

SYLLABUS

1. Information regarding the program

1.1 Higher education institution	UNIVERSITY OF ORADEA
1.2 Faculty	FACULTY OF ECONOMIC SCIENCES
1.3 Department	DEPARTMENT OF ECONOMICS
1.4 Field of study	BUSINESS ADMINISTRATION
1.5 Cycle of study	CYCLE I - BACHELOR
1.6 Program of study /Degree	BUSINESS ADMINISTRATION / BACHELOR DEGREE

2. Information regarding the discipline

2.1 Name of discipline	Economics of the firm						
2.2 Course titleholder	Associate Professor Dorin BÂC, Ph.D.						
2.3 Seminar titleholder	Associate Professor Dorin BÂC, Ph.D.						
2.4 Year of study	I	2.5 Semester	1	2.6 Type of assessment	Cv	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	4	out of which: 3.2 course	2	3.3 seminar	2
3.4 Total of hours in the Curriculum	56	out of which: 3.5 course	28	3.6 seminar	28
Distribution of hours:					
Studying the workbook, course book, bibliography and notes					69
Supplementary documentation in the library, on electronic specialty sites and in the field					15
Preparing seminars/laboratories, themes, projects, portfolios and essays					5
Tutorship					4
Assessment activities					4
Other activities.....					
3.7 Total hours of individual study	69				
3.9 Total hours/semester	125				
3.10 Number of credits	5				

4. Pre-requisites (if applicable)

4.1 Curriculum	n.a.
4.2 Skills	n.a.

5. Conditions (if applicable)

5.1. concerning the course activities	Laptop/ phone/ internet connection
5.2. concerning the seminar/laboratory activities	Laptop/ phone/ internet connection

6. Specific skills acquired

Professional skills	<p>C1.1 Description of the paradigms, concepts and economic theories regarding the influence of the external business environment on the firm/organisation</p> <p>C1.2 Explanation and interpretation of the relation of economic influence exerted by the external business environment on the firm/organization</p> <p>C1.3 Applying the adequate instruments for the analysis of the influence relation exerted by the external business environment on the firm/organization</p> <p>C1.4 Critical –constructive assessing and/or resolving of an issue concerning the economic influence relation exerted by the external business environment on the firm/organization</p> <p>C1.5 Developing of a project investigating the economic influence exerted by the external business environment on the firm/organization</p> <p>C2.1 Identification of the concepts and theories associated to the firm/organisation</p> <p>C2.2 Explanation and interpretation of the relations between the entities of the firm/organisation</p> <p>C2.3 Applying the adequate instruments to solve a problem concerning the relations between the subdivisions of a firm/organization</p> <p>C2.4 Critical –constructive assessing and/or resolving of an issue concerning the operation of the firm/organization</p> <p>C2.5 Elaborating of an analysis concerning the relations with economic impact between the subdivisions of the firm/organization</p> <p>C4.2 Explanation and interpretation of the concepts of planification, organization, coordination and control of the human resources activity in the field of business administration</p>
Transversal Skills	

7. Objectives of discipline (resulting from the grid of specific skills acquired)

7.1 General objective of discipline	Students to be provided , after studying several subjects related to the operation of a firm (microeconomics, accounting, management, marketing, finances, etc.), with an integrating vision on the enterprise, synthesizing and materializing all the information, knowledge and skills acquired by students so far.
7.2 Specific objectives	<ol style="list-style-type: none"> 1. Knowing and understanding the ways a firm is organized and operated 2. Knowing and understanding the fundamental economic relations between the enterprise and the external economic environment 3. Identifying and describing the typical features of the firm taking into consideration the evolution of the economy 4. Explaining the organization and function of the enterprise 5. Explaining and interpreting the economic processes of the firm

8. Contents

8.1 Course (C)	Teaching methods	Obs
8.1.1. The firm: concept and typology	Lecture, problem-solving, debate, deduction, illustration	
8.1.2. The firm and the social – economic environment		
8.1.3. The activities and the functions of the firm I (Marketing, Production and management of the firm)		
8.1.4. The activities and the functions of the firm II (Labour organization, The activity of supplying)		
8.1.5. The activities and the functions of the firm III (Logistics, Quality management)		
8.1.6. Needs and funding resources		
8.1.7. The structure of the firm and shareholder – manager relationship problems		
8.1.8. The enterprise culture and project		
8.1.9. The strategic approach		
8.1.10. The competitive diagnosis. The industrial and technological analysis		

8.1.11.	The organizational diagnosis		
8.1.12.	Choosing markets and seeking competitive advantages		
8.1.13.	Approaches to development. The internationalization		
8.1.14.	Applying and implementing strategies		
Bibliography:			
1. Daniel Bădulescu, Alina Bădulescu, Mariana Vancea- <i>Economia întreprinderii</i> , Editura Universității din Oradea, 2008			
2. Daniel Badulescu, Mariana Vancea, <i>Economia intreprinderii</i> , Editura Universitatii din Oradea, 2012			
3. Handbook on the Economics and Theory of the Firm. Edited by Michael Dietrich, former Senior Lecturer, Department of Economics, University of Sheffield, UK and Jackie Krafft, Research Professor in Economics, University of Nice Sophia Antipolis and CNRS-GREDEG, France, 2014			
8.2 Seminar (S)		Teching methods	Obs
8.2.1.	Organizational seminar	Questioning, debate, deduction, applications, examples	
8.2.2.	The emergence of the firm / modern corporation		
8.2.3.	The enterprise – society relationship		
8.2.4.	International organizations in the economic field		
8.2.5.	Marketing tools: public relations and management of perception		
8.2.6.	Consumer behaviour		
8.2.7.	The stock exchange as a way of financing		
8.2.8.	The structure of the firm		
8.2.9.	Organizational culture		
8.2.10.	The world’s most important companies		
8.2.11.	The economic - financial crisis: causes and effects		
8.2.12.	The economic - financial crisis impact on the enterprise		
8.2.13.	Bankruptcy and insolvency		
8.2.14.	Organizational seminar / grading		
Bibliography			
1. Daniel Bădulescu, Alina Bădulescu, Mariana Vancea- <i>Economia întreprinderii</i> , Editura Universității din Oradea, 2008			
2. <i>The Corporation</i> , regizori: Abott, J. și Achbar, M., Big Pictures Media Corporation, 2003			

9. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program

Syllabus and Contents are consistent with those of similar disciplines taught at the undergraduate curricula of faculties in the country and abroad and the requirements of employers as expressed by them on various formal and non-formal occasions.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	Knowledge and understanding the content of lectures.	Written test multiple choice type (18 questions, both theoretical and applications).	50%
10.5 Seminar (S)	Understanding the processes, facts and behaviours of the firm.	Written assessment (homework), active participation in the	50%

	Solving applications, situations and study cases specific to Economics of the firm	seminars, essays and other assessments given in class	
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard			
<ul style="list-style-type: none"> • Knowledge and understanding the content of the subject at essential level • Solving at least nine out of eighteen questions on the final exam. 			

Date	Course titleholder:	Seminar titleholder:
26.09.2020	Associate Professor Dorin BĂC, Ph.D. E-mail address: dbac@uoradea.ro	Associate Professor Dorin BĂC, Ph.D. E-mail address: dbac@uoradea.ro

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Dean,
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