



Associate Professor, vacancy ref. 4, employment title list of the Business Administration and Marketing Department, disciplines: Management Information Systems, Computer Science in Business, Fundamentals of Information Technology, Cybermarketing

DISCIPLINE: Management Information Systems

Competition Topics

1. System – definition, characteristics, clasification. The typology of information systems.
2. Integrated systems for company management.
3. Strategies for approaching the design of information systems.
4. Object-oriented modelling.
5. UML in analysing and designing a SIG.
6. Methodologies for developing a SIG.

Competition Bibliography

- **Amza, C.P.**, - *Proiectarea sistemelor informatice financiar-bancare si de gestiune*. Editura Cartea Studențească, București, 2008.
- **Crețan, A.**, - *Analiza si proiectarea sistemelor informatice*. Editura Pro Universitaria, București, 2013.
- **Booch G., Maksimchuk R.A., Houston K.A.** ș.a. - *Object Oriented Analysis and Design with Applications*. Publisher by Addison Wesley; 3rd edition, 2007.
- **Cozgarea, G., Zaharie, D.**, - *Utilizarea proiectării orientate obiect in informatica de gestiune*, A.S.E. 2004.
- **Mala, J., Geetha, S.**, - *Object Oriented Analysis and Design Using UML*, 2013, http://www.amazon.com/Object-Oriented-Analysis-Design-Using/dp/9383286598/ref=sr_1_6?s=books&ie=UTF8&qid=1388176083&sr=1-6&keywords=uml+2013
- **Oancea, B.**, - *Baze de date relaționale*, Editura Pro Universitaria, București, 2012.
- **Oancea, B., Cretan, A.**, - *Baze de date*, Editura Pro Universitaria, Bucuresti, 2013.
- **Phillips, C.**, - *Requirements Modeling with UML*, Publisher by Lap Lambert Academic Publishing, 2009.
- **Stanciu, V.** – *Proiectarea sistemelor informatice de gestiune*, Ed. Cison, București 2000.
- **Zaharie, D., Rosca, I.** - *Proiectarea obiectuala a sistemelor informatice*, Ed. Dual Tech, Bucuresti, 2002.

DISCIPLINE: **Computer Science in Business**

Competition Topics

1. Fundamentals of information systems.
2. The architecture of information systems.
3. Design methods for information systems.

4. Systemic design methods. MERISE method.
5. Conceptual data model. Entity-Association Model.
6. Integrity restrictions for the Entity-Association Model.
7. Logical data model. Physical data model.
8. Integrated information systems for business – ERP.
9. Integrated information systems for business - CRM.

Competition Bibliography

- **Amza C.P.** - *Proiectarea sistemelor informatice financiar-bancare si de gestiune*. Editura Cartea Studentească, București, 2008.
- **Crețan, A.**, - *Analiza si proiectarea sistemelor informatice*. Editura Pro Universitaria, București, 2013.
- **Ivan I., Rosca Gh.**, ș.a. – *Managementul calității aplicațiilor informatice*. Ed. ASE Bucuresti, 2006.
- **Lungu, I., Sabau, Gh.**, – *Sisteme informatice: analiza, proiectare si implementare*, București, Editura Economica, 2003.
- **Oancea, B., Cretan, A.**, - *Baze de date*, Editura Pro Universitaria, Bucuresti, 2013.
- **Oprea D.**, – *Analiza și proiectarea sistemelor informaționale economice*, Ed. Polirom, Iași, 1999.
- **Roys, D.**, – *Implementing Microsoft Dynamics NAV 2009*, Packt Publishing, http://www.amazon.com/Implementing-Microsoft-Dynamics-NAV-2009/dp/1847195822/ref=pd_sim_b_2/189-7404030-73
- **Stanciu V.**, – *Proiectarea sistemelor informatice*, Ed. Dual Tech, București, 2001
- **Studebaker, D.**, – *Programming Microsoft Dynamics NAV 2009*, Packt Publishing, http://www.amazon.com/Programming-Microsoft-Dynamics-NAV-2009/dp/1847196527/ref=pd_sim_b_5
- **Tardieu, H., Rochfeld, A., Colletti, R.**, – *La Méthode Merise : Principes et outils*, Editions d'organisation, Paris, 2000.
- **Wolenik, M.**, – *Microsoft Dynamics CRM Unleashed*, 2013, http://www.amazon.com/Microsoft-Dynamics-Unleashed-Marc-Wolenik/dp/0672337037/ref=pd_bxgy_b_img_y

DISCIPLINE: Cybermarketing

Competition Topics

1. Marketing and Cybermarketing – conceptual delimitations.
2. Marketing Mix in the virtual space. Relational marketing on the Internet.
3. Marketing strategy in virtual space.
4. Principles for website design.
5. Promoting and improving a website.
6. Principles for website assessment.
7. Information security on the Internet.

Competition Bibliography

- **Acu, C.**, – *Optimizarea paginilor WEB*, Editura Polirom, București, 2006.
- **Bickerton, P., Bickerton, M., Pardesi, U.**, – *Cybermarketing: how to use the Internet to market your goods and services (2nd Edition)*, Butterworth-Heinemann publishing, 2000.
http://www.amazon.com/Cybermarketing-Cim-Pauline-Bickerton/dp/0750647043/ref=sr_1_1?s=books&ie=UTF8&qid=1388228800&sr=1-1&keywords=Cybermarketing

- **Chaffey, D.**, – *Internet Marketing – Strategy Implementation and Practice*, Editura Prentice Hall, 2008.
- **Gazbar, T.**, – *Du marketing-mix au cybermarketing-mix: Enjeux, stratégies et actions*, Editions Universitaires Europeennes, 2012.
- **Oancea, B.**, - *Tehnologia informației și a comunicațiilor*, Editura Artifex, 2008.
- **Oancea, B.**, - *Baze de date relaționale*, Editura Pro Universitaria, București, 2012.
- **Oancea, B., Cretan, A.**, - *Baze de date*, Editura Pro Universitaria, București, 2013.
- **Orzan, Gh., Orzan, M.**, - *Cybermarketing*, Editura Uranus, 2007.
- **Patriciu, V., Bica, I., Ene-Pietrosanu, M.**, ș.a. – *Securitatea comerțului electronic*, Editura All 2005.
- **Veghes, C.**, - *Marketing direct*, Editura Uranus, București, 2003.
- **Williams, A.**, - *An SEO Checklist: A step-by-step plan for fixing SEO problems with your web site*, CreateSpace Independent Publishing Platform, 2013.

DISCIPLINE: Fundamentals of Information Technology

Competition Topics

1. Fundamental Concepts of Computer Systems.
2. Computer architecture.
3. The operating system.
4. Windows operating system.
5. Computer networks.
6. The Internet network.
7. The WEB system.

Competition Bibliography

- **Baron, C., Amza, C., Florea, E.**, *Bazele tehnologiei informației*. Editura Cartea Studențească, 2009.
- **Bott, E., Leonard, W.**, *Microsoft Office XP*, Editura Teora, Bucuresti, 2007.
- **Dodescu, G., Vasilescu, A., Oancea, B.**, *Sisteme de Operare – Windows si Unix*, Editura Economica, Bucuresti, 2003.
- **Fehily, C.**, *Microsoft Windows VISTA*, Editura Teora, Bucuresti, 2008.
- **Oancea, B., Cretan A.**, *Bazele informaticii*, Editura ProUniversitaria, București, 2012.
- **Oancea, B., Cretan A.**, *Bazele tehnologiei informației*, Editura ProUniversitaria, București 2012.
- **Oancea, B.**, *Tehnologia informației si a comunicațiilor*, Editura Artifex, București 2008.
- **Schwartz, S.**, *Microsoft Office 2010 for Windows*, Peachpit Press, 2010.
- **Tanenbaum, A.**, *Organizarea Structurată a Calculatoarelor*, Ed. Agora, 1999.
- **Tanenbaum, A.**, *Rețele de Calculatoare*, Editura Agora, 1998.