



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		General Economics I							
Course Code		HAT109		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Importance of economy is taught to students. Concepts of basic economy are taught. Current economic topics are taught and they are discessed.							
Course Content		Basic Concepts of Economics, Fundamental Problems Faced by Every Economy, Economic Systems, Types of Market Concept and Market, Price Theory, Theory of consumption, Production Theory, National Income, Employment, Inflation, Foreign Trade							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Lec. Nurdanur TAVLAN SOYDAN							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	General Economy, Orhan, O., Erdoğan, S., İstanbul, 2012.
2	Introduction to Economics, Dinler, Z., Bursa, 2009.

Week	Weekly Detailed Course Contents	
1	Theoretical	Scope of the course, justification, introduction of the available resources
2	Theoretical	The definition and concept of the economics of scarcity
3	Theoretical	Basic economic problems, fundamental conceptions about Economy
4	Theoretical	Economic systems
5	Theoretical	Fundamental conceptions about the theory of price
6	Theoretical	Fundamental conceptions about the theory of demand
7	Theoretical	Basic Concepts Related to Production Theory, Basic Concepts Related to Distribution Theory
8	Intermediate Exam	Midterm Exam
9	Intermediate Exam	Midterm Exam
10	Theoretical	National Income
11	Theoretical	Money and Banking
12	Theoretical	Employment and unemployment
13	Theoretical	Inflation
14	Theoretical	The Theory of Economic Growth and Development
15	Theoretical	Foreign Trade
16	Final Exam	Final Exam
17	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	0	2	26
Midterm Examination	1	11	1	12
Final Examination	1	11	1	12
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	To be able to possess the basic theoretical knowledge about the economy.
2	To be able to follow the national and international current knowledge on economic subjects.
3	To be able to comprehend and comment the economic problems.
4	To be able to explain the differences between macroeconomics and microeconomics.
5	To be able to relate the concepts of scarcity and choice with the concepts of opportunity and cost.

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

1	To be able to possess 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	To be able to own 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	To be able to possess a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

**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	1	2	2	2	5
P2	3	3	3	3	2
P3	3	3	3	3	2
P4	1	2	1	2	2
P5	1	1	1	1	1
P6	1	1	1	1	1
P7	4	4	4	3	2
P8	1	2	2	2	2
P9	1	1	2	2	1

