



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		General Economics II							
Course Code		HAT110		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Giving skills to students is about basic economics. Other aim is basics of macro economics, monetary theory, international economics and the theory of growth are taught.							
Course Content		Basic Macroeconomic Concepts, National Income, National Income Accounting and National Income Concepts, Characteristics of the money, Types of Money, Inflation, Employment and Unemployment, International Trade Theory and Policy, Economic Growth and Development.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, 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	Introduction to Economics, Dinler, Z., Bursa, 2009.
2	Macro Economics, Ünsal, Erdal M., Ankara, 2010.

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Macroeconomic Concepts
2	Theoretical	National Income, National Income Accounting and National Income Concepts
3	Theoretical	Determinants of National Income: Consumption, Investment and Savings Functions
4	Theoretical	Determination of Equilibrium of National Revenue
5	Theoretical	Multiplier Analysis
6	Theoretical	National Income and Prices General Level: Aggregate Demand and Aggregate Supply
7	Theoretical	Properties of Money, Types of Money, The Role of Money in Macro Economy: Money Supply and Demand for Money
8	Intermediate Exam	Midterm Exam
9	Intermediate Exam	Midterm Exam
10	Theoretical	National Income General Balance: Balance of Goods and Money Markets Simultaneous
12	Theoretical	Control of Money Supply of the Central Bank: Monetary Policy Instruments
13	Theoretical	Inflation, Employment and Unemployment
14	Theoretical	International Trade Theory and Policy
15	Theoretical	Economic Growth and Development
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 have knowledge about basic macroeconomics concepts.
---	--



2	To be able to have information about national income calculation and concepts.
3	To understand the importance of money in the economy.
4	To be able to interpret the relationship between inflation, employment and unemployment.
5	To be able to analyze the market equilibrium using concepts related to economy.

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	2	2	2	1	1
P2	2	2	2	1	1
P3	2	2	2	1	1
P4	2	2	2	2	1
P5	1	1	1	1	1
P6	1	1	1	1	1
P7	1	1	1	1	1
P8	1	1	1	1	1
P9	2	1	1	2	1

