S Y L L A B U S

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		Professor Dorin BÂC, Ph.D.					
2.3 Seminar titleholder		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	C1.1 Description of the paradigms, concepts and economic theories regarding the influence of the external business environment on the firm/organisation C1.2 Explanation and interpretation of the relation of economic influence exerted by the external business environment on the firm/organization C1.3 Applying the adequate instruments for the analysis of the influence relation exerted by the external business environment on the firm/organization 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 C1.5 Developing of a project investigating the economic influence exerted by the external business environment on the firm/organization 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/organization C2.4 Critical –constructive assessing and/or resolving of an issue concerning the operation of the firm/organization C2.5 Elaborating of an analysis concerning the relations with economic impact between the subdivisions of the firm/organization 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
Transversal Skills	

6.2. Expected learning outcomes

Knowledge	The student/graduate defines the concepts of demand and supply of goods and services, including in tourism, consumer behavior and consumer protection norms.
Competences	The student/graduate identifies and selects marketing flows and techniques differentiated by the nature of the products and services.
Responsibility and autonomy	The student/graduate identifies and selects marketing flows and techniques differentiated by the nature of the products and services.

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

6.1 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.
6.2.Specific objectives	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

7. Contents

7.1 Course (C)	Teaching methods	Obs
7.1.1. The firm: concept and typology	Lecture, problem-solving, debate, deduction, illustration	
7.1.2. The firm and the social – economic environment		
7.1.3. The activities and the functions of the firm I (Marketing, Production and management of the firm)		
7.1.4. The activities and the functions of the firm II (Labour organization, The activity of supplying)		
7.1.5. The activities and the functions of the firm III (Logistics, Quality management)		
7.1.6. Needs and funding resources		
7.1.7. The structure of the firm and shareholder – manager relationship problems		
7.1.8. The enterprise culture and project		
7.1.9. The strategic approach		
7.1.10. The competitive diagnosis. The industrial and technological analysis		
7.1.11. The organizational diagnosis		
7.1.12. Choosing markets and seeking competitive advantages		
7.1.13. Approaches to development. The internationalization		
7.1.14. Applying and implementing strategies		

Bibliography:

1. Daniel Bădulescu, Alina Bădulescu, Mariana Vancea- *Economia întreprinderii*, Editura Universităţii din Oradea, 2008
2. Daniel Badulescu, Mariana Vancea, Economia intreprinderii, Editura Universitatii din Oradea, 2012
3. Mankiw, G. Business Economics, ed. Cengage Learning, 2019
4. Bernard Marr, Business trends in practice, Ed. John Wiley & Sons, 2021

7.2 Seminar (S)	Teching methods	Obs
7.2.1. Organizational seminar	Questioning, debate, deduction, applications, examples	
7.2.2. The emergence of the firm / modern corporation		
7.2.3. The enterprise – society relationship		
7.2.4. International organizations in the economic field		
7.2.5. Marketing tools: public relations and management of perception		
7.2.6. Consumer behaviour		
7.2.7. The stock exchange as a way of financing		
7.2.8. The structure of the firm		
7.2.9. Organizational culture		
7.2.10. The world's most important companies		
7.2.11. The economic - financial crisis: causes and effects		
7.2.12. The economic - financial crisis impact on the enterprise		
7.2.13. Bankruptcy and insolvency		
7.2.14. Organizational seminar / grading		

Bibliography

1. Daniel Bădulescu, Alina Bădulescu, Mariana Vancea- *Economia întreprinderii*, Editura Universităţii din Oradea, 2008
2. Mankiw, G. Business Economics, ed. Cengage Learning, 2019
3. Bernard Marr, Business trends in practice, Ed. John Wiley & Sons, 2021

4. *The Corporation*, regizori: Abott, J. și Achbar, M., Big Pictures Media Corporation, 2003

8. 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.

9. The use of generative AI instruments

The use of generative artificial intelligence (GenAI) is permitted for seminar activities and projects. The most commonly used tools of this type include, but are not limited to, ChatGPT, Google Gemini, and Copilot for text generation, and Midjourney for image generation.
Each student is required to provide a separate declaration for each assignment, in accordance with the template set out in Annex 2 of the *Regulations on the Use of Generative Artificial Intelligence in Teaching and Research Activities within the Faculty of Economic Sciences, University of Oradea*. The declaration must specify the tool used, the specific manner in which it was used, and the section of the assignment in which it was employed. The declaration shall be included at the beginning of the document submitted for the respective assignment.

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. Solving applications, situations and study cases specific to Economics of the firm	Written assessment (homework), active participation in the seminars, essays and other assessments given in class	50%
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard • Knowledge and understanding the content of the subject at essential level • Solving at least seven out of eighteen questions on the final exam.			

Date	**Course titleholder:**	**Seminar titleholder:**
23.09.2026	**Professor Dorin BÂC, Ph.D.**	**Professor Dorin BÂC, Ph.D.**
	E-mail address: dbac@uoradea.ro	E-mail address: dbac@uoradea.ro

Director of Department,

Professor Dorin BÂC, PhD

Date of approval in the Department:

24.09.2026

Contact data[1]:
University of Oradea, Faculty of Economic Sciences, Department of International Businesses
Universităţii 1, Building Corp F, floor 1, room F206
Zip code 410087, Oradea, Bihor, Romania
Tel.: 0259-408401;
E-mail: steconomice@uoradea.ro
Web page: http://steconomiceuoradea.ro

Dean,

Prof. habil Diana SABĂU-POPA, PhD

Date of approval in The Council of the Faculty of Economic Sciences:

28.09.2026

Contact data[2]:
University of Oradea, Faculty of Economic Sciences, Department of International Businesses
Universităţii 1
Zip code 410087, Oradea, Bihor, Romania
Tel.: 0259-408109; Fax: 0259-408409
E-mail: steconomice@uoradea.ro
Web page: http://steconomiceuoradea.ro

[1] State the contact information (telephone, e-mail, web page, etc) of the academic institution beneficiary of the *Syllabus*
[2] State the contact information (telephone, e-mail, web page, etc) of the academic institution beneficiary of the *Syllabus*