

SYLLABUS

Academic year 2023-2024

1. Information regarding the programme

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| 1.1. Higher education institution | Babeș-Bolyai University |
| 1.2. Faculty | Business |
| 1.3. Department | Hospitality Services |
| 1.4. Field of study | Business Administration |
| 1.5. Study cycle | Bachelor |
| 1.6. Study programme / Qualification | Business Administration in Hospitality Services |

2. Information regarding the course

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|--------------------------|-------------------------------|---------------|---|-------------------------|---|---------------------|----------|
| 2.1. Name of the course | BUSINESS ECONOMICS | | | | | | |
| 2.2. Code | ILE0044 | | | | | | |
| 2.3. Course coordinator | Conf.univ.dr. Oana BODE | | | | | | |
| 2.4. Seminar coordinator | Lect.univ.dr. Elisabeta BUTOI | | | | | | |
| 2.5. Year of study | 2 | 2.6. Semester | 1 | 2.7. Type of evaluation | C | 2.8. Type of course | Elective |

3. Total estimated time (hours/semester of didactic activities)

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|---|----|------------------------|----|-------------------------|-------|
| 3.1. Hours per week | 3 | Of which: 3.2. lecture | 2 | 3.3 seminar/laboratory | 1 |
| 3.4. Total hours in the curriculum | 42 | Of which: 3.5. lecture | 28 | 3.6. seminar/laboratory | 14 |
| Time allotment: | | | | | hours |
| Learning using manual, course support, bibliography, course notes | | | | | 12 |
| Additional documentation (in libraries, on electronic platforms, field documentation) | | | | | 12 |
| Preparation for seminars/labs, homework, papers, portfolios and essays | | | | | 5 |
| Tutorship | | | | | 2 |
| Evaluations | | | | | 2 |
| Other activities: | | | | | - |
| 3.7. Total individual study hours | | | | | 33 |
| 3.8. Total hours per semester | | | | | 75 |
| 3.9. Number of ECTS credits | | | | | 3 |

4. Prerequisites (if necessary)

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|-------------------|--|
| 4.1. curriculum | |
| 4.2. competencies | |

5. Conditions (if necessary)

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| 5.1. for the course | Attendance in time for lecture, respect for the audience and no mobile phone open during the session course. |
| 5.2. for the seminar /lab activities | Minimum 10 presences and active intervention at seminars |

6. Specific competencies acquired

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|---------------------------|--|
| Professional competencies | <ul style="list-style-type: none"> • C1.1-Descrierea paradigmelor, conceptelor si teoriilor economice privind influenta mediului extern asupra intreprinderii/ organizatiei. • C1.2-Explicarea si interpretarea relatiei de influenta economica exercitata de mediul extern asupra întreprinderii/ organizatiei. |
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| Transversal competencies | CT1-Aplicarea principiilor, normelor și valorilor de etică profesională în cadrul propriei strategii de muncă riguroasă, eficientă și responsabilă. |
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7. Objectives of the course (outcome of the acquired competencies)

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|---------------------------------------|--|
| 7.1. General objective of the course | <ul style="list-style-type: none"> To help comprehend the basic economizing problem, specific economic issues and the policy alternatives. |
| 7.2. Specific objective of the course | <ul style="list-style-type: none"> Discussion of the meaning and importance of economics. Comprehension of economics perspective. Analysis of the particular and general behaviours of each company, their possible decisions and their specific economic reactions, based on their particular interests and scopes. Explain the economic role of intermediaries and speculators; Distinguish between explicit and implicit costs, normal and economic profits; Compare and compute total, marginal and average product, revenue, costs concepts; Describe the four basic market models and characteristics of each: pure competition, monopoly, oligopoly, monopolistic competition. |

8. Content

| 8.1. Course | Teaching Method | Remarks |
|--|--|------------|
| 1. The role of firms. Intermediaries and speculators | Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies | 1 lecture |
| 2. The behavior of firms | Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies | 2 lectures |
| 3. Production and costs in the short run | Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies | 1 lecture |
| 4. Production and costs in the long run | Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies | 1 lecture |
| 5. Perfect competition | Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies | 2 lectures |
| 6. Monopoly | Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies | 2 lectures |
| 7. Market power and oligopoly | Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies | 2 lectures |
| 8. The theory of games | Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies | 1 lecture |
| 9. Monopolistic competition | Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies | 1 lecture |
| 10. The markets for the factors of production | Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies | 1 lecture |
| Bibliography | Compulsory Bibliography <ul style="list-style-type: none"> Landsburg S.E. – Price Theory & Applications (Eight Edition), South-Western Cengage Learning, 2011 Arnold R.A. – Microeconomics (Tenth Edition), South-Western Cengage Learning, 2011 Mankiw N.G. – Principles of Economics (Sixth Edition), South-Western Cengage Learning, 2012 | |

| 8.1. Course | Teaching Method | Remarks |
|-------------|-----------------|---|
| | | <p>Optional Bibliography</p> <ul style="list-style-type: none"> • Frank, R. H., (1991), <i>Microeconomics and behaviour</i>, McGraw-Hill International Editions, Economic Series. • N. G. Mankiw, (1998), <i>Principles de l'Economie</i>, Ed. Economica, Paris. • McConnell, C., Brue, S., (2002), <i>Economics: Principles, Problems, and Policies</i>, McGraw-Hill/Irwin an imprint of The McGraw-Hill Companies. • Lipsey, G. R., Chrystal, K. A., (1999), <i>Economia pozitivă</i>, Ed. Economică, Bucureşti. • Stiglitz, E. J., Walsh, E. C., (2005), <i>Economie</i>, Ed. Economică. • Samuelson, Nordhaus, (2000), <i>Economie politică</i>, Ed. Teora. • Hardwick, Ph., Langmead, J., Khan, B., (2002), <i>Introducere în politica economică modernă</i>, Ed. Polirom. • Vorzsak, M., (2005), <i>Economie pozitivă</i>, Ed. Alma Mater, Cluj Napoca. • Vorzsak, M., Guţ, C., Toader, V., (2011), <i>Piaţă, concurenţă, preţuri</i>, Ed. Alma Mater, Cluj-Napoca. |

| 8.2. Seminar/laboratory | Teaching Method | Remarks |
|--|---|------------|
| 1. The role of firms. Intermediaries and speculators | Debate, Conversation, Case studies, Problem | 1 seminar |
| 2. The behavior of firms | Debate, Conversation, Case studies, Problem | 2 seminars |
| 3. Production and costs in the short run | Debate, Conversation, Case studies, Problem | 1 seminar |
| 4. Production and costs in the long run | Debate, Conversation, Case studies, Problem | 1 seminar |
| 5. Perfect competition | Debate, Conversation, Case studies, Problem | 2 seminars |
| 6. Monopoly | Debate, Conversation, Case studies, Problem | 2 seminars |
| 7. Market power and oligopoly | Debate, Conversation, Case studies, Problem | 2 seminars |
| 8. The theory of games | Debate, Conversation, Case studies, Problem | 1 seminar |
| 9. Monopolistic competition | Debate, Conversation, Case studies, Problem | 1 seminar |
| 10. The markets for the factors of production | Debate, Conversation, Case studies, Problem | 1 seminar |
| Bibliography | <ul style="list-style-type: none"> • Landsburg S.E. – Price Theory & Applications (Eight Edition), South-Western Cengage Learning, 2011 • Arnold R.A. – Microeconomics (Tenth Edition), South-Western Cengage Learning, 2011 • Mankiw N.G. – Principles of Economics (Sixth Edition), South-Western Cengage Learning, 2012 | |

9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

Course content is consistent with what is done in other universities at home and abroad. To adapt to the labor market the contents meet the standards of the business community.

10. Evaluation

| Type of activity | 10.1 Evaluation criteria | 10.2 Evaluation method | 10.3 Percent of the final grade |
|------------------|--|------------------------|---------------------------------|
| 10.4 Course | The knowledge's accuracy and completeness; Logical consistency; | Written exam | 60% |



| Type of activity | 10.1 Evaluation criteria | 10.2 Evaluation method | 10.3 Percent of the final grade |
|---|--|--|---------------------------------|
| | The use of specialized language; Understanding the concepts and phenomena | | |
| 10.5 Seminar/lab activities | The involvement in the seminar activities. | Observation during the semester | 20% |
| | The ability to apply the knowledge learnt | Homework Portfolio (3 practical applications / case studies solved during the semester). | 20% |
| Remarks: To calculate the final grade by summing up the points obtained during the semester, it is necessary to obtain at least 50% of the score related to the written exam. For the reexamination period, the evaluation method is also maintained. The score obtained at the seminar and homework portfolio remain unchanged. | | | |
| 10.6. Minimum performance standards | | | |
| Formation the economic way of thinking and acquiring the functioning of overall economy for a sustainable economic growth. | | | |

Date
29.09.2023

Course coordinator
Conf.univ.dr. Oana

Seminar coordinator
Lect.univ.dr. Elisabeta BUTOI

BODE

Date of approval

Head of department
Assoc. Prof. Marius BOTA

11.10.2023

