g'f qxgtpgo gpv'o'cf o' lp'ntcA k'g'grgetqple . 'xqwd'grgetqple	Idem	Idem

Bibliografie

- Suportul de curs electronic
- OI j 0Tq ec.'DOI j k'le/O lew.'O 0Uqlec'eqqf qpcvqtke.'Uqelgvvcg'lphtqto c kqpcn 0G/ugtx'lekk'g.'Geqpo lec.'Dwevtguk'4228
- Marian Stoica, Bogdan Ghilic-Micu, Virtual Organization – Cybernetic Economic System. Modeling Partner Selection Process, Journal of Economic Computation and Economic Cybernetics Studies, vol. 43, no. 2, pg. 73-84, 2009
- Dqi f cp'I j k'le/O lew.'O ct'kcp'Uqlec.'Qti cpk' c k'xk'wcn . 'Geqpo lec.'Dwevtguk'4226

8.2. L/P(L/P)		Metode de predare/ lucru	Tgeqo cpf tk
1	F kweuctgc'egt kp gnt'f g'r tgi vt g'c'grndqt tkk'wpk'r tqgvev'f g'i twr ",p'xgf gtgc gzc0 kp tkk'hp'crg0 Rtqgvev'ctgc'ctj kgewt'kk'wpgk'cevxk A K'qti cpk cvg'xkt wcn'cr nectgc'gng0 gpvgrt vqqtg'vleg",p'etgctgc'f g'ctj kgewt'kf'g',pvtgr tlpf g'gk	Prezentare, studii de caz si lucru practic pe calculator utilizand Microsoft SharePoint.	Ug'hqmqgue'ecr'wrcvctg'ew qr g'tc kk'grgo gpvctg. uqhy ctg'pgegu'c'uk'ceegu'ic l'pvtg'p'0
2	Rtqgvev'ctgc'ctj kgewt'kk'wpgk'cevxk A K'qti cpk cvg'xkt wcn'cdqtf ctgc'lp'qto cA kqcp	Idem	Idem
3	Wkk'k' ctgc'f g'v'g'j p'qmi k'eqrdqtc'v'xg" K'uqelcng'<evpq v'p g.'eqrdqtcg" K'cng hcelkv K'qhg'kg'qti cpk c kgk',p'tg gc'v'zgo r n'lectg",p'O letquqhw'Uj ctgRqkpv+	Idem	Idem
4	Wkk'k' ctgc'f g'v'g'j p'qmi k'eqrdqtc'v'xg" K'uqelcng'<evpq v'p g.'eqrdqtcg" K'cng hcelkv K'qhg'kg'qti cpk c kgk',p'tg gc'v'zgo r n'lectg",p'O letquqhw'Uj ctgRqkpv+	Idem	Idem
5	Rctvclctgc",p'ecf twi'qti cpk t'kk'xkt wcn'c'cevxk A kqt'<"g'zgo r ng'f g'r ctvclctg r tqegug" K'evpq v'p g",p"O letquqhw'Uj ctgRqkpv	Idem	Idem
6	Rctvclctgc",p'ecf twi'qti cpk t'kk'xkt wcn'c'cevxk A kqt'<"g'zgo r ng'f g'r ctvclctg r tqegug" K'evpq v'p g",p"O letquqhw'Uj ctgRqkpv	Idem	Idem
7	Etgctgc'f g'tg grg'f g'uqelc'k' ctg'<cp'ck' c" K'g'zgo r n'lectgc'f hgt'kg'nt'lp'utwo gpv",p O letquqhw'Uj ctgRqkpv	Idem	Idem
8	Vg'uqelc'k' ctg'<cp'ck' c" K'g'zgo r n'lectgc'f hgt'kg'nt'lp'utwo gpv",p"O letquqhw'Uj ctgRqkpv	Idem	Idem
9	I g'uk'wpgc'f'p'ctpgw'w'k'<cp'ck' c" K'g'zgo r n'lectgc'f hgt'kg'nt'lp'utwo gpv",p O letquqhw'Uj ctgRqkpv	Idem	Idem
10	R'c'p'lectgc'g'z'v'c'p'g'w'w'k'<0 qf grg'v'etgctg.'ugew'k' ctg-" K'g'zgo r ng",p"O letquqhw'Uj ctgRqkpv	Idem	Idem
11	Eq'p't'q'w'v'g'z'v'c'p'g'w'w'k'<0 qf grg'v'0 c'p'c' go gpv."o q'p'k'q't'k' ctg-" K'g'zgo r ng",p O letquqhw'Uj ctgRqkpv	Idem	Idem
12	Eq'rdqtc'g",p'ecf twi'g grg'k'f g'qti cpk c k'k'p'v'g' tctg" K'r ctvclctg'ew'r ctv'p'g't'k' tg grg'k'f g'qti cpk c k'k'v'zgo r n'lectg",p"O letquqhw'Uj ctgRqkpv+	Idem	Idem
13	H'p'c'k' ctg"A K'r t'g'f ctg'r tqgvev'c' tqgvev'r t'k'lp'f "etgctgc'w'p'g'k'g' grg'f g'qti cpk c k'k' r gpv'w'cevxk A K'qti cpk cvg'xkt wcn'4"A g'f lpA g+	Verificare proiect	Idem

Bibliografie

- Suportul de seminar electronic
- Suportul de curs

; 0Eqtq'q'ctgc'eqp lp'w'w' kqt'f h'ek' r'p'g'k'ew'c' v'g'v t'kg't'g'r't'g' gpv'p kqt'eqo w'p'k' k'g'r' h'ugo leg.'c'ujek' kqt'f' t'q'g'uk'p'c'g'" k c'p'i c'lc'v'q't'k'g'r't'g' gpv'v'k'k'f' lp'f' qo g'p'w'ic'lt'g'p'v'r' t'q'i t'c'o w'w'k

EWk'k'c'v'c'f' qd'p'f'k'k'ew'p'qA v'pA g'nt'ur'g'ek'k'eg'cevxk A kqt'qti cpk cvg'xkt wcn',p'uqelc'v'c'g'c'lp'qto cA kqcp

10. Evaluare

Activitatea	Criterii de evaluare	Metode de evaluare	Rqpf gt g".p p'q'c' h'p'cn
10.1. C(C)	G'ng0 gpv'g'v'g'q't'g'v'leg'r t'k'lp'f "qti cpk ctgc'xkt wcn c'cevxk A kqt	Test - verificarea elementelor teoretice	40.00
10.2. L/P(L/P)	Rtqgvev',p'gej k' "0 czko "6'r g'tu'c'p'g'+'r t'k'lp'f r tqgvev'ctgc'w'p'g'k'c'r n'ec k'k'p'ctpg'v'r gpv'w'q qti cpk c kg'uc'w'w'p'f' gr ctv'c0 gpv'c'ri'c'eg'ug'k	Rtqgvev'/"eqo r ng'v'w'f' k'p'g'c'r w'p'ev'grt cdqtf cvg." kp'p'f "eqp'v'f'g'egt'p' grg" k lp'utwo gpv'g'w'w'k' cvg",p'ecf twi' ugo lp'ct'k'k'q't	50.00
10.3. L/P(L/P)	Din oficiu		10.00
32060G'x'c'm'ct'g'h'p'cn			
10.5. Modalitatea de notare	Note întregi 1-10		

32080Ucpfctf"o lolo "fgr gthqto cp

Grndqtctgc" kluu lpgtgc",p"ecftwrl'wpwk'i twr 'o czko "6'uwf gp k'c'wpwk'r tqkgev'cx-pf "ec'hkprkcvg<
cr nlectgc"grgo gpygrt'ygqtg'vleg'uk'r tce'vleg'r tgl gpc'v'kp'eqpA kpwrr'ewtuwnk
vgo g'tgl qkcv'g'r g'r ctewtu0

Fcv"eqo r rgy tkk
05/03/2013

Titulari,

Fcv"cxk tk'p'fgr ctwo gpv.

Director departament,