



**SYLLABUS**  
**Consumer Behavior**  
Academic year 2025-2026

**1. Information regarding the program**

1.1. Higher education institution	Universitatea Babeș Bolyai
1.2. Faculty	Business
1.3. Department	Business Administration
1.4. Field of study	Business Administration
1.5. Study cycle	Bachelor
1.6. Study programme/Qualification	Business Administration / Bachelor in Economic Studies
1.7. Form of education	Full time

**2. Information regarding the discipline**

2.1. Name of the discipline		Environmental Economics				Discipline code		ILE0034			
2.2. Course coordinator			CS III Dr. Ancuta Tenter								
2.3. Seminar coordinator			CS III Dr. Ancuta Tenter								
2.4. Year of study		II	2.5. Semester		3	2.6. Type of evaluation		C	2.7. Discipline regime		Elective

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

3.1. Hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
<b>Time allotment for individual study (ID) and self-study activities (SA)</b>					<b>hours</b>
Learning using manual, course support, bibliography, course notes (SA)					9
Additional documentation (in libraries, on electronic platforms, field documentation)					9
Preparation for seminars/labs, homework, papers, portfolios and essays					8
Tutorship					2
Evaluations					2
Other activities					3
<b>3.7. Total individual study hours</b>					<b>33</b>
<b>3.8. Total hours per semester</b>					<b>75</b>
<b>3.9. Number of ECTS credits</b>					<b>3</b>

**4. Prerequisites (if necessary)**

4.1. curriculum	-
4.2. competencies	-

**5. Conditions (if necessary)**

5.1. for the course	Classroom with computer and projector
5.2. for the seminar /lab activities	Classroom with computer and projector



### 6.1. Specific competencies acquired

Professional/essential competencies	<ul style="list-style-type: none"><li>• C1.3. Applying the appropriate tools for analyzing the relationship of influence exerted by the external environment on the enterprise/organization</li></ul>
Transversal competencies	<ul style="list-style-type: none"><li>• CT1 Implementing ethical principles, norms, and values within one's own rigorous, efficient, and responsible strategy of work.</li></ul>

### 6.2. Learning outcomes

Knowledge	<p>The graduate has knowledge of the components of the micro-environment and the marketing macro-environment.</p> <ul style="list-style-type: none"><li>• The graduate demonstrates advanced knowledge in identifying and understanding the main paradigms and research methods specific to environmental economics.</li></ul>
Skills	<p>The graduate demonstrates that he/she has the ability to identify and analyze the elements of the marketing micro and macro environment.</p> <ul style="list-style-type: none"><li>• The graduate develops advanced skills/abilities to analyze the main paradigms and apply research methods specific to environmental economics.</li></ul>
Responsibility and autonomy:	<p>The graduate is able to make decisions according to their position and to take responsibility towards higher hierarchical levels.</p> <ul style="list-style-type: none"><li>• The student demonstrates the ability to develop proposals and make appropriate decisions, taking into account economic criteria.</li></ul>

### 7. Objectives of the discipline (outcome of the acquired competencies)

7.1 General objective of the discipline	<p>The course aims to present and analyze the relationship of mutual influence between the economy and the natural environment, the requirements of sustainable development and solutions for sustainable development.</p>
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<b>7.2 Specific objective of the discipline</b>	<p>The course aims to:</p> <ul style="list-style-type: none"> <li>- To provide students with the theoretical and practical foundations of environmental economics.</li> <li>- To develop a better understanding of the interaction between the economy and the natural environment and especially of the ecological crisis, seen as a consequence of development.</li> <li>- To develop a better understanding of the nature and role of sustainable development, which can mitigate the damage done to the environment so far and prevent future destruction.</li> <li>- To increase awareness of the fact that the achievement of sustainable development requires the correct management of biodiversity, renewable and non-renewable energy sources, the management of natural and anthropogenic risks, the reduction of the consequences of global climate change, relevant economic evaluations of the environment, etc.</li> <li>- To increase the degree of knowledge of sustainable development strategies at the European and national level.</li> </ul>
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## 8. Content

8.1 Course	Teaching methods	Remarks
Introduction to the notions of the Environmental science, Ecology, Environmental protection	Interactive presentation, PPT presentation, student involvement by discussing some applied topics to be solved during the semester	1 course
Sustainable development international context	Interactive presentation, PPT presentation, student involvement by discussing some applied topics to be solved during the semester	1 course
Goals for sustainable development	Interactive presentation, PPT presentation, student involvement by discussing some applied topics to be solved during the semester	1 course
Tools of environmental policies	Interactive presentation, PPT presentation, student involvement by discussing some applied topics to be solved during the semester	1 course
Environmental Fund	Interactive presentation, PPT presentation, student involvement by discussing some applied topics to be solved during the semester	1 course
Elements of environmental management	Interactive presentation, PPT presentation, student involvement by discussing some applied topics to be solved during the semester	1 course
Implementation of an SMM environmental system	Interactive presentation, PPT presentation, student involvement by discussing some applied topics to be solved during the semester	1 course
Anthropogenic impact in the ecosphere	Interactive presentation, PPT presentation, student involvement by discussing some applied topics to be solved during the semester	1 course
Economic activity and pollution benefits versus negative effects	Interactive presentation, PPT presentation, student involvement by discussing some applied topics to be solved during the semester	1 course
The impact of industry and accelerated development on the environment	Interactive presentation, PPT presentation, student involvement by discussing some	1 course



	applied topics to be solved during the semester	
The impact of agriculture and forestry on the environment	Interactive presentation, PPT presentation, student involvement by discussing some applied topics to be solved during the semester	1 course
The impact of transport and tourism on the environment	Interactive presentation, PPT presentation, student involvement by discussing some applied topics to be solved during the semester	1 course
The global coronavirus pandemic - economic impact and environmental consequences	Interactive presentation, PPT presentation, student involvement by discussing some applied topics to be solved during the semester	1 course
Synthesis of presented notions	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	1 course

**Bibliography (books available in Biblioteca Centrala Universitara Lucian Blaga, Cluj-Napoca)**

1. Burny, Ph, Petrescu, D. C. (2008), Environmental Economics, EFES, Cluj-Napoca, Les Presses Agronomiques de Gembloux ASBL, Gembloux
2. Börger, T. (2012). Social desirability and environmental valuation (p. 265). Peter Lang International Academic Publishers.
3. Common, M., Stagl, S. (2005). Ecological economics: an introduction. Cambridge University Press.
4. Costanza, R., Alperovitz, G., Daly, H., Farley, J., Franco, C., Jackson, T., ... & Victor, P. (2016). Building a sustainable and desirable economy-in-society-in-nature. In Green Economy Reader: Lectures in Ecological Economics and Sustainability (pp. 367-454). Cham: Springer International Publishing.
5. Daly, H., Farley, J. (2004), Ecological Economics, Island Press.
6. Dempsey, J. (2016). Enterprising nature: Economics, markets, and finance in global biodiversity politics. John Wiley & Sons.
7. Dietz, S., Michie, J., & Oughton, C. (Eds.). (2011). The Political Economy of the Environment. Routledge.
8. Endres, A. (2010). Environmental economics: Theory and policy. Cambridge University Press.
9. Fuchs, D., Sahakian, M., Gumbert, T., Di Giulio, A., Maniates, M., Lorek, S., & Graf, A. (2021). Consumption corridors: Living a good life within sustainable limits
10. Hanley, N., Shogren, J. F., & White, B. (2007). Environmental economics in theory and practice. Palgrave Macmillan.
11. Heal, G. (2016). Endangered economies: how the neglect of nature threatens our prosperity. Columbia University Press.
12. Jakobsen, O., Zsolnai, L. (Eds.) (2017), Integral Ecology and Sustainable Business (Contributions to Conflict Management, Peace Economics and Development, 26), Emerald Publishing.
13. Kotler, Ph, Lee, N. (2005), Corporate Social Responsibility. Doing the Most Good for Your Company and Your Cause. John Wiley & Sons, Inc., Hoboken, New Jersey.
14. Kovacic, Z., Strand, R., & Völker, T. (2020). The circular economy in Europe: Critical perspectives on policies and imaginaries (p. 208). Taylor & Francis.
15. Maler, K. G., & Vincent, J. R. (Eds.). (2003). Handbook of Environmental Economics: Environmental Degradation and Institutional Responses (Vol. 1). Elsevier.
16. Poveda, C. A. (2017). Sustainability assessment: A rating system framework for best practices. Emerald Publishing Limited.
17. Rendtorff, J. D. (2019). Philosophy of management and sustainability: Rethinking business ethics and social responsibility in sustainable development. Emerald Publishing Limited.
18. Schreckenber, K., Mace, G., Poudyal, M., (2018). Ecosystem Services and Poverty Alleviation. Trade-offs and Governance. Routledge.
19. Siebert, H. (2008). Economics of the environment: theory and policy, Springer.
20. Smart, B. (2010). Consumer society : critical issues and environmental consequences, Sage Publishing.
21. Vergragt, P. J., Brown, H. S., Sanders, E., Peine, J. D., Speth, J. G. (2008). James Gustave Speth, the bridge at the edge of the world: capitalism, the environment, and crossing from crisis to sustainability. Yale University Press.
22. Thomas, V. (2017). Climate change and natural disasters: Transforming economies and policies for a sustainable future (p. 158). Taylor & Francis.
23. Tietenberg, T., Lewis, L. (2010). Environmental economics and policy. 6th ed. Pearson Education



24. Torp, S., Andersen, T. J., (Eds.) (2020.) Adapting to Environmental Challenges: New Research in Strategy and International Business (Emerald Studies in Global Strategic Responsiveness), Emerald Publishing.
25. Weston, D. (2014). The political economy of global warming: The terminal crisis. Routledge.
26. Zademach, H. M., Hillebrand, S. (2013). Alternative economies and spaces: new perspectives for a sustainable economy. transcript Verlag.

8.2 Seminar / laboratory	Teaching methods	Remarks
Introduction to the notions of the Environmental science, Ecology, Environmental protection	Exemplification, analysis, case studies	1 seminar
Sustainable development international context	Exemplification, analysis, case studies	1 seminar
Goals for sustainable development	Exemplification, analysis, case studies	1 seminar
Tools of environmental policies	Exemplification, analysis, case studies	1 seminar
Environmental Fund	Exemplification, analysis, case studies	1 seminar
Elements of environmental management	Exemplification, analysis, case studies	1 seminar
Implementation of an SMM environmental system	Exemplification, analysis, case studies	1 seminar
Anthropogenic impact in the ecosphere	Exemplification, analysis, case studies	1 seminar
Economic activity and pollution benefits versus negative effects	Exemplification, analysis, case studies	1 seminar
The impact of industry and accelerated development on the environment	Exemplification, analysis, case studies	1 seminar
The impact of agriculture and forestry on the environment	Exemplification, analysis, case studies	1 seminar
The impact of transport and tourism on the environment	Exemplification, analysis, case studies	1 seminar
The global coronavirus pandemic - economic impact and environmental consequences	Exemplification, analysis, case studies	1 seminar
Synthesis of presented notions	Exemplification, analysis, case studies	1 seminar
Bibliography (books available in Biblioteca Centrala Universitara Lucian Blaga, Cluj-Napoca)		
<ol style="list-style-type: none"> <li>1. Burny, Ph, Petrescu, D. C. (2008), Environmental Economics, EFES, Cluj-Napoca, Les Presses Agronomiques de Gembloux ASBL, Gembloux</li> <li>2. Börger, T. (2012). Social desirability and environmental valuation (p. 265). Peter Lang International Academic Publishers.</li> <li>3. Common, M., Stagl, S. (2005). Ecological economics: an introduction. Cambridge University Press.</li> <li>4. Costanza, R., Alperovitz, G., Daly, H., Farley, J., Franco, C., Jackson, T., ... &amp; Victor, P. (2016). Building a sustainable and desirable economy-in-society-in-nature. In Green Economy Reader: Lectures in Ecological Economics and Sustainability (pp. 367-454). Cham: Springer International Publishing.</li> <li>5. Daly, H., Farley, J. (2004), Ecological Economics, Island Press.</li> <li>6. Dempsey, J. (2016). Enterprising nature: Economics, markets, and finance in global biodiversity politics. John Wiley &amp; Sons.</li> <li>7. Dietz, S., Michie, J., &amp; Oughton, C. (Eds.). (2011). The Political Economy of the Environment. Routledge.</li> <li>8. Endres, A. (2010). Environmental economics: Theory and policy. Cambridge University Press.</li> <li>9. Fuchs, D., Sahakian, M., Gumbert, T., Di Giulio, A., Maniates, M., Lorek, S., &amp; Graf, A. (2021). Consumption corridors: Living a good life within sustainable limits</li> <li>10. Hanley, N., Shogren, J. F., &amp; White, B. (2007). Environmental economics in theory and practice. Palgrave Macmillan.</li> <li>11. Heal, G. (2016). Endangered economies: how the neglect of nature threatens our prosperity. Columbia University Press.</li> <li>12. Jakobsen, O., Zsolnai, L. (Eds.) (2017), Integral Ecology and Sustainable Business (Contributions to Conflict Management, Peace Economics and Development, 26), Emerald Publishing.</li> <li>13. Kotler, Ph, Lee, N. (2005), Corporate Social Responsibility. Doing the Most Good for Your Company and Your Cause. John Wiley &amp; Sons, Inc., Hoboken, New Jersey.</li> <li>14. Kovacic, Z., Strand, R., &amp; Völker, T. (2020). The circular economy in Europe: Critical perspectives on policies and imaginaries (p. 208). Taylor &amp; Francis.</li> <li>15. Maler, K. G., &amp; Vincent, J. R. (Eds.). (2003). Handbook of Environmental Economics: Environmental Degradation and Institutional Responses (Vol. 1). Elsevier.</li> <li>16. Poveda, C. A. (2017). Sustainability assessment: A rating system framework for best practices. Emerald Publishing Limited.</li> <li>17. Rendtorff, J. D. (2019). Philosophy of management and sustainability: Rethinking business ethics and social responsibility in sustainable development. Emerald Publishing Limited.</li> </ol>		



18. Schreckenberg, K., Mace, G., Poudyal, M., (2018). Ecosystem Services and Poverty Alleviation. Trade-offs and Governance. Routledge.
19. Siebert, H. (2008). Economics of the environment: theory and policy, Springer.
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25. Weston, D. (2014). The political economy of global warming: The terminal crisis. Routledge.
26. Zademach, H. M., Hillebrand, S. (2013). Alternative economies and spaces: new perspectives for a sustainable economy. transcript Verlag.

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

- The discipline content is consistent with what is being taught in other universities at home and abroad. In order to adapt it to the labour market requirements, there were held meetings with business representatives.

#### 10. Evaluation





- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	Knowledge of the presented theoretical concepts Correct application of theory to practice	Final examination (Evaluation during the exam session)	60%
10.5 Seminar/laboratory	Correctly solving exercises, case studies	Project/ Assignments (Evaluation during the semester, at the dates established by the seminar coordinator)	40%
	The grading for “Correctly solving exercises, case studies” and for “Interest in individual preparation, seriousness in addressing issues” can be obtained only during the semester seminar hours and they will not change for re-examination. The grades for the seminar activity is awarded only during the seminar hours and remains the same for re-examination. Participation in the exam is based on scheduling on a certain exam date. Participation must be communicated to the course and seminar holders in the form and within the deadline established by them. In order 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.		
10.6 Minimum standard of performance			
<ul style="list-style-type: none"><li>• Knowledge of the presented theoretical concepts</li><li>• Correct application of theory to practice through simple exercises/case studies.</li></ul>			





### 11. Labels ODD (Sustainable Development Goals)<sup>1</sup>

Date:

26.03.2025

Signature of course coordinator

CSIII Dr. Țenter Anuța

Signature of seminar coordinator

CSIII Dr. Țenter Anuța

Date of approval:

10.04.2025

Signature of the head of department

Marius BOTA, PhD

<sup>1</sup> Keep only the labels that, according to the [Procedure for applying ODD labels in the academic process](#), suit the discipline and delete the others, including the general one for *Sustainable Development* – if not applicable. If no label describes the discipline, delete them all and write „Not applicable.”.