UNIVERSITATEA BABEŞ-BOLYAI
BABEŞ-BOLYAI TUDOMÁNYEGYETEM
BABEŞ-BOLYAI UNIVERSITÄT
BABEŞ-BOLYAI UNIVERSITY
TRADITIO ET EXCELLENTIA

FACULTATEA DE BUSINESS IN PARTNERSHIP

COURSE DESCRIPTION
BUSINESS ECONOMICS
Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeş-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field	Business Administration
1.5. Level of study	Bachelor
1.6. Degree 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	BUSINESS ECONOMICS				Codul disciplinei	ILE0044
2.2. Course coordinator	Conf.univ.dr. Oana BODE					
2.3. Seminar coordinator	Conf.univ.dr. Oana BODE					
2.4. Year of study	2	2.5. Semester	3	2.6. Type of assessment	Viva voce	
2.7. Course status	Elective			2.8. Course type	Specialisation subject	

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	3	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum	42	of which: 3.5. course	28	3.6. seminar/ laboratory	14
Time allocation for individual study (IS) and self-taught activities (ST)					**hours**
Learning from textbooks, course materials, bibliography, and notes (IS)					12
Additional research in the library, on subject-specific electronic platforms, and on-site					12
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					5
Tutoring (professional guidance)					2
Examinations					2
Other activities					-
3.7. Total hours of individual study (IS) and self-taught activities (ST)	**33**				
3.8. Total hours per semester	**75**				
3.9. Number of credits	**3**				

4. Prerequisites (where applicable)

4.1. curriculum-related	Does not apply
4.2 skills-related	Does not apply

5. Specific conditions (where applicable)

5.1. course-related	Attendance in time for lecture, respect for the audience and no mobile phone open during the session course.
5.2. seminar/laboratory-related	Attendance in time for seminar, respect for the audience, active intervention and no mobile phone open during the session course.

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	**Competency**
PC1	Gathering, processing and analysing data regarding the interaction between a company/an organisation and the external environment
PC2	Providing assistance for running a company/an organisation as a whole.
Transversal competencies	
Competency code	**Competency**
TC1	Implementing ethical principles, norms and values within one's own rigorous, efficient, and responsible strategy of work.

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	**Knowledge and comprehension**	**Specific academic skills**
CP1 CP2 CT1	1. The graduate has general knowledge in macro- and micro-economic areas with an impact on business life and activity..	1. The graduate demonstrates having the ability to understand the effects of macroeconomic policies, thus being able to infer their implications at microeconomic level.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student acquires and demonstrates general knowledge of the role of firms in the economy, as well as the functions of intermediaries and speculators, understanding how these agents contribute to the efficient functioning of markets and to the allocation of resources.
2. The student knows and understands the behavior of firms, as well as the principles underlying production and cost decisions, both in the short run and in the long run, being able to identify the determinants of economic efficiency.
3. The student recognizes and explains the main market structures (perfect competition, monopoly, oligopoly, monopolistic competition), understanding their assumptions, characteristics, and implications for prices, output, and economic welfare.
4. The student assimilates and understands the fundamental elements of game theory and of the markets for the factors of production, being able to explain how strategic interaction among firms and the allocation of productive resources influence economic outcomes at the microeconomic level.
Specific academic skills
1. The student acquires the ability to analyze and interpret the behavior of firms, intermediaries, and speculators, using tools and theoretical models specific to business economics (production functions, cost curves, market structure analysis).
2. The student is capable of scientifically substantiating firms' economic decisions regarding production, costs, and pricing, mobilizing theoretical and empirical knowledge to argue for and justify optimal strategic choices under different market structures.
3. The student develops the ability to apply game-theoretic reasoning to strategic interactions among firms, being able to model and evaluate competitive behavior in oligopolistic and other imperfectly competitive markets.

8. Contents

8.1. Course	Teaching and learning 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

Bibliography
Compulsory Bibliography
- 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
- 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/Irvin an imprint of The McGraw-Hill Companies.
- Lipsey, G. R., Chrystal, K. A., (1999), Economia pozitivă, Ed. Economică, Bucureşti.
- 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., Guţ, C., Toader, V., (2011), Piaţă, concurenţă, preţuri, Ed. Alma Mater, Cluj-Napoca.

8.2. Seminar/ laboratory	Teaching and learning 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

- 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. 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).**

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	The knowledge's accuracy and completeness; Logical consistency; The use of specialized language; Understanding the concepts and phenomena	Written exam	60%
9.5. 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%
9.6 Minimum standard for passing			
Formation the economic way of thinking and acquiring the functioning of overall economy for a sustainable economic growth.			

10. SDG labels (Sustainable Development Goals)[1]

		Sustainable Development Generic Label

1 FĂRĂ SĂRĂCIE	2 FOAMETE „ZERO”	3 SĂNĂTATE ȘI BUNĂSTARE	4 EDUCAȚIE DE CALITATE	5 EGALITATE DE GEN	6 APĂ CURATĂ ȘI SANITAȚIE	7 ENERGIE CURATĂ ȘI LA PREȚURI ACCESIBILE	8 MUNCĂ DECENTĂ ȘI CREȘTERE ECONOMICĂ	9 INDUSTRIE, INOVAȚIE ȘI INFRASTRUCTURĂ
X								
10 INEGALITĂȚI REDUSE	11 ORAȘE ȘI COMUNITĂȚI DURABILE	12 CONSUM ȘI PRODUCȚIE RESPONSABILE	13 ACȚIUNE CLIMATICĂ	14 VIAȚA ACVATICĂ	15 VIAȚA TERESTRĂ	16 PACE, JUSTIȚIE ȘI INSTITUȚII EFICIENTE	17 PARTENERIATE PENTRU REALIZAREA OBIECTIVELOR	Nu se aplică nici o etichetă

Date of entry:	Signature of course coordinator	Signature of seminar coordinator
22.05.26	Conf. Univ. dr. Oana Ruxandra BODE	Conf. Univ. dr. Oana Ruxandra BODE

Date of approval in the department:	Signature of the head of department
27.05.26	Assoc. Prof. Marius BOTA, PhD

[1] Select a single label which, according to the *Implementation of SDG labels in the academic process*, best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: *"No label applies."*