



SYLLABUS

Academic year 2024-2025

1. Information regarding the programme

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

2. Information regarding the course

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	3	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)

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)

4.1. curriculum	
4.2. competencies	

5. Conditions (if necessary)

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

Professional competencies	<ul style="list-style-type: none">• C1.1 - Description of economic paradigms, concepts and theories regarding the influence of the external environment on the enterprise/organization• C1.2 - Explaining and interpreting the relationship of economic influence exerted by the external environment on the enterprise/ organization• C2.1- Identification of economic concepts and theories related to companies/ organisations
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Transversal competencies	CT1 - Applying the principles, norms and values of professional ethics within the framework of one's own rigorous, efficient and responsible work strategy
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7. Objectives of the course (outcome of the acquired competencies)

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
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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, București. 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., Guț, C., Toader, V., (2011), <i>Piață, concurență, prețuri</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%
<p>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.</p>			
10.6. Minimum performance standards			
Formation the economic way of thinking and acquiring the functioning of overall economy for a sustainable economic growth.			

Date 23.04.2024	Course coordinator Conf.univ.dr. Oana BODE	Seminar coordinator Lect.univ.dr. Elisabeta BUTOI
Date of approval 22.05.2024		Head of department Assoc. Prof. Marius BOTA

