



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Ekonomy							
Course Code		PAR104		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	2	Practice	2	Laboratory	0
Objectives of the Course		It can analyze consumer's equilibrium formation, factors determining supply and supply elasticity, analyzing producer's equilibrium formation and production and distribution of consumer goods in order to analyze basic characteristics of economy according to economics science, economic analysis methods and economic systems according to basic characteristics of economy, to be able to analyze the effects of market fluctuations on factors affecting demand and supply, to analyze economic effects of employment, to analyze the effects of changes in prices and general level of production, to analyze money supply and demand, to evaluate monetary and fiscal policies and their effects to be able to grasp.							
Course Content		To know the basic concepts of economy, To know economic analysis methods and economic systems, To recognize economic analysis methods and economic systems, To analyze demand determining factors and demand elasticity, To analyze consumer equilibrium formation, To analyze supply determining factors and supply elasticity, To analyze producer equilibrium formation To analyze the effects of factors affecting the market on market equilibrium, To analyze the economic effects of employment, To analyze the effects of the changes in the price level, To analyze the effects of the changes in the production level To analyze the effects of changes in production level, To analyze money supply and demand, To understand the monetary policies and effects, To understand the finance policies and effects.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	30
Final Examination	1	70

Recommended or Required Reading

1	E
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Week	Weekly Detailed Course Contents	
1	Theoretical	To know the basic concepts of economy
2	Theoretical	To know the basic concepts of economy To know economic analysis methods and economic systems
3	Theoretical	To know economic analysis methods and economic systems Analyze demanding factors and demand elasticity
4	Theoretical	To analyze the consumer equilibrium formation Analyze the determinants of supply and supply elasticity
5	Theoretical	Analyze the determinants of supply and supply elasticity To analyze producer equilibrium formation
6	Theoretical	To know basic concepts about production costs
7	Theoretical	Understand the formation of market equilibrium Analyzing the market-imbalance effects of the affective factors
8	Theoretical	Analyzing the market-imbalance effects of the affective factors
9	Intermediate Exam	Midterm
10	Theoretical	To analyze the effects of factors affecting supply on market equilibrium
11	Theoretical	To analyze the effects of factors affecting supply on market equilibrium To analyze the economic effects of employment
12	Theoretical	Analyze the effects of changes in the overall level of prices Analyze the effects of changes in production level
13	Theoretical	Analyze the effects of changes in production level To analyze money supply and demand



14	Theoretical	Be aware of monetary policies and their effects
15	Theoretical	To be aware of fiscal policy and its effects
16	Final Exam	Semester final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Lecture - Practice	14	0	2	28
Assignment	57	0	1	57
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To understand the basic features of economy
2	To be able to analyze consumer and producer behavior
3	To be able to analyze market fluctuations
4	To be able to analyze macroeconomic indicators
5	To follow monetary and fiscal policies

Programme Outcomes (Marketing)

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

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

	L1	L2	L3	L4	L5
P1	4	3	3	4	4
P2	5	5	5	5	5
P3		2	2		1
P4	5	5	5	5	5
P5	5	3	3	5	4
P6	3	3	3	3	4
P7	5	5	5	5	5
P8	5	5	5	5	5
P9	2	1	1	2	1
P10	3	4	4	3	4
P11	5	5	5	5	5
P12	4	5	5	4	1
P13	4	5	5	4	1
P14	5	5	5	5	5

