

**SYLLABUS**  
**University year 2020-2021**  
**Year of Study I / Semester I**

**1. Information on academic program**

1.1. University	„1 Decembrie 1918” of Alba Iulia
1.2. Faculty	Faculty of Economic Sciences
1.3. Department	Business Administration and Marketing
1.4. Field of Study	Business Administration
1.5. Cycle of Study	undergraduate
1.6. Academic program / Qualification	<b>BUSINESS ADMINISTRATION / 242102 Process improvement specialist, 242104 Process responsible, 242110 Specialist in economic performance planning, control and reporting</b>

**2. Information of Course Matter**

2.1. Course	<i>Microeconomics</i>			2.2. Code	BA 111		
2.3. Course Leader	Gavrilă Paven Ionela						
2.4. Seminar Tutor	Gavrilă Paven Ionela						
2.5. Academic Year	<b>I</b>	2.6. Semester	<b>I</b>	2.2. Type of Evaluation (E – final exam/ CE - colloquy examination / CA -continuous assessment)	<b>CE</b>	2.8. Type of course ( <b>C</b> – Compulsory, <b>Op</b> – optional, <b>F</b> - Facultative)	<b>O</b>

**3. Course Structure (Weekly number of hours)**

3.1. Weekly number of hours	3	3.2. course	2	3.3. seminar, laboratory	1
3.4. Total number of hours in the curriculum	42	3.5. course	28	3.6. seminar, laboratory	14
Allocation of time:					Hours
Individual study of readers					45
Documentation (library)					25
Home assignments, Essays, Portfolios					11
Tutorials					
Assessment (examinations)					2
Other activities.....					-

3.7 Total number of hours for individual study	83
3.9 Total number of hours per semester	125
3.10 Number of ECTS	5

Professional competences	<i>C1. Collection, processing and analysis of information on the average enterprise-external environment/organization interaction C2. Assistance for the administration of the business of the whole enterprise/organization C3. Use of databases specific to business management C4. Assistance in human resources management C5. Administration activity of a subdivision from the structure company's/organization.</i>
Transversal competences	<i>CT2 Identifying roles and responsibilities in a plural-specialized team and applying effective</i>

**4. Prerequisites (where applicable)**

4.1. curriculum-based	-
4.2. competence-based	-

**5. Requisites (where applicable)**

5.1. course-related	<i>Room equipped with video projector/blackboard, laptop, presentation in ppt(i.e. slides) informative materials.</i>
5.2. seminar/laboratory-based	<i>room with video projector, laptop, blackboard, informative materials,</i>

6. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)

	<p><i>Relationship and work techniques within the team. Creating a wrought/project, assuming with responsibility specific tasks for the role of a plural-specialized team.</i></p> <p><i>CT3 Identifying opportunities of continuous training and the efficient use of learning resources and techniques for your own development. Elaboration and support for the implementation of a personal development plan.</i></p>
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7. Course objectives (as per the program specific competences grid)

7.1 General objectives of the course	<p><i>Knowledge and understanding of the fundamental concepts they operate in the field of political economy; the mechanisms and methods by which they form and allocate resources the economic circuit of resources-at microeconomic level.</i></p>
7.2 Specific objectives of the course	<p><i>General knowledge of economic phenomena and processes</i></p> <p><i>Formation and development of an appropriate economic language</i></p> <p><i>Conscious use of economic categories</i></p> <p><i>Developing economic thinking</i></p> <p><i>Understanding how the economy works.</i></p>

Course contents

8.1 Course	Teaching methods	Remarks
<p><b>C1. INTRODUCTION TO THE POLITICAL ECONOMY</b></p> <p>1.1. <i>The emergence of the political economy as science</i></p> <p>1.2. <i>Objective of the political economy</i></p> <p>1.3. <i>Method of the political economy</i></p> <p>1.4. <i>Training and development of the system of economic sciences</i></p> <p>1.5. <i>Appearance and development Romanian economic thinking</i></p>	<p><i>Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)</i></p>	<p>2 hours</p>
<p><b>C2. ECONOMIC ACTIVITY – THE PRINCIPAL FORM OF SOCIAL ACTIONS</b></p> <p>2.1. <i>Needs, resources and economic results</i></p> <p>2.2. <i>Economic activity and its components</i></p> <p>2.3. <i>National economy and its structures</i></p> <p>2.4. <i>Phenomena and economic processes, economic laws</i></p>	<p><i>Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)</i></p>	<p>2 hours</p>
<p><b>C3. THE GENERAL FEATURES OF THE EXCHANGE ECONOMY</b></p> <p>3.1. <i>Genesis of the exchange economy</i></p> <p>3.2. <i>Economic systems of organization and the functioning of the exchange economy</i></p> <p>3.3. <i>Private property-the basic characteristic of the market economy</i></p> <p>3.4. <i>Freight, utility and value</i></p>	<p><i>Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)</i></p>	<p>6 hours</p>
<p><b>C4. MONEY</b></p> <p>4.1. <i>Genesis and the evolution of the money</i></p> <p>4.2. <i>The functions of the money</i></p>	<p><i>Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)</i></p>	<p>2 hours</p>
<p><b>C5. THE MODERN SISTEMOF THE EXCHANGE ECONOMY</b></p> <p>5.1. <i>The characteristics of the modern market economy system</i></p> <p>5.2. <i>The undertaking and its role in the contemporary economy</i></p> <p>5.3. <i>The results of economic activity – economic indicators</i></p>	<p><i>Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)</i></p>	<p>2 hours</p>
<p><b>C6. PRODUCTION FACTORS AND THEIR USAGE</b></p> <p>6.1. <i>The concept of production factors</i></p> <p>6.2. <i>Work- as a factor determining production</i></p> <p>6.3. <i>Nature- production factor</i></p> <p>6.4. <i>Capital - a derivative production factor</i></p> <p>6.5. <i>The combination of production factors and their usage</i></p>	<p><i>Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)</i></p>	<p>2 hours</p>
<p><b>C7. PRODUCTION COST</b></p> <p>7.1. <i>The content and typology of production costs</i></p> <p>7.2. <i>Evolution of the cost</i></p> <p>7.3. <i>The structure of production costs in the Romanian economy</i></p> <p>7.4. <i>Cost-cutting methods</i></p>	<p><i>Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)</i></p>	<p>2hours</p>

<b>C8. MARKET, COMPETITION, PRICE</b> 8.1. <i>The market - content, role and forms of the market.</i> 8.2. <i>Supply and demand</i> 8.3.. <i>Competition - concept, instruments, types.</i> 8.4. <i>The Price. Price concept and functions. Price formation under different types of competition.</i>	<i>Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)</i>	6 hours
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<b>C9 DISTRIBUTION OF NET INCOME</b> 9.1. <i>Profit</i> 9.2. <i>Rent</i> 9.3. <i>Interest rate</i>	<i>Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)</i>	4hours
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**Bibliography**

1. Angelescu C. și Stănescu I. - *Economie Politică*, Editura Oscar Print, București, 2000;
2. Burja V. - *Economie Politică. Structuri fundamentale*, Editura Risoprint, Cluj – Napoca, 2003;
3. Dinu M. - *Economia de Dicționar. Exerciții de îndemănare epistemică*, Editura Economică, București, 2010;
4. Friedman L., S. - *The microeconomics of public policy analysis*, Princeton University Press, 2003;
5. Gilespie A. - *Foundations of economics*, Oxford University Press, 2007;
6. Frois G. A.- *Economie politică*, Editura Humanitas, București, 1994;
7. Hardwich P. ș.a.- *Introducere în economia politică modernă*, Editura Polirom, Iași, 2002;
8. Hubbard Glenn P. și O'Brien A. - *Microeconomics*, 5th Edition. Prentice Hall, 2014;
9. Krugman P., și Wells P. - *Microeconomics*, Worth Publishers, 2014,
10. Lipsey R.G. și Chrystal K.A. - *Economia pozitivă*, Editura Economică, București, 1999;
11. Marinescu, D. ș.a. - *Microeconomie avansată. Aspecte teoretice și aplicații*, Editura ASE, 2013;
12. Popescu Gh. ș.a. - *Microeconomie*, Editura Risoprint, Cluj-Napoca, 2008;
13. Samuelson P.A. și Nordhaus W.D. - *Economie Politică*, Ed. Teora, București, 2000;
14. Stancu S. - *Microeconomie: comportamentul agenților economici: teorie și aplicații*, Editura economică, București, 2006;
15. Suci M. C. - *Economics*, vol. I, Microeconomics, Editia a II-a, Editura ASE, 2010.

<b>a. Seminars-laboratories</b>	<b>Teaching methods</b>	
1.1. <i>The emergence of political economy as a science.</i> 1.2. <i>Needs, interests, resources and economic results</i> 1.3. <i>Economic phenomena and processes, economic laws.</i>	Conversation, examples, text analysis.	2 hours
2.1. <i>The genesis of the exchange economy.</i> 2.2. <i>Economic systems for the organization and functioning of the exchange economy.</i> 2.3. <i>Private property - a basic characteristic of the market economy.</i>	Conversation, examples, text analysis, practical applications, grid test	2 hours
3.1. <i>The genesis of the exchange economy.</i> 3.2. <i>Economic systems of organization and functioning of the exchange economy.</i> 3.3. <i>Private property - a basic feature of the market economy.</i> 3.4. <i>Goods, utility and value. The genesis, evolution and functions of money.</i>	Conversation, examples, text analysis, practical applications, document completion	2 hours
4.1. <i>The enterprise and its role in the contemporary economy.</i> 4.2. <i>Results of economic activity - economic indicators.</i> 4.3. <i>Labor is a determining factor in production. Nature - factor of production. Capital - derived factor of production</i>	Conversation, examples, text analysis, practical applications, grid test	2 hours
5.1. <i>Content and typology of production costs.</i> 5.2. <i>Cost evolution</i> 5.3. <i>Structure of production costs in the Romanian economy.</i> 5.4. <i>Cost reduction ways.</i>	Conversation, examples, text analysis, practical applications, grid test	2 hours
6.1. <i>The market - content, role and forms of market.</i> 6.2. <i>Demand and supply.</i> 6.3. <i>Competition - concept, tools, types.</i> 6.4. <i>Price. Price concept and functions. Price formation under different types of competition.</i>	Conversation, examples, text analysis, practical applications, grid test	2 hours
7.1. <i>Profit</i> 7.2. <i>Rent</i> 7.3. <i>Interest Rate</i>	Conversation, examples, text analysis, practical applications, grid test	2 hours

**Bibliography**

1. Angelescu C. și Stănescu I. - *Economie Politică*, Editura Oscar Print, București, 2000;
2. Burja V. - *Economie Politică. Structuri fundamentale*, Editura Risoprint, Cluj – Napoca, 2003;
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15. Suci M. C. - *Economics*, vol. I, *Microeconomics*, Editia a II-a, Editura ASE, 2010. Any other resource

**9. Corroboration of course contents with the expectations of the epistemic community's significant representatives, professional associations and employers in the field of the academic programme**

*- The contents of the discipline are adapted to the current legislative framework and can contribute to the training of specialists in the field of business administration. For students who continue their studies at a master's program in the field of business administration, the discipline can be a starting point for deepening the field and elaborating works with a high scientific level. Through content, the discipline responds to the current practical needs of employers.*

**10. Assessment**

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<i>Correct and complete resolution of the requirements of the exam subjects</i>	<i>Written paper</i>	70%
	-	-	-
10.5 Seminar/laboratory	<i>The correctness and completeness of the preparation of the practical works,</i>	<i>The scientific content of the reports, Involvement in the approach of the thematic topics of the seminars.</i>	30%
	-	-	-
10.6 Minimum performance standard: - addressing the economic-financial phenomena through the specificity of the results and the associated risks; - determining and interpreting the economic-financial indicators; - knowledge, understanding, definition and possibility of operationalization with the main economic concepts.  For the activity specific to the seminar hours, at the end of the semester students must register a 50% attendance rate. Students who do not meet the percentage of attendance for the seminar hours will recover the seminar hours by developing reports / projects, or applications solved using the course notes, respectively, the course and seminar bibliography.			

Fill in date  
08.09.2020

Course titular's signature,  
PhD Assoc.Prof. Gavrilă-Paven Ionela

Seminar titular's signature,  
PhD Assoc.Prof. Gavrilă-Paven Ionela

Approval date in departament  
88.09.2020

Department director's signature,  
PhD Lecturer Maican Silvia