



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Introduction to Economics							
Course Code		DIT101		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Students, in relation to the business life with section they are reading and methods in the social sciences as economics and economics to social life useful, basic concepts of economics, scarcity and choice, macro and micro economics separation, the basic concepts of microeconomics, market demand and supply, demand and supply elasticities, consumer theory, producer theory, cost theory, consumer and producer equilibrium, different types of markets, perfect competition, monopoly, oligopoly, monopolistic competition, to inform the subject of game theory and economic applications.							
Course Content		Economic method, the basic concepts of economics, scarcity and choice, macro and micro economics separation, the basic concepts of microeconomics, market demand and supply, demand and supply elasticities, consumer theory, producer theory, cost theory, consumer and producer equilibrium, different types of markets , perfect competition, monopoly, oligopoly, monopolistic competition, game theory and economic applications							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Yasemin AYSU KÖKSAL							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Mikro iktisat- Abdullah Özdemir ve Mümin Eser-Üniversitem Kitabevi yayınları-2013
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Week	Weekly Detailed Course Contents	
1	Theoretical	Methods in Economics and Economics
2	Theoretical	Economic Problem: Scarcity and Choice
3	Theoretical	Demand Concept
4	Theoretical	Concept of Supply and Market Equilibrium
5	Theoretical	Elasticity of Demand and Supply
6	Theoretical	Consumer Theory
7	Theoretical	Supply and Demand Applications
8	Theoretical	Midterm Exam
9	Theoretical	Short-Term and Long-Term Analysis in Perfect Competition
10	Theoretical	Short-Run Costs and Output Decisions
11	Theoretical	Long-Term Costs and Output Decisions in Perfect Competition
12	Theoretical	Monopoly Market
13	Theoretical	Monopolistic Competition and Oligopoly Markets
14	Theoretical	Income Distribution and evaluation related with the Distribution of Economic Growth, Economic Growth-development relationships
15	Theoretical	An overview

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	1	12	2	14
Term Project	1	15	3	18
Individual Work	1	1	1	2
Midterm Examination	1	10	1	11



Final Examination	1	12	1	13
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Describe the basic economic concepts and principles that are essential to economic analysis.
2	Demand and supply functions to define the determinants of functions and comments.
3	The impact of changes occurring in the market demand and supply curves to analyze, outline how this process of balance.
4	Marginal utility and indifference curves to tell you how the consumer equilibrium analysis makes the approach.
5	Manufacturer balance for marginal, average and total cost concepts and analyzes the relationship between them.

### Programme Outcomes (Marketing)

1	Ability to use the theoretical information in the application
2	A process in order to meet the requirements of managing skills
3	Ability to work in interdisciplinary teams, including
4	Define and solve problems in professional practice
5	Professional ethics and responsibility
6	The ability to learn about sector problems
7	To understand the legal regulations and practices
8	Effective communication skills
9	Knowledge and use professional tools and techniques with other communication technology tools Ability
10	Career planning processes and practices
11	Vocational and entrepreneurial skills for self-reliance
12	Cultural and social responsibilities, understanding, adoption and application skills
13	Awareness of the necessity of lifelong learning and its ability to perform
14	To follow national and international contemporary issues
15	Ataturk's principles and be sensitive to the Revolution, to use the Turkish language correctly, have the ability to understand unfamiliar terms on the basis of official correspondence and make space

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

	L1
P1	5

