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	BACHELOR STUDIES (CYCLE I)
1.6 Program of study / Degree	BUSINESS ADMINISTRATION (in English) / BACHELOR

2. Information regarding the discipline

2.1 Name of discipline			SUSTAINABLE DEVELOPMENT AND BUSINESS				
2.2 Course titleholder			Lecturer Diana Claudia PERȚICAȘ, PhD				
2.3 Seminar titleholder			Lecturer Diana Claudia PERȚICAȘ, PhD				
2.4 Year of study	III	2.5 Semester	V	2.6 Type of assessment	CV	2.7 Type of discipline	I

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

3. Estimated total time (hours per semester of teaching activities)

3.1 Number of hours per week	3	out of which:	3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the curriculum	42	out of which:	3.5 course	28	3.6 seminar/laboratory	14

Distribution of time	**hours**
Studying the workbook, course book, bibliography and notes	30
Supplementary documentation in the library, on electronic specialty platforms and in the field	20
Preparing seminars/laboratories, assignments, projects, portfolios and essays	24
Tutorship	5
Assessment activities	4
Other activities	0
3.7 Total hours of individual study	83
3.8 Total hours per semester	125
3.9 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	Lecture room equipped with computer, video projector, projection screen and internet access
5.2 Concerning the seminar/laboratory activities	Seminar room equipped with computers, video projector, projection screen and internet access; students use their own devices for the online calculators and databases used in class

6.1 Specific skills acquired

Professional skills	C1.1 Description of the paradigms, concepts and economic theories regarding the influence of the external (natural, institutional and social) business environment on the firm/organisation; identification of business methods

	aimed at sustainability C1.2 Explanation and interpretation of the economic influence exerted by the external business environment on the organisation (externalities, environmental regulation, sustainable finance) C2.1 Identification of the concepts and theories associated with the sustainable firm/organisation: CSR, ESG, circular business models, sustainability reporting C3.1 Identification of the economic implications of sustainability for the operation and administration of a firm or of one of its subdivisions (carbon footprint, sustainable supply chains, green financing)
Transversal skills	CT1 Applying the principles, norms and values of professional ethics within one's own rigorous, efficient and responsible work strategy CT2 Identifying roles and responsibilities in a multidisciplinary team and applying techniques of effective relationships and teamwork CT3 Identifying opportunities for continuous training and efficient use of learning resources and techniques for one's own development

6.2 Learning outcomes

Knowledge	The student/graduate: - explains why economic activity and business models depend on natural resources and ecosystem services, and defines sustainable development, its three pillars and the planetary boundaries; - describes the 2030 Agenda, the 17 Sustainable Development Goals and Romania's National Sustainable Development Strategy 2030, and the way companies use them as a reporting language; - explains externalities, market failure and the instruments used to internalise environmental costs (Pigouvian taxes, tradable permits, Coasean bargaining); - describes the European Green Deal, the Fit for 55 package, CBAM, the EU taxonomy, the CSRD/ESRS reporting framework and the GHG Protocol; - distinguishes between CSR and ESG, between linear and circular economy, and between genuine sustainability claims and greenwashing.
Skills	The student/graduate: - calculates and interprets an ecological footprint and a simplified corporate carbon footprint (scope 1, 2, 3) using activity data and emission factors; - maps the SDGs relevant to a given business and evaluates the sustainability claims of a company or advertisement against the EU and Romanian rules on green claims; - analyses real cases (Aral Sea, Geamăna, EU ETS, Hidroelectrica, SGR, Dedeman, OMV Petrom, Romanian green bonds) and draws business conclusions from them; - designs a circular or sustainable business model and presents it in a structured, argued way.
Responsibility and autonomy	The student/graduate: - takes responsible decisions that include the full (private and social) costs of an economic activity; - works autonomously and in a team to build and present a sustainable business idea, using digital tools and generative AI ethically and transparently; - assumes an active role in promoting sustainability, ethics and social responsibility in the organisations he/she will work in.

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

6.3.1 General objective of the discipline	- to provide a comprehensive and balanced understanding of sustainable development from a business point of view: why the economy depends on the natural environment, how sustainability has become a set of rules, costs and opportunities for firms, and how businesses can create value

	through sustainability; - to develop the capacity to use the concepts, indicators and instruments of sustainable development in business analysis and decision making.
6.3.2 Specific objectives	- explaining the concepts of sustainable development, planetary boundaries, ecological footprint, externalities, circular economy, CSR/ESG and sustainable finance; - understanding the European and Romanian regulatory framework (European Green Deal, Fit for 55, CBAM, EU taxonomy, CSRD/ESRS, deposit-return system, green claims rules); - interpreting sustainability indicators (beyond GDP measures, circularity rate, carbon footprint, ESG ratings) and their limits; - analysing real business cases in which environmental costs were ignored or, on the contrary, turned into a competitive advantage; - developing the ability to design, argue and present a sustainable business idea; - cultivating a proactive, ethical and responsible attitude towards the natural environment and the community.

7. Contents

7.1 Course (C)	**Teaching methods**	**Observations**
7.1.1 Introductory course: the planet, the economy and us. Why business depends on nature; the ecological footprint and Earth Overshoot Day	Lecture, problem-based learning, case studies with real data, guided debate, illustration (video, satellite imagery, online calculators), deduction	2 hours
7.1.2 What is sustainable development? The tragedy of the commons, the Brundtland definition and the three pillars		2 hours
7.1.3 The 2030 Agenda and the 17 Sustainable Development Goals; Romania's National Sustainable Development Strategy 2030		2 hours
7.1.4 Beyond GDP: how we actually measure well-being (HDI, inclusive wealth, doughnut economics, ecological footprint, Happy Planet Index)		2 hours
7.1.5 Externalities and market failure: who pays for pollution? Pigouvian taxes, Coasean bargaining, tradable emission permits		2 hours
7.1.6 The European Green Deal and the European rules of the game: Fit for 55, CBAM, EU taxonomy		2 hours
7.1.7 The energy transition: the energy trilemma, national transition models, Romania's energy mix, prosumers and business opportunities		2 hours
7.1.8 The circular economy: from waste to business model; circularity indicators, ecodesign, right to repair, the Romanian deposit-return system		2 hours
7.1.9 Responsible consumption and greenwashing: the seven sins of greenwashing and the EU and Romanian green claims rules		2 hours
7.1.10 From CSR to ESG: why the game changed; the limits of ESG ratings; Romanian company cases		2 hours
7.1.11 Sustainability reporting and the carbon footprint: CSRD, ESRS, double materiality, the GHG Protocol (scope 1, 2, 3)		2 hours

7.1.12 Sustainable finance: green bonds, sustainability-linked bonds, the greenium, climate risk in banks and investment funds; the Romanian market		2 hours
7.1.13 Sustainable entrepreneurship: building your own sustainable business idea		2 hours
7.1.14 Recapitulation: board of directors simulation		2 hours

Bibliography

1. **Perţicaş, D.C.** (2026) Sustainable Development and Business. Course support, University of Oradea, Faculty of Economic Sciences (available on the e-learning platform).
2. **Perţicaş, D.C.** (2014) Probleme și preocupări specifice dezvoltării durabile a sectorului energetic. București: Editura Economică, ISBN 978-973-709-727-9.
3. **Perţicaş, D.C.**, Florea, A., Borodin, V., Hajjaj, M. and Sabău-Popa, C.D. (2025) 'The Study on Corporate Sustainability Entrepreneurship in Romania: Analysis on Dependencies of Economical State of the Corporation on Their Green Politics Through Eyes of Their Management', Sustainability, 17(5), 2231. https://doi.org/10.3390/su17052231
4. **Perţicaş, D.C.**, Sabău-Popa, C.D., Dodescu, A.O., Hatos, R., Florea, A. and Juma, H.W. (2025) 'From Awareness to Action: Managerial Perceptions, Strategic Dysfunctions, and Sustainability-Oriented Digital Technology Adoption', Amfiteatru Economic, 27(S19), pp. 1441-1459. https://doi.org/10.24818/EA/2025/S19/1441
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12. Flammer, C. (2021) 'Corporate Green Bonds', Journal of Financial Economics, 142(2), pp. 499-516. https://doi.org/10.1016/j.jfineco.2021.01.010
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14. Kopnina, H., Padfield, R. and Mylan, J. (2023) Sustainable Business: Key Issues, 3rd ed. London: Routledge.
15. Government of Romania, Department for Sustainable Development (2023) Voluntary National Review 2023: Implementing the 17 SDGs. Bucharest. https://dezvoltaredurabila.gov.ro

7.2 Seminar (S)	**Teaching methods**	**Observations**
7.2.1 Introductory seminar. How many planets does your lifestyle consume? Computing and interpreting the personal ecological footprint	Questioning, debate, simulation games, case studies, applications with online calculators and databases, team project, oral presentation	2 hours
7.2.2 The tragedy of the commons: fishery simulation game and the Grand Banks cod collapse; Ostrom's conditions for managing a common good		2 hours

7.2.3 Mapping the SDGs for a real company; beyond-GDP indicators: comparing countries (Costa Rica, Bhutan, Romania)		2 hours
7.2.4 Externalities in practice: the EU carbon price and the price of a plane ticket; the European Green Deal seen from a Romanian exporter		2 hours
7.2.5 Circular business models (IKEA, Interface, Patagonia, Fairphone) and the Romanian deposit-return system; evaluating an advertisement for greenwashing		2 hours
7.2.6 Calculating the carbon footprint of a small firm (scope 1, 2, 3); reading a sustainability report and an ESG rating		2 hours
7.2.7 Sustainable business idea: presentation of the seminar projects and board of directors simulation		2 hours

Bibliography

1. **Perţicaş, D.C.** (2026) Sustainable Development and Business. Course support, University of Oradea, Faculty of Economic Sciences (available on the e-learning platform).
2. **Perţicaş, D.C.**, Florea, A., Borodin, V., Hajjaj, M. and Sabău-Popa, C.D. (2025) 'The Study on Corporate Sustainability Entrepreneurship in Romania', Sustainability, 17(5), 2231. https://doi.org/10.3390/su17052231
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8. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and representative employers in the field of the program

The content of the discipline is in line with similar disciplines taught in bachelor programs in business administration at universities in Romania and abroad, and with the requirements of the European regulatory framework (European Green Deal, CSRD/ESRS, EU taxonomy) that companies in Romania must apply. Representatives of professional associations and employers were consulted on the content of the discipline, so that the competences acquired by graduates respond to the needs of the labour market, where sustainability reporting, carbon accounting and ESG analysis have become required skills.
By following the course Sustainable Development and Business, future economists:
- understand how sustainability turns into costs, risks and opportunities for firms and can integrate it into business decisions;
- can compute and interpret sustainability indicators (ecological and carbon footprint, circularity rate, ESG ratings) and can read a sustainability report;
- can design and present a sustainable business model and can recognise greenwashing;
- develop an ethical and proactive attitude towards the role of business in sustainable development.

9. Use of tools based on generative artificial intelligence

For the assessment activities in the following section: at the course (written exam) the use of generative AI tools (GenAI) is NOT permitted. At the seminar (team project and presentations) the use of GenAI tools IS permitted for generating ideas, slogans, design elements and images, for rephrasing, editing or reviewing text, and for documentation, provided that the student critically verifies the generated content and takes full responsibility for it. Frequently used GenAI tools include, without being limited to: ChatGPT, Google Gemini, Copilot (text) and MidJourney (images). Each student will complete, for each assignment separately, a declaration following the model in Annex 2 of the Regulation on the use of generative artificial intelligence in the teaching and scientific activity of the Faculty of Economic Sciences, University of Oradea, specifying the tool used, the concrete way in which it was used and the part of the assignment to which it contributed. The declaration is inserted at the beginning of the paper for the respective assignment.

10. Assessment

Type of activity	**10.1 Assessment criteria**	**10.2 Assessment methods**	**10.3 Share of the final grade**
10.4 Course (C)	Knowledge and understanding of the concepts, theories and instruments presented at the course; the capacity to explain and interpret real cases and data on sustainable development and business; the capacity of analysis and synthesis. Summative assessment: written exam in the examination session (theoretical questions and a short applied case), graded from 1 to 10. Minimum requirements for grade 5: correct treatment of at least half of the theoretical subjects and identification of the main issue in the applied case (at least 3 points out of 6). Requirements for grade 10: complete and correct treatment of all subjects, with argued examples, and a full, argued solution of the applied case (6 points out of 6).	Written exam (summative assessment)	50%
10.5 Seminar (S)	Continuous (formative) assessment: active participation in the debates, simulation games and applications; correctness of the individual applications (ecological footprint, carbon footprint, greenwashing evaluation). Team project: designing a sustainable business model (written project and oral presentation), assessed for coherence, use of the concepts and instruments studied, realism of data and quality of the presentation. Minimum requirements for grade 5: submitting the written project respecting the required structure and presenting it; completing at least half of the seminar applications. Requirements for grade 10: a complete, well argued and original project, with correct calculations and a convincing presentation; active participation in all seminars.	Continuous assessment of the seminar activity Written project and oral presentation	50%
10.6 Minimum performance standard			
• knowledge and understanding of the course content at the level of the essential ideas;			

• obtaining at least grade 5 at the written exam and at least grade 5 for the seminar component (project and continuous assessment), each weighted 50% in the final grade.

Date 23.09.2026	**Course titleholder:** Lecturer Diana Claudia PERȚICAȘ, PhD (academic rank, name, surname and signature) E-mail address: diana_perticas@yahoo.com	**Seminar titleholder:** Lecturer Diana Claudia PERȚICAȘ, PhD (academic rank, name, surname and signature) E-mail address: diana_perticas@yahoo.com
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