



COURSE DESCRIPTION
MICROECONOMICS
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	MICROECONOMICS			Codul disciplinei	ILE0083
2.2. Course coordinator	Conf. Univ. dr. Oana BODE				
2.3. Seminar coordinator	Conf. Univ. dr. Oana BODE				
2.4. Year of study	1	2.5. Semester	1	2.6. Type of assessment	Exam
2.7. Course status	Compulsory			2.8. Course type	Core subject

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

3.1. Number of hours per week	4	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	2
3.4. Total of hours in the curriculum	56	of which: 3.5. course	28	3.6. seminar/ laboratory	28
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					28
Additional research in the library, on subject-specific electronic platforms, and on-site					14
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					14
Tutoring (professional guidance)					2
Examinations					2
Other activities					9
3.7. Total hours of individual study (IS) and self-taught activities (ST)				69	
3.8. Total hours per semester				125	
3.9. Number of credits				5	

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
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
PC1 TC1	1. The student defines the concepts related to the demand and supply of goods and services, including in tourism activities, as well as consumer behaviour and the regulations concerning consumer protection.	1. The student identifies and selects commercial flows and marketing techniques differentiated according to the nature of products and services.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student acquires and demonstrates general knowledge of the microeconomic field, understanding how the decisions of individual economic agents (consumers, firms) influence resource allocation and the functioning of markets.
2. The student recognizes and explains the relevance of the fundamental principles of microeconomics (demand, supply, equilibrium, economic rationality), identifying their applicability in the analysis of real economic behavior.
3. The student knows and understands the main microeconomic models (of the consumer, of the producer, of the market), being able to describe their structure, assumptions, and limitations in relation to different types of markets and competitive structures.
4. The student assimilates and operates with the basic concepts of economics applied at the microeconomic level, understanding the connection between the theoretical framework of demand, supply, and costs and their practical applications to firms' decisions and market policies.
Specific academic skills
1. The student acquires the ability to analyze and interpret the behavior of consumers and firms, using tools and theoretical models specific to microeconomics (indifference curves, production functions, cost curves).
2. The student is capable of scientifically substantiating economic decisions at the microeconomic level, mobilizing theoretical and empirical knowledge to argue for and justify the optimal choices of economic agents.
3. The student is able to deduce and argue the implications of individual microeconomic decisions for the aggregate functioning of the market, establishing connections between the behavior of individual agents and outcomes at the level of the overall economy.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
1. The 10 principles of economics	Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies	1 lecture
2. The economic way of thinking	Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies	1 lecture
3. The consumers' theory	Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies	2 lectures
4. The demand theory	Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies	2 lectures
5. The supply theory	Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies	2 lectures
6. The market's equilibrium	Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies	1 lecture
7. Controls of prices	Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies	1 lecture
8. Consumers, producers and the efficiency of markets	Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies	1 lecture
9. The cost of taxation	Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies	1 lecture
10. Externalities	Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies	1 lecture
11. Public goods and common resources	Interactive lecture, Discussion, Multimedia materials, Illustrated, Case Studies	1 lecture

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

- Stiglitz, E. J., Walsh, E. C., (2005), Economie, Ed. Economică.
- Samuelson, Nordhaus, (2000), Economie politică, Ed. Teora.
- 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 10 principles of economics	Debate, Conversation, Case studies, Problem	1 seminar
2. The economic way of thinking	Debate, Conversation, Case studies, Problem	1 seminar
3. The consumers' theory	Debate, Conversation, Case studies, Problem	2 seminars
4. The demand theory	Debate, Conversation, Case studies, Problem	2 seminars
5. The supply theory	Debate, Conversation, Case studies, Problem	2 seminars

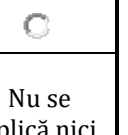
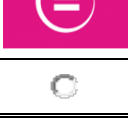
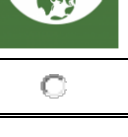
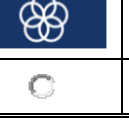
6. The market's equilibrium	Debate, Conversation, Case studies, Problem	1 seminar
7. Controls of prices	Debate, Conversation, Case studies, Problem	1 seminar
8. Consumers, producers and the efficiency of markets	Debate, Conversation, Case studies, Problem	1 seminar
9. The cost of taxation	Debate, Conversation, Case studies, Problem	1 seminar
10. Externalities	Debate, Conversation, Case studies, Problem	1 seminar
11. Public goods and common resources	Debate, Conversation, Case studies, Problem	1 seminar
Bibliography		

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	15%
	The ability to apply the knowledge learnt	Application test given in the last seminar (week 14).	25%
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."