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Departamentul de Economie și Business

**Tematică
pentru Examenul de licență
sesiunea iulie/septembrie 2024
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 fluctuations
4. Inflation and Unemployment
5. Macroeconomic policies

Bibliography:

1. Florea Adrian, *Macroeconomie*, Editura Universității din Oradea, 2013.
2. Florea Adrian, *Macroeconomics*, available on <https://e.uoradea.ro>
3. Stephen Slavin, *Macroeconomics*, McGraw Hill, 2012
4. J. E. Stiglitz, C.E. Walsh – *Economie*, Ed. Economica, Bucuresti, 2005
5. Dornbusch R., Fischer St., Startz R., *Macroeconomie*, Editura Economică, București, 2007
6. N. Gregory Mankiw *Macroeconomics*, 7th Edition, Worth Publishers, 2009

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 promotional strategy – concepts, stages, characteristics
2. Advertising techniques – evolution, classification and functions
3. Techniques of sales promotion for stimulating the development of the market
4. The brand and its component elements: logo and slogan
5. New trends in promotion and the marketing persona

Bibliography

1. Beard, F.K., (2016). A history of advertising and sales promotion, *The Routledge Companion to Marketing History*, Routledge, New York, 203-224.
2. Kotler, Ph., *Marketing Management, Analysis, Planning, Implementation and Control*, 7th edn, Englewood Cliffs, NJ: Prentice Hall International, 1991.
3. Ogden, J.R., Rarick, S., *The Entrepreneur's Guide to Advertising*, ABC-CLIO, 2010.
4. Ray, S., & Yin, S., *Channel Strategies and Marketing Mix in a Connected World (Vol. 9)*. Springer Nature, 2019.
5. Belch, G., Belch, M. *Advertising and promotion. An integrated marketing communications perspective*. Sixth edition, © The McGraw-Hill Companies, 2003
6. 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
7. Kenneth E. Clow and Donald Baack, *Integrated Advertising, Promotion, and Marketing Communication*, 18th edition, Pearson Education Limited, ISBN 978-0-13-448413-6, 2018.

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.

Februarie 2024

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