

SYLLABUS
University year 2025-2026
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	BUSINESS ADMINISTRATION / 242102 Process improvement specialist, 242104 Process responsible, 242110 Specialist in economic performance planning, control and reporting

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	Margalina Vasilica						
2.5. Academic Year	I	2.6. Semester	I	2.2. Type of Evaluation (E – final exam/ CE - colloquy examination / CA -continuous assessment)	CE	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	O

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

4. Prerequisites (where applicable)

Professional competences	<i>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</i>
Transversal competences	-

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>

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

*Relationship and work techniques within the team. Creating a wrought/project, assuming with responsibility specific tasks for the role of a plural-specialized team.
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.*

6.2. Learning outcomes

Knowledge	<p>The student/graduate recognizes the relevance of principiilor fundamentale ale microeconomiei și macroeconomiei, modelele economice, noțiuni de economie aplicată.</p> <p>The student/graduate recognizes the relevance of teoriilor fundamentale ale microeconomiei, înțelegerea mecanismelor de derulare a activității economice, a modului de luare a deciziilor, a comportamentelor individuale ale agenților economici, înțelegerea mecanismului the market, a formării echilibrelor în diferite situații de concurență.</p> <p>The student/graduate identifies constructe teoretice care permit înțelegerea sintetică, analitică și critică a interacțiunilor și corelațiilor care se formează între agenții economici la nivel agregat precum și a indicatorilor care evaluează efectele acestor interacțiuni.</p> <p>The student/graduate recognizes the relevance of teoriilor, conceptelor și instrumentarului necesar analizei formelor de manifestare a dezechilibrelor macroeconomice, precum și a metodelor eficiente de prevenire.</p>
Skills	<p>The student/graduate analyzes și interprets fenomenele economice.</p> <p>The student/graduate analyzes cauzele problemelor economice și implementarea soluțiilor adecvate.</p> <p>The student/graduate applies și interprets datele economice: utilizarea instrumentelor statistice și economice pentru a interpreta datele.</p> <p>The student/graduate substantiates științific deciziile economice la nivel micro/macroeconomic.</p> <p>The student/graduate uses teoriile și the indicators macroeconomici în scopul analizei evoluției globale a unei economii și elaborării unor scenarii privind evoluția viitoare a acesteia. The student/graduate applies teoriile macroeconomice pentru analiza cauzelor și efectelor dezechilibrelor macroeconomice specifice (precum inflația, șomajul, deficitele) și evaluează politicile economice care contribuie la apariția sau soluționarea acestor fenomene.</p>
Responsibility and autonomy	<p>The student/graduate shows o atitudine proactivă și responsabilă în fundamentarea științifică și adoptarea deciziilor economice.</p> <p>The student/graduate acționează coerent în vederea elaborării lucrărilor de analiză economică, și a interpretărilor privind funcționarea organizației.</p> <p>The student/graduate realizează cu responsabilitate studii/lucrări privind funcționarea sistemului economic.</p> <p>The student/graduate substantiates, develops și implements cu responsabilitate strategies și politici economice pentru organizații sau la nivel macroeconomic.</p> <p>The student/graduate acționează coerent în vederea elaborării proiectelor care presupun măsurarea evoluției fenomenelor economice la nivel agregat pe baza fundamentelor științifice.</p> <p>The student/graduate shows o atitudine proactivă și responsabilă în ceea ce privește fundamentarea științifică și elaborarea instrumentelor de evaluare a potențialelor efecte ale unor politici economice la nivel global pe termen mediu și lung.</p>

7. Course objectives (as per the program specific competences grid)

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

8. Course contents

8.1 Course	Teaching methods	Remarks
<p>C1. INTRODUCTION TO THE POLITICAL ECONOMY</p> <p>1.1. The emergence of the political economy as science</p> <p>1.2. Objective of the political economy</p> <p>1.3. Method of the political economy</p> <p>1.4. Training and development of the system of economic sciences</p> <p>1.5. Appearance and development Romanian economic thinking</p>	<p>Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)</p>	<p>2 hours</p>
<p>C2. ECONOMIC ACTIVITY – THE PRINCIPAL FORM OF SOCIAL ACTIONS</p> <p>2.1. Needs, resources and economic results</p> <p>2.2. Economic activity and its components</p> <p>2.3. National economy and its structures</p> <p>2.4. Phenomena and economic processes, economic laws</p>	<p>Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)</p>	<p>2 hours</p>
<p>C3. THE GENERAL FEATURES OF THE EXCHANGE ECONOMY</p> <p>3.1. Genesis of the exchange economy</p> <p>3.2. Economic systems of organization and the functioning of the exchange economy</p>	<p>Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)</p>	<p>2 hours</p>

C3. THE GENERAL FEATURES OF THE EXCHANGE ECONOMY 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
C3. THE GENERAL FEATURES OF THE EXCHANGE ECONOMY 3.4. Freight, utility and value	Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)	2 hours
C4. MONEY 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
C5. THE MODERN SISTEM OF THE EXCHANGE ECONOMY 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
C6. PRODUCTION FACTORS AND THEIR USAGE 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
C7. PRODUCTION COST 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
C8. MARKET, COMPETITION, PRICE 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
C8. MARKET, COMPETITION, PRICE 8.3. Competition - concept, instruments, types.	Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)	2 hours
C8. MARKET, COMPETITION, PRICE 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
C9 DISTRIBUTION OF NET INCOME 9.1. Profit 9.2. Rent	Lectures, exposure, discussions, examples (e.g. various informational materials, on-line publications, specialist web pages, etc.)	2 hours
C9 DISTRIBUTION OF NET INCOME 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.

Seminars-laboratories	Teaching methods	Observations
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. <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 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; Gavrița-Paven I., <i>Microeconomics – Course</i> , 1 Decembrie 1918 University of Alba Iulia, 2023; Gillespie 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>Written 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:

- 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
12.09.2025

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

Seminar titular's signature,
Asoc.dr. Margalina Vasilica

Approval date in department
23.09.2025

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