



## 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 in Hospitality Industry

### 2. Information regarding the course

2.1. Name of the course	<b>BUSINESS ECONOMICS</b>						
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"> <li>To help comprehend the basic economizing problem, specific economic issues and the policy alternatives.</li> </ul>
7.2. Specific objective of the course	<ul style="list-style-type: none"> <li>Discussion of the meaning and importance of economics.</li> <li>Comprehension of economics perspective.</li> <li>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.</li> <li>Explain the economic role of intermediaries and speculators;</li> <li>Distinguish between explicit and implicit costs, normal and economic profits;</li> <li>Compare and compute total, marginal and average product, revenue, costs concepts;</li> <li>Describe the four basic market models and characteristics of each: pure competition, monopoly, oligopoly, monopolistic competition.</li> </ul>

## 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	<b>Compulsory Bibliography</b> <ul style="list-style-type: none"> <li>• Landsburg S.E. – Price Theory &amp; Applications (Eight Edition), South-Western Cengage Learning, 2011</li> <li>• Arnold R.A. – Microeconomics (Tenth Edition), South-Western Cengage Learning, 2011</li> <li>• Mankiw N.G. – Principles of Economics (Sixth Edition), South-Western Cengage Learning, 2012</li> </ul>		
8.1. Course		Teaching Method	Remarks
	<b>Optional Bibliography</b> <ul style="list-style-type: none"> <li>• Frank, R. H., (1991), <i>Microeconomics and behaviour</i>, McGraw-Hill International Editions, Economic Series.</li> <li>• N. G. Mankiw, (1998), <i>Principles de l'Economie</i>, Ed. Economica, Paris.</li> <li>• McConnell, C., Brue, S., (2002), <i>Economics: Principles, Problems, and Policies</i>, McGraw-Hill/Irwin an imprint of The McGraw-Hill Companies.</li> <li>• Lipsey, G. R., Chrystal, K. A., (1999), <i>Economia pozitivă</i>, Ed. Economică, București.</li> <li>• Stiglitz, E. J., Walsh, E. C., (2005), <i>Economie</i>, Ed. Economică.</li> <li>• Samuelson, Nordhaus, (2000), <i>Economie politică</i>, Ed. Teora.</li> <li>• Hardwick, Ph., Langmead, J., Khan, B., (2002), <i>Introducere în politica economică modernă</i>, Ed. Polirom.</li> <li>• Vorzsak, M., (2005), <i>Economie pozitivă</i>, Ed. Alma Mater, Cluj Napoca.</li> <li>• Vorzsak, M., Guț, C., Toader, V., (2011), <i>Piață, concurență, prețuri</i>, Ed. Alma Mater, Cluj-Napoca.</li> </ul>		
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"> <li>• Landsburg S.E. – Price Theory &amp; Applications (Eight Edition), South-Western Cengage Learning, 2011</li> <li>• Arnold R.A. – Microeconomics (Tenth Edition), South-Western Cengage Learning, 2011</li> <li>• Mankiw N.G. – Principles of Economics (Sixth Edition), South-Western Cengage Learning, 2012</li> </ul>
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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%
<b>Remarks:</b>			
<ul style="list-style-type: none"> <li>• the share of each evaluation criteria may change at the beginning of the semester as a result of the students' suggestions</li> <li>• 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.</li> </ul>			
<b>10.6. Minimum performance standards</b>			
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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