

SYLLABUS
Academic year 2024-2025
Year of study III / Semester II

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

2.1. Course	Price and Competition			2.2. Code	BA 324		
2.3. Course Leader	Lecturer PhD Dobra Iulian						
2.4. Seminar Tutor	Assistant PhD. Ciolomic Ioana-Andreea						
2.5. Academic Year	III	2.6. Semester	II	2.7. Type of Evaluation (E – final exam/ CE - colloquy examination / CA -continuous assessment)	CE	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	C

3. Estimated total time (hours per semester of teaching activities)

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					17
b. Documentation (library)					9
c. Home assignments, Essays, Portfolios					5
d. Tutorials					-
e. Assessment (examinations)					2
f. Other academic activities (study visits, mentoring, projects)					-

3.7 Total individual study hours (a+b+c)	31
3.8 Total hours of university activities (d+e+f+3.4)	44
3.9 Total hours per semester (3.7+3.8)	75
3.10 number of credits	3

4. Prerequisites (where applicable)

4.1. Curriculum	
4.2. Competences	

5. Requisites (where applicable)

5.1. course-related	- The room is equipped with a video projector/whiteboard
5.2. seminar/laboratory-based	- The room is equipped with a blackboard, - Students must use the work units to complete practical applications (investigations of the Directorate General for Competition, European Commission).

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

Competences/Study results	1. Knowledge, understanding of the basic concepts, theories and methods of the field and area of specialization; their proper use in professional communication. 2. Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated with the field 5. Developing professional projects with the use of established principles and methods in the field
Transversal competences	-

7. Course objectives (specific competences grid per programme)

7.1 General objective of the discipline	<i>Acquiring the necessary knowledge for competition policy, and conducting analyses on price formation, respectively, substantiating prices within economic entities.</i>
7.2 Specific objectives	- <i>Knowledge of the specifics of educational research and the main methods used in the discipline of competition and prices;</i> - <i>Training skills on how Policies are applied and managed in the field of competition (i.e. PDC) in the EU and Romania;</i> - <i>Training the skills of designing and achieving a cost price for specific products and services;</i> - <i>Training the capacities and attitudes of investigating the prices of the products we;</i> - <i>Training skills for calculating the indicators of the price information system.</i>

8. Content

8.1 Course	Teaching methods	Remarks
1. COMPETITION POLICY IN ROMANIA.	<i>Lecture, conversation</i>	<i>2 hours</i>
2. COMPETITION POLICY IN THE EUROPEAN UNION.	<i>Lecture, exemplification, case study</i>	<i>2 hours</i>
3. COMPETITION POLICY IN THE EUROPEAN UNION.	<i>Lecture, exemplification, case study</i>	<i>2 hours</i>
4. COMPETITION AND ITS ROLE IN PRICE FORMATION.	<i>Lecture, exemplification</i>	<i>2 hours</i>
5. STATE INTERVENTION IN THE PRICE MECHANISM.	<i>Lecture, exemplification</i>	<i>2 hours</i>
6. THE ECONOMIC CONTENT, TYPE AND FUNCTIONS OF THE PRICE.	<i>Lecture, conversation</i>	<i>2 hours</i>
7. ELEMENTS OF SUBSTANTIATION OF THE PRICE PROPOSALS.	<i>Lecture, exemplification, case study</i>	<i>2 hours</i>
8. ELEMENTS OF SUBSTANTIATION OF THE PRICE PROPOSALS.	<i>Lecture, exemplification, case study</i>	<i>2 hours</i>
9. THE MECHANISM OF PRICE FORMATION.	<i>Lecture, case study</i>	<i>2 hours</i>
10. THE MECHANISM OF PRICE FORMATION.	<i>Lecture, case study</i>	<i>2 hours</i>
11. METHODS OF SUBSTANTIATING PRICES, AND PRODUCERS' OFFERS.	<i>Lecture, case study</i>	<i>2 hours</i>
12. METHODS OF SUBSTANTIATING PRICES, AND PRODUCERS' OFFERS.	<i>Lecture, case study</i>	<i>2 hours</i>
13. THE PRICE OF IMPORTED AND EXPORTED PRODUCTS.	<i>Lecture, exemplification</i>	<i>2 hours</i>
14. REGULATED PRICES IN ROMANIA	<i>Lecture, exemplification</i>	<i>2 hours</i>

Bibliography:

1. Banc, P. - Prices and tariffs, Didactic Series, Alba Iulia, 2003;
2. Beju, V. - Prices, Economic Publishing House, Bucharest, 2000;
3. Burja, V. - Political Economy. Fundamental Structures, Risoprint Publishing House, Cluj Napoca, 2003;
4. Carstensen, P., C. and Farmer S., B. - Competition policy and merger analysis in deregulated and newly competitive industries, Edward Elgar Publishing, Glos, UK, 2008;

5. Dobra I., B. - Competition and prices. Course notes – electronic format (available in the University Library), 2019;
6. Dobra, I., B. – Competition and prices. Student Handbook, IDFR Department, "1 December 1918" University of Alba Iulia, 2019
7. Drăgan, G. and others - The Economy of the European Union, Lucafărul Publishing House, Bucharest, 2002;
8. Friedman, M.. - Price theory, Transaction Publishers Publishing House, The State University of New Jersey, USA, 2007;
9. Frois, G. A. - Political Economy, Second Edition, Humanitas Publishing House, Bucharest, 1998;
10. Hada, T. - Prices and tariffs, Didactic Series, Alba Iulia, 2002;
11. Hirshleifer, J., etc. - Price Theory and Applications: Decisions, Markets, and Information, Cambridge University Press; 7th edition, 2005;
12. Landsburg, S., E. - Price Theory & Applications, Eighth Edition, South Western Cengage Learning Publishing House, Mason, Ohio, USA, 2010;
13. Marin, D. - Prices and Competition, Economic Publishing House, Bucharest, 2000;
14. Motta, M. -Competition Policy. Theory and practice, Cambridge University Press, New York, USA, 2007
15. Moşteanu, T., and others - Prices and Competition, Didactic and Pedagogical Publishing House, Bucharest, 2000;
16. Moşteanu, T., and others - Prices and Tariffs, Collection of Applied Works and Case Studies, Didactic and Pedagogical Publishing House, Bucharest, 1994;
17. Pelkmans J. - European Integration. Methods and Economic Analysis, Netherlands Open University, Pearson Education, Second edition, 2001;
18. Pascal I., etc. Supervisors: Ciobanu Dordea A., Tănăsescu E., S. - Competition Policy, Information Campaign for Public Servants on the Community Acquis, CLR, 2002;
19. Rodriguez, A. E. and Menon A. - The limits of competition policy: the shortcomings of antitrust in developing and reforming economies Vol. 43 of the International competition law series, Kluwer Law International Publishing House, The Netherlands, 2010;
20. Smith, T., J. - Pricing Strategy: Setting Price Levels, Managing Price Discounts, & Establishing Price Structures, Cengage Learning, Stamford, Connecticut, U.S.A., 2011;
21. Anderson, C. - Free: The Future of a Radical Price, Hyperion Books, New York City, U.S.A., 2009;
22. Landsburg, S. - Price Theory and Applications, 8th Edition, Cengage Learning, Stamford, Connecticut, U.S.A., 2010;
23. *** - Competition Law no. 21/1996 (Official Gazette No. 88/ 30.04.1996) with subsequent amendments and completions;
24. *** - Regulation on regional state aid and aid for small and medium-sized enterprises (Official Gazette no. 470/2 July 2002) with subsequent amendments and completions;
- 25.***-Report on Competition Policy, European Commission, 2008 – 2019 http://ec.europa.eu/competition/publications/annual_report/.

8.2 Seminar		
1. The Basics of Competition Policy in Romania. The current situation. Developments in the antitrust field. Developments in the field of state aid.	<i>Lecture, conversation, exemplification, case studies</i>	<i>2 hours</i>
2. The main regulations of competition policy. Policy on cartels and other restrictive practices. Anti-monopoly policy. Prohibition of abuse of dominant position and merger control. Control of public interventions that may distort competition between firms. Competition policy reform.	<i>Lecture, conversation, exemplification, case studies</i>	<i>2 hours</i>
3. Conceptual boundaries on competition. Anti-competitive practices, cartels, decisions and concerted practices, misuse of dominant position, mergers.	<i>Lecture, conversation, exemplification, case studies</i>	<i>2 hours</i>
4. Coordinates of price policy, ways and means of intervention in the price mechanism, state intervention in the protection of economic competition, state intervention in maintaining a normal competitive environment, the need to protect consumers from anti-competitive practices, market transparency, competition council, methods of setting prices according to competitors' prices.	<i>Lecture, conversation, exemplification, case studies</i>	<i>2 hours</i>
5. <i>Economic content, type and functions of price - definitions, conceptual aspects, price system and tariffs. The use value of the products, an important factor in formulating the price proposal; Production costs, the basic component of the offer price; Sizing the profit included in the price structure.</i>	<i>Lecture, conversation, exemplification, case studies</i>	<i>2 hours</i>

6. Free price formation, Elasticity of demand according to income and prices. Basic principles in substantiating prices for new products, price correlation and benchmark product characteristics. Substantiation of bid prices by correlation based on production costs.	<i>Lecture, conversation, exemplification, case studies</i>	<i>2 hours</i>
7. The price of imported and exported products. Regulated prices in Romania - electricity, telephone services, natural gas	<i>Lecture, conversation, exemplification, case studies</i>	<i>2 hours</i>

Bibliography

1. Banc, P. - Prices and tariffs, Didactic Series, Alba Iulia, 2003;
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 - 25.***-Report on Competition Policy, European Commission, 2008 – 2019
http://ec.europa.eu/competition/publications/annual_report/.
- any other bibliographic source that responds to the seminar theme.

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 correspond to the financial and accounting regulations, and the legislation in force regarding competition policies and respond to the practical needs of substantiation and pricing at the level of companies. They contribute to specific operational capacities required by the economic environment. The practical skills acquired during the discipline create the premises for the appropriate use of accounting information to substantiate managerial decisions to increase efficiency.

10. Assessment

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight of the final grade
10.4 Course	<i>Final evaluation</i>	<i>Written exam</i>	60%
10.5 Seminar/laboratory	<i>Checking along the way</i>	<i>Practical work</i>	40%
<p>10.6 Minimum Performance Standard:</p> <ul style="list-style-type: none"> - obtaining minimum grade 5 - knowledge and understanding of the basic notions related to competition policy at the level of our country, respectively, at the level of the European Union; - knowledge and understanding of the mechanism of price formation at the level of entities, respectively, of design, calculation and analysis of pricing methods. <p>The minimum percentage of participation in the seminar activities is 70%. Students who do not meet the minimum attendance percentage will recover by writing reports/projects, or applications solved using the course notes, respectively, the course and seminar bibliography.</p>			

Fill in date
12.09.2024

Course leader's signature,
Lecturer PhD. Dobra Iulian Bogdan.

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

Approval date in department
16.09.2024

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