

COURSE SYLLABUS

University	UNIVERSITY OF ORADEA
Faculty	FACULTY OF ENERGY ENGINEERING AND INDUSTRIAL MANAGEMENT
Study program*	INDUSTRIAL ECONOMICS ENGINEERING

I.CourseName: BUSINESS ECONOMICS

II.CourseDetails

Code	Semester	No of hours/week				
		Credits	Lecture	Seminar	Laboratory	Project
	4	4	2	2	-	-

III.Coursecoordinator (title, name, surname, e-mail):

IV. Courseobjectives

This course introduces economic concepts that are fundamental to understanding many of the issues faced by business firms. These include the economic perspective on the nature, scale, and organization of the firm; the role of information and transactions costs in internal and external markets; principal-agent theory; contracting and the firm's relationships with customers and suppliers.

V. Coursecontent

No. of hours

V.1. Lecture(chapters/subchaptersandparagraphs)

1. The enterprise in the general economic activity	2
2. Types of Business Partnerships	2
3. Internal & External Environmental Factors That Affect Business	2
4. The organizational structure of an enterprise	2
5. Enterprise Functions	2
6. Enterprise Decision	2
7. The Role of Organization Culture in an Enterprise	2
8. Management of commercial activities of the enterprise	2
9. The production process in an enterprise	2
10. The financial management of the enterprise	2
11. Human resource management systems for enterprise organizations	2
12. Research and development in business	2
13. Business Ethics and Social Responsibility	2
14. Economic strategies of the enterprise	2

V.2. Seminar:

1. The enterprise in the general economic activity	2
2. Types of Business Partnerships	2
3. Internal & External Environmental Factors That Affect Business	2
4. The organizational structure of an enterprise	2
5. Enterprise Functions	2
6. Enterprise Decision	2
7. The Role of Organization Culture in an Enterprise	2
8. Management of commercial activities of the enterprise	2
9. The production process in an enterprise	2
10. The financial management of the enterprise	2
11. Human resource management systems for enterprise organizations	2
12. Research and development in business	2
13. Business Ethics and Social Responsibility	2
14. Economic strategies of the enterprise	2

VI. Bibliography

1. THOMSON JR, Arthur; FORMBY, J. P. *Economics of The Firm* (Theory and Practice). 1989.
2. RICKETTS, Martin. *The economics of business enterprise: an introduction to economic organisation and the theory of the firm*. Edward Elgar Publishing, 2002.
3. MCALEESE, Dermot. *Economics for business: Competition, macro-stability, and globalisation*. Pearson Education, 2004

4. Paul Krugman, Robin Wells (2009), *Macroeconomics* (UO)
5. CHRYSTAL, K. Alec, et al. *Economics for business and management*. OUP Catalogue, 1997. Hubbard, G., & O'Brien, A. (2019). *Microeconomics*, 7th Edition, Boston: Pearson Education.
6. LPCZYNSKI, John; WILSON, John. *The economics of business strategy*. Pearson Education, 2004.
7. CASSON, Mark. *The economics of business culture: Game theory, transaction costs, and economic performance*. Oxford University Press, 1994.
8. Tripa, Simona, Andreescu A. N. – *Economia intreprinderii – aplicații, teste grilă, studii de caz*, Editura Universitatii din Oradea, 2015
9. Tripa, Simona – *Economia intreprinderii*, suport de curs – format electronic

VII. Grading criteria

Activities	Assesment	% of final grade
Exam	Written exam: The evaluation of the students will be done by taking a written exam that will include 10 subjects, for the solution of which they have 1 hour. 1. Requirements in order to get the minimum grade for passing the exam - solve 5 subjects correctly 2. Requirements for the maximum grade - solve 10 subjects correctly	80%
Seminar	The evaluation of the seminar activity is made based on the way of active participation in the debates (20%).	20%

VIII. Learning outcomes:

By the end of this course, students should be able to:

- Analyze different types of business partnerships
- Analyze internal & external environmental factors that affect business
- Understand firm behavior.
- Understand enterprise functions
- Understand the role of organization culture in an enterprise
- Analyze different types of economic strategies of the enterprise
- Distinguish ethical and unethical business

Course coordinator,
Assoc. Prof. Phd. Simona Tripa