



SYLLABUS Academic year 2022-2023

1. Information regarding the programme

1.1. Higher education institution	Babeş-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	Lect.dr. Oana BODE						
2.4. Seminar coordinator	Lect.dr. Oana BODE						
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)

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	C1. Gathering, processing, and analysing data regarding the interaction between a company/ an organisation and the external environment C2. Providing assistance for running a company/ an organisation as a whole
Transversal competencies	CT3. Identifying various opportunities for continuing education and efficiently using learning resources and techniques for their development

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 		
8.1. Course		Teaching Method	Remarks
	Optional Bibliography <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
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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; The use of specialized language; Understanding the concepts and phenomena	Written exam	45%
10.5 Seminar/lab activities	The involvement in the seminar activities.	Observation during the semester	20%
	The ability to apply the knowledge learnt	Team project	35%
Remarks:			
<ul style="list-style-type: none"> the share of each evaluation criteria may change at the beginning of the semester as a result of the students' suggestions during the resit session, the evaluation method is the same. Any student who would like to improve its grade has the possibility to attend once again ONLY the written exam. 			
10.6. Minimum performance standards			
Formation the economic way of thinking and acquiring the functioning of overall economy for a sustainable economic growth.			

Date

Course coordinator
 Lect.dr. Oana BODE

Seminar coordinator
 Asist. dr. Elisabeta BUTOI

Date of approval

Head of department
 Assoc. Prof. Oana Adriana GICĂ



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