



COURSE DESCRIPTION
BUSINESS ECONOMICS
Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-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 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			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	3	2.5. Semester	5	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 economic data for business management.
Transversal competencies	
Competency code	Competency
TC1	Implementing professional and 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 CT1	1. The graduate has general knowledge in the macro- and micro-economic areas, with an impact on business life and on the enterprises in the hospitality and tourism sector.	1. The graduate demonstrates the ability to analyze and evaluate the effects of macroeconomic policies and their microeconomic implications, considering the specific characteristics of the hospitality and tourism industry.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student correctly defines and applies the fundamental concepts of business economics (resources, factors of production, costs, revenues, profit, economic efficiency), contextualized to the specific characteristics of firms operating in the hospitality and tourism industry.
2. The student describes the organizational structure, functions, and operating mechanisms of hospitality and tourism industry firms, as well as the way in which such firms interact with the market and the economic environment in which they operate.
3. The student identifies the sources, types, and methods of collecting and processing the economic data required to substantiate firm-level business decisions (operating costs, performance indicators, turnover, profitability), specific to the hotel and tourism sector.
4. The student explains the influence of macroeconomic policies on the microeconomic decisions of hospitality and tourism industry firms, as well as the role of professional ethics principles in underpinning a rigorous, efficient, and responsible management strategy.
Specific academic skills
1. The student acquires the ability to analyze and interpret the behavior of firms operating in the hospitality and tourism industry, as well as that of intermediaries and speculators, using theoretical instruments and models specific to business economics (production functions, cost curves, analysis of market structures).
2. The student is able to scientifically substantiate the economic decisions of hospitality and tourism industry firms regarding production, costs, and pricing, drawing on theoretical and empirical knowledge to argue for and justify optimal strategic choices within different market structures.
3. The student develops the ability to apply game-theoretic reasoning to strategic interactions among firms in the hospitality and tourism industry, 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), Principes 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 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
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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						
								
X								
								Nu se aplică nici o etichetă
								

Date of entry:

22.05.26

Signature of course coordinator

Conf. Univ. dr. Oana Ruxandra BODE

Signature of seminar coordinator

Conf. Univ. dr. Oana Ruxandra BODE

Date of approval in the department:

27.05.26

Signature of the head of department

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."