

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 and Business
1.4 Field of study	Business Administration
1.5 Cycle of study	Cycle II - Master
1.6 Program of study /Degree	Business Administration / Master Degree

2. Information regarding the discipline

2.1 Name of discipline	Microeconomics for managers (FSTE-0743)						
2.2 Course titleholder	Lecturer Mariana SEHLEANU, Ph.D.						
2.3 Seminar titleholder	Lecturer Mariana SEHLEANU, Ph.D.						
2.4 Year of study	I	2.5 Semester	II	2.6 Type of assessment	Ex	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	2	out of which: 3.2 course	1	3.3 seminar	1
3.4 Total of hours in the Curriculum	28	out of which: 3.5 course	14	3.6 seminar	14
Distribution of hours:					97
Studying the workbook, course book, bibliography and notes					40
Supplementary documentation in the library, on electronic specialty sites and in the field					20
Preparing seminars/laboratories, themes, projects, portfolios and essays					35
Tutorship					
Assessment activities					2
Other activities.....					
3.7 Total hours of individual study	97				
3.9 Total hours/semester	150				
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/computer, whiteboard, projector, e-learning platform e.uoradea.ro
5.2. concerning the seminar/laboratory activities	Laptop/computer, whiteboard, projector, e-learning platform e.uoradea.ro

6. Specific skills acquired	
Professional skills	C2.1 Identification of the concepts and theories associated to the firm/organisation. C2.2 Explanation and interpretation of the relations between the entities of the firm/organisation. C2.3 Applying the adequate instruments to solve a problem concerning the relations between the subdivisions of a firm/organisation. C3.1 Identification of the economic implications associated to the operation and administration of a subdivision of the firm/organisation. C3.3 Applying the specific instruments for the analysis of the functioning of a subdivision of the firm/organisation. C5.3 Applying the appropriate instruments for the data analysis specific to business administration.
Transversal Skills	

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

7.1 General objective of discipline	<ul style="list-style-type: none"> • Knowledge and understanding of concepts specific to microeconomics. • Understanding the mechanisms of economic activity, the way of making decisions, the individual behaviors of economic agents. • Understanding the fundamental aspects of the real economy and the factors favoring its proper functioning.
7.2 Specific objectives	<ul style="list-style-type: none"> • Explanation and interpretation of the price formation, profit maximization, etc. • Knowledge and understanding of how managerial decisions can vary depending on environmental constraints. • Knowledge, understanding, interpretation of processes, facts and behaviors of economic agents.

8. Contents

8.1 Course (C)	Teaching methods	Observations
8.1.1 Introduction	Lecture, problem-solving, debate, deduction, illustration	1 hour
8.1.2 Business firms and Business decisions	Lecture, problem-solving, debate, deduction, illustration	1 hour
8.1.3 Demand and supply	Lecture, problem-solving, debate, deduction, illustration	1 hour
8.1.4 Quantitative demand analysis	Lecture, problem-solving, debate, deduction, illustration	1 hour
8.1.5 Estimation of supply and demand	Lecture, problem-solving, debate, deduction, illustration	1 hour
8.1.6 Production and costs	Lecture, problem-solving, debate, deduction, illustration	2 hours
8.1.7 Price and supply formation: strategies and tactics. Forming prices and supply on the market with perfect and monopolistic competition	Lecture, problem-solving, debate, deduction, illustration	1 hour
8.1.8 Formation of prices and supply on the monopoly market	Lecture, problem-solving, debate, deduction, illustration	1 hour
8.1.9 Price and supply formation on the oligopoly market	Lecture, problem-solving, debate, deduction, illustration	1 hour
8.1.10 Analysis of pricing techniques	Lecture, problem-solving, debate, deduction, illustration	1 hour
8.1.11 Analysis of the possibilities for growth and development of the company. Horizontal	Lecture, problem-solving, debate, deduction, illustration	1 hour

integration. Vertical integration		
8.1.12 Managerial decisions in conditions of risk and uncertainty	Lecture, problem-solving, debate, deduction, illustration	1 hour
8.1.13 Managerial decisions under certainty	Lecture, problem-solving, debate, deduction, illustration	1 hour

Bibliography

1. Baye, M.R. și Prince, J.T., *Managerial Economics and Business Strategy*, eighth edition The McGraw-Hill/Irwin, 2014, <https://www.pdfdrive.com/baye-m-r-et-al-2014-managerial-economics-and-business-strategy-8th-ed-e175296780.html>.
2. Bădulescu, Alina: *Microeconomie*. Editura Expert, București, 2005.
3. Bădulescu, Alina, Vancea, Mariana: *Microeconomie*, Universitatea din Oradea, 2012.
4. Froeb, L.M., McCann, B.T., *Managerial Economics. A Problem Solving Approach*, South-Western Cengage Learning, 2009, <https://www.pdfdrive.com/managerial-economics-a-problem-solving-approach-mba-series-e167700198.html>.
5. Kreps, D.M., *Microeconomics for managers*, 2nd Edition, Princeton University Press, 2019.
6. McKenzie, R.B., Lee, D.R., *Microeconomics for MBAs : The Economic Way of Thinking for Managers*, 2006
<https://www.pdfdrive.com/microeconomics-for-mbas-the-economic-way-of-thinking-for-managers-e158524577.html>
7. Samuelson, W.F. și Marks, S.G., *Managerial Economics, Seventh Edition*, John Wiley & Sons Inc., 2011, <https://www.pdfdrive.com/managerial-economics-7th-edition-e16441991.html>.
8. Varian, H., *Intermediate Microeconomics- a modern approach, 8th edition*, W. W. Norton and Company, 2010.
9. Webster, T.J., *Managerial Economics. Theory and Practice*, Academic Press, 2003, <https://www.pdfdrive.com/managerial-economics-theory-and-practice-e156793400.html>.
10. Wilkinson, N., *Managerial Economics. A Problem-Solving Approach*, Cambridge University Press, 2005, <https://www.pdfdrive.com/managerial-economics-a-problem-solving-approach-d7198321.html>.

8.2 Seminar (S)	Teaching methods	Observations
8.2.1. Microeconomics – concepts and indicators important for managers	Questioning, debate, deduction, applications, examples	2 hours
8.2.2 Demand analysis - applications	Questioning, debate, deduction, applications, examples	2 hours
8.2.3 Production and costs - applications	Questioning, debate, deduction, applications, examples	2 hours
8.2.4 Price formation in different conditions of competition – applications	Questioning, debate, deduction, applications, examples	2 hours
8.2.5 Vertical and horizontal integration	Questioning, debate, deduction, applications, examples	2 hours
8.2.6 Managerial decisions under risk and uncertainty	Questioning, debate, deduction, applications, examples	2 hours
8.2.7 Managerial decisions under certainty	Questioning, debate, deduction, applications, examples	2 hours

Bibliography:

1. Baye, M.R. și Prince, J.T., *Managerial Economics and Business Strategy*, eighth edition The McGraw-Hill/Irwin, 2014, <https://www.pdfdrive.com/baye-m-r-et-al-2014-managerial-economics-and-business-strategy-8th-ed-e175296780.html>.
2. Bădulescu, Alina: *Microeconomie*. Editura Expert, București, 2005.
3. Bădulescu, Alina, Vancea, Mariana: *Microeconomie*, Universitatea din Oradea, 2012.
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6. McKenzie, R.B., Lee, D.R., *Microeconomics for MBAs : The Economic Way of Thinking for*

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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

Microeconomics for managers contributes to the understanding of the ways of organizing the production, distribution and consumption of goods and services, price formation, supply and demand analysis. Also, after studying this discipline, the future master's graduate will know, understand and be able to interpret the processes, facts and behaviors of economic agents. Syllabus and Contents are consistent with those of similar disciplines taught in master's degree curricula of faculties in the country and abroad and with 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 of course content. In-depth knowledge and understanding of notions specific to microeconomics. Mastering the language specific to microeconomics.	Online exam, multiple choice type (12 multiple choice questions).	50%
10.5 Seminar (S)	Understanding and interpreting the processes, facts and behaviors of individual economic agents.	The assessment is based on the elaboration of a project.	50%
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 five out of twelve questions and an exercise on the final exam.			

Date

25.09.2020

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29.09.2020

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30.09.2020

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