



FSE

FACULTATEA
DE
ȘTIINȚE ECONOMICE
UNIVERSITATEA DIN ORADEA

Str. Universității, nr. 1, cod poștal 410087, Oradea, jud. Bihor, România
Telefon: Secretariat: 0259-408276, 0259-408407; Decanat: 0259-408109; Fax: 0259-408409
Web: <http://steconomice.uoradea.ro>; E-mail: steconomice@uoradea.ro

Departamentul de Economie și Business
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Tematică
pentru Examenul de licență
sesiunea iulie/septembrie 2021
Programul de studii: Administrarea afacerilor în limba engleză

Microeconomics

Topics:

1. Optimal choice of consumers
2. Consumer's demand
3. Producer's supply
4. Perfect competition market: general description
5. Types of imperfect competition: general description

Bibliography:

1. Bădulescu, Alina: *Microeconomie*. Editura Expert, București, 2005
2. Bădulescu, Alina, Vancea, Mariana: *Microeconomie*, Universitatea din Oradea, 2012
3. Bădulescu, Alina: *Microeconomics. Lecture notes*. Available on: distance.iduoradea.ro
4. Varian, H., *Intermediate Microeconomics- a modern approach, 8th edition*, W. W. Norton and Company, 2010

Macroeconomics

Topics:

1. Macroeconomic indicators
2. Economic growth and Economic Development
3. Economic fluctuation
4. Inflation and Unemployment
5. Macroeconomic policies

Bibliography:

1. Florea Adrian, *Macroeconomie*, Editura Universității din Oradea, 2013.
2. Stephen Slavin, *Macroeconomics*, McGraw Hill, 2012
3. J. E. Stiglitz, C.E. Walsh – *Economie*, Ed. Economica, București, 2005
4. Dornbusch R., Fischer St., Startz R., - *Macroeconomie*, Editura Economică, București, 2007
5. Abraham-Frois, Gilbert *Economia politică*, București, Editura Humanitas, 1994

Entrepreneurship

Topics:

1. Entrepreneurial process
2. Entrepreneurial motivations
3. The role of entrepreneurship in the economy and society
4. Profile of entrepreneurs
5. Small businesses and family businesses

Bibliography:

1. Daniel Bădulescu, Alina Bădulescu, *Antreprenoriatul. Cum, cine, când?*, Editura Presa Universitară Clujeană, Cluj Napoca, 2014
2. Daniel Badulescu, *Entrepreneurship. Lecture notes*. Available on: distance.iduoradea.ro
3. Bridge S., O' Neil K., Cromie S. (2003), *Understanding Enterprise, Entrepreneurship and Small Business*, New York: Palgrave, Macmilan
4. Hisrich R. D., Peters M. P. (2002), *Entrepreneurship*, Boston: McGraw-Hill

Promotional techniques

Topics

1. The stages of the promotional strategy
2. The characteristics of the promotional techniques
3. Public relations techniques used in relation to the mass media
4. Techniques of sales promotion for stimulating the development of market
5. The brand and its component elements: logo and slogan

Bibliography

1. Ban, O., *Tehnici promoționale*, Ed. Universității din Oradea, 2007
2. Ban, O., *Tehnici promoționale și specificul lor în turism*, Ed. Economica, București, 2007
3. Balaure V.; Popescu Ioana Cecilia; Șerbănică D.; Vegheș, C., *Tehnici promoționale, Probleme Analize Studii de caz*, Ed. Uranus, București, 1999
4. Belch, G., Belch, M. *Advertising and promotion. An integrated marketing communications perspective*. Sixth edition, © The McGraw–Hill Companies, 2003
5. Kotler Ph., Keller, K.L., *Marketing Management*, 14th ed. Pearson Education, Inc. publishing as Prentice Hall, One Lake Street, Upper Saddle River, New Jersey 07458, 2012

Business investments strategies

Topics:

1. Investments and socio-economic development: The concept of investment; Types and classification of investments.
2. Investment strategy. The investment decision: meaning, need and factors affecting it.
3. The sources of investment financing.
4. Economic efficiency of investments.
5. Risk and investment strategy.

Bibliography:

1. Sehleanu, Mariana, *Business investment strategies*, course available in electronic format, 2019.
2. Cistelecan, L., *Economia, eficiența și finanțarea investițiilor*, Editura Economică, București, 2002.
3. Despa R., Zirra D., Munteanu D., *Eficiența investițiilor*, Editura Universitară, București, 2010.
4. Huru, D., *Investițiile: capital & dezvoltare*, Editura Economică, București, 2007.
5. Vasilescu, I.; Românu, I., Cicea, C., *Investiții*, Editura Economică, București, 2000.

Ianuarie 2021

Director de departament,
Conf. univ. dr. Dorin Paul BÂC

