



SYLLABUS
BUSINESS ECONOMICS
Academic year 2025-2026

1. Information regarding the program

1.1. Higher education institution	Universitatea Babeș Bolyai
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 /Bachelor in Economic Studies
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		BUSINESS ECONOMICS				Discipline code		ILE0044			
2.2. Course coordinator			Conf.univ.dr. Oana BODE								
2.3. Seminar coordinator			Conf.univ.dr. Oana BODE								
2.4. Year of study		3	2.5. Semester		5	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
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					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	Does not apply
4.2. competencies	Does not apply

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.



6.1. Specific competencies acquired

Professional/essential 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
Transversal competencies	<ul style="list-style-type: none">• CT1 - Applying the principles, norms and values of professional ethics within the framework of one's own rigorous, efficient and responsible work strategy

6.2. Learning outcomes

Knowledge	<p>The student has general knowledge of the microeconomic field, with an impact on the life and activity of companies. He also has knowledge of the relevance of the fundamental theories of microeconomics:</p> <ul style="list-style-type: none">• understands the mechanisms of economic activity, decision-making, and individual behaviors of economic agents;• understands the market mechanism and the formation of equilibrium in different competitive situations.
Skills	<p>The student analyzes and interprets economic phenomena, scientifically substantiates economic decisions at the microeconomic level. Demonstrates the ability to understand the effects of macroeconomic policies, thus being able to deduce their implications at the microeconomic level.</p>
Responsibility and autonomy:	<p>The student demonstrates a proactive and responsible attitude in the scientific substantiation and adoption of economic decisions.</p>

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

7.1 General objective of the discipline	<ul style="list-style-type: none">• To help comprehend the basic economizing problem, specific economic issues and the policy alternatives.
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7.2 Specific objective of the discipline	<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.
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8. Content

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

<ul style="list-style-type: none"> • 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.
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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	The knowledge's accuracy and completeness; Logical consistency; The use of specialized language; Understanding the concepts and phenomena	Written exam	60%
10.5 Seminar/laboratory	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%
Remark	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 standard of performance			
<ul style="list-style-type: none">• Formation the economic way of thinking and acquiring the functioning of overall economy for a sustainable economic growth.			



11. Labels ODD (Sustainable Development Goals)¹

								
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Date:
31.03.2025

Signature of course coordinator
Conf. Univ. dr. Oana Ruxandra BODE

Signature of seminar coordinator
Conf. Univ. dr. Oana Ruxandra BODE

Date of approval:
10.04.2025

Signature of the head of department
Conf. univ. dr. Marius BOTA

¹ 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.”.