

**SYLLABUS**  
**Academic year 2024-2025**  
**Year of Study I / Semester I**

**1. Information on academic program**

1.1. University	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Field of Study	Business Administration
1.5. Cycle of Study	Bachelor
1.6. Academic program / Qualification/ ESCO Code	Business Administration / 242102 Process improvement specialist, 242104 Process manager, 242110 Specialist in planning, control, and reporting of economic performance; ESCO Code 2421 - Management and Organisation Analysts

**2. Information of Course Matter**

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2.1. Course		Microeconomics				2.2. Code		BA 111
2.3. Course Leader			Assoc.Prof. PhD. Gavrilă Paven Ionela					
2.4. Seminar Tutor			Assistant PhD. Ciolomic Ioana Andreea					
2.5. Academic Year	I	2.6. Semester	I	2.7. Type of Evaluation (E – final exam/ CE - colloquy examination / CA -continuous assessment)	E	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	C	

**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
a Individual study of readers					45
b Documentation (library)					25
c Home assignments, Essays, Portfolios					11
d Tutorials					-
e Assessment (examinations)					2
f Other academic activities (study visits, mentoring, projects )					-

3.7 Total number of hours for individual study (a+b+c)	81
3.8 Total number of hours for academic activities (d+e+f+3.4)	44
3.9 Total number of hours per semester (3.7+3.8)	125
3.10 Number of ECTS	5

**4. Prerequisites** (if necessary)

4.1. of curriculum	
4.2. of competences	

**5. Requisites** (if necessary)

5.1. for the course	Classroom with video projector / board
5.2. for the seminar	Classroom with video projector / board

**6. Specific competences to be acquired**

Competences/Study results	R1/C1 Advises on efficiency improvements R12/C12 Analyzes the external factors of societies R13/C13 Analyzes the internal factors of companies R14/C14 Conducts quantitative research R19/C19 Analyzes production processes for improvement
Transversal competences	-

**7. Course objectives** (arising from the acquired specific competencies)

7.1 General objectives of the course	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.
7.2 Specific objectives of the course	General knowledge of economic phenomena and processes Formation and development of an appropriate economic language Conscious use of economic categories Developing economic thinking Understanding how the economy works.

## 8. Course contents

8.1 Course	Teaching methods	Remarks
<b>C1. INTRODUCTION TO THE POLITICAL ECONOMY</b> 1.1. The emergence of the political economy as science 1.2. Objective of the political economy 1.3. Method of the political economy 1.4. Training and development of the system of economic sciences 1.5. Appearance and development Romanian economic thinking	Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)	2 hours
<b>C2. ECONOMIC ACTIVITY – THE PRINCIPAL FORM OF SOCIAL ACTIONS</b> 2.1. Needs, resources and economic results 2.2. Economic activity and its components 2.3. National economy and its structures 2.4. Phenomena and economic processes, economic laws	Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)	2 hours
<b>C3. THE GENERAL FEATURES OF THE EXCHANGE ECONOMY</b> 3.1. Genesis of the exchange economy 3.2. Economic systems of organization and the functioning of the exchange economy	Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)	2 hours
<b>C4. THE GENERAL FEATURES OF THE EXCHANGE ECONOMY</b> 3.3. Private property-the basic characteristic of the market economy	Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)	2 hours
<b>C5. THE GENERAL FEATURES OF THE EXCHANGE ECONOMY</b> 3.4. Freight, utility and value	Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)	2 hours
<b>C6. MONEY</b> 4.1. Genesis and the evolution of the money 4.2. The functions of the money	Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)	2 hours
<b>C7. THE MODERN SISTEMOF THE EXCHANGE ECONOMY</b> 5.1. The characteristics of the modern market economy system 5.2. The undertaking and its role in the contemporary economy 5.3.. The results of economic activity – economic indicators	Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)	2 hours
<b>C8. PRODUCTION FACTORS AND THEIR USAGE</b> 6.1. The concept of production factors 6.2. Work- as a factor determining production 6.3. Nature- production factor 6.4. Capital - a derivative production factor 6.5. The combination of production factors and their usage	Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)	2 hours
<b>C9. PRODUCTION COST</b> 7.1. The content and typology of production costs 7.2. Evolution of the cost 7.3. The structure of production costs in the Romanian economy 7.4. Cost-cutting methods	Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)	2 hours

<b>C10. MARKET, COMPETITION, PRICE</b> 8.1. The market - content, role and forms of the market. 8.2. Supply and demand	Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)	2 hours
<b>C11. MARKET, COMPETITION, PRICE</b> 8.3. Competition - concept, instruments, types.	Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)	2 hours
<b>C12. MARKET, COMPETITION, PRICE</b> 8.4. The Price. Price concept and functions. Price formation under different types of competition.	Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)	2 hours
<b>C13. DISTRIBUTION OF NET INCOME</b> 9.1. Profit 9.2. Rent	Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)	2 hours
<b>C14. DISTRIBUTION OF NET INCOME</b> 9.3. Interest rate	Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)	2 hours

## Bibliography

Dinu M. – *Economia de Dicționar. Exerciții de îndemânare epistemică*, Economica Printing House, București, 2010;  
Gavrila-Paven I., *Microeconomics – Course*, 1 Decembrie 1918 University of Alba Iulia, 2023;  
Gilespe A. - *Foundations of economics*, Oxford University Press, 2007;  
Hubbard Glenn P. și O'Brien A. – *Microeconomics*, 5th Edition. Prentice Hall, 2014;  
Krugman P., și Wells P. – *Microeconomics*, Worth Publishers, 2014,  
Marinescu, D. ș.a. - *Microeconomie avansată. Aspecte teoretice și aplicații* (Advance Microeconomics. Theoretical Aspects and Applications), ASE Printing House, 2013;  
Popescu Gh. ș.a. – *Microeconomie (Microeconomics)*, Risoprint Printing House, Cluj-Napoca, 2008;  
Sloman John; Garratt Dean; Guest Jon; Jones Elizabeth, *Economics for Business*, 2016;  
\*\*\*, \*\*\* **GREAT ECONOMIC THINKERS: An Introduction – From Adam Smith to Amartya**, 2019.

<b>8.2. Seminar</b>		
1.1. The emergence of political economy as a science. 1.2. Needs, interests, resources and economic results 1.3. Economic phenomena and processes, economic laws.	Conversation, examples, text analysis.	2 hours
2.1. The genesis of the exchange economy. 2.2. Economic systems for the organization and functioning of the exchange economy. 2.3. Private property - a basic characteristic of the market economy.	Conversation, examples, text analysis, practical applications, grid test	2 hours
3.1. The genesis of the exchange economy. 3.2. Economic systems of organization and functioning of the exchange economy. 3.3. Private property - a basic feature of the market economy. 3.4. Goods, utility and value. The genesis, evolution and functions of money.	Conversation, examples, text analysis, practical applications, document completion	2 hours
4.1. The enterprise and its role in the contemporary economy. 4.2. Results of economic activity - economic indicators. 4.3. Labor is a determining factor in production. Nature - factor of production. Capital - derived factor of production	Conversation, examples, text analysis, practical applications, grid test	2 hours
5.1. Content and typology of production costs. 5.2. Cost evolution 5.3. Structure of production costs in the Romanian economy. 5.4. Cost reduction ways.	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
<b>Bibliography</b> Burja V., Burja C., Dobra I. B., <i>Microeconomie</i> , 2019; Dinu M. - <i>Economia de Dicționar. Exerciții de îndemânare epistemică</i> , Editura Economică, București, 2010; Gavrila-Paven I., <i>Microeconomics – Course</i> , 1 Decembrie 1918 University of Alba Iulia, 2023; Gilespe A. - <i>Foundations of economics</i> , Oxford University Press, 2007; Hubbard Glenn P. și O'Brien A. - <i>Microeconomics</i> , 5th Edition. Prentice Hall, 2014; Krugman P., și Wells P. - <i>Microeconomics</i> , Worth Publishers, 2014, Marinescu, D. ș.a. - <i>Microeconomie avansată. Aspecte teoretice și aplicații</i> , Editura ASE, 2013; Popescu Gh. ș.a. - <i>Microeconomie</i> , Editura Risoprint, Cluj-Napoca, 2008; Sloman John; Garratt Dean; Guest Jon; Jones Elizabeth, <i>Economics for Business</i> , 2016; ***, *** GREAT ECONOMIC THINKERS: An Introduction – From Adam Smith to Amartya, 2019.		

**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>Oral exam</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: obtaining minimum grade 5 - 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  
12.09.2024

Course leader's signature,  
PhD Assoc.Prof. Gavrila-Paven Ionela

Seminar tutor's signature,  
Assistant PhD. Ciolomic Ioana Andreea

Approval date in departament  
16.09.2024

Department director's signature,  
PhD Assoc.Prof. Maican Silvia