



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		General Economy							
Course Code		BYP105		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To emphasize the importance of the economy, explain basic economical concepts, explain and discuss current economical issues							
Course Content		Basic concepts of economics• Fundamental economical problems faced by all societies and economic systems • Market concept and types of markets • Price theory • Consumption theory • Production theory • Costs of production • Market equilibrium under prefect competition							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Problem Solving					
Name of Lecturer(s)		Ins. Gökçe KADERLİ							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Tümay ERTEK, Micro Economy
2	Tümay ERTEK, Makroekonomiye Giriş

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction of the scope and the importance of the course, and the recommended text books
2	Theoretical	Basic concepts of economics
3	Theoretical	Economic problems faced by all societies, production possibilities, opportunity cost, economic systems
4	Theoretical	Market concept and types of markets
5	Theoretical	Supply and demand, changes in supply and demand
6	Theoretical	Market equilibrium and price determination, changes in equilibrium price, market equilibrium and time
7	Theoretical	Market equilibrium and price determination, changes in equilibrium price, market equilibrium and time
8	Theoretical	Market equilibrium and price determination, changes in equilibrium price, market equilibrium and time
9	Theoretical	Elasticity of demand and supply
10	Theoretical	Consumer Preferences, Utility, Consumer Equilibrium and Utility Maximization
11	Theoretical	Production and Cost
12	Theoretical	Cost Function, costs associated with the short run and the long run
13	Theoretical	Production function in the short run and returns to scale
14	Theoretical	Profit maximization under perfect competition and Imperfect Market Structure
15	Theoretical	Factor markets and income distribution
16	Theoretical	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	5	1	84
Midterm Examination	1	6	1	7
Final Examination	1	8	1	9
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	To be able to comprehend economic problems
2	To be able to obtain the necessary skills to analyze the economical problems
3	To be able to analyze the relations between economic variables graphically, numerically and orally
4	To be able to interpret the daily economic problems
5	To be able to obtain the analitical perspective enabling production of solutions to daily problems and effective decision making
6	To be able to comprehend the formation of the market price
7	To be able to build self-confidence through discussions and problem solving practices in class
8	To be able to obtain the necessary skills to make researches, analyses and syntheses through writing term papers
9	To be able to obtain the ability to bear responsibility
10	To be able to become more time efficient

**Programme Outcomes (Public Relations and Publicity)**

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowlence to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaings and process on public relations, advertising and marketing for an organization.
8	8. Gradutaes are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

**Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High**

	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10
P1	5	4	4	3	5	4	4	5	4	4
P2	4	4	4	4	4	5	5	4	4	4
P3	4	5	3	4	4	5	5	4	5	4
P4	3	4	4	5	3	3	3	4	4	5
P5	2	2	1	2	2	2	1	2	3	2
P6	3	4	4	5	3	4	4	4	4	5
P7	3	3	5	4	4	4	3	5	4	3
P8	5	4	3	4	4	5	4	4	4	4

