



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Micro-Economics							
Course Code		BSS103		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		This course is intended to do with the student's analysis and commentary on the financial statements.							
Course Content		To discern the basics of the economy, consumer preferences, the preferences of the manufacturer to determine the market to distinguish the types.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Case Study, Problem Solving					
Name of Lecturer(s)		Ins. Gülçin ARSLAN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Introduction to Economics, Erdal Ünsal, İmaj Yayınevi, 2. Baskı, Ankara, 2010.
2	Introduction to Economics, Tevfik Pekin, Gözden geçirilmiş yeni baskı, İzmir, 1999.
3	Introduction to Economics:Main Principles, Orhan Oğuz, Marmara Üniversitesi Yayınları, İstanbul, 1992.
4	Economics, Mustafa Özateşler,İzmir, 2000.

Week	Weekly Detailed Course Contents	
1	Theoretical	Learn about the characteristics of the economy
2	Theoretical	production classify
3	Theoretical	identify needs
4	Theoretical	classify benefits
5	Theoretical	More information about economic concepts
6	Theoretical	Determine the stability of the consumer
7	Theoretical	Determine the occurrence of demand
8	Theoretical	To distinguish between types of elasticity of demand
9	Theoretical	Determine the stability of producer
10	Theoretical	Determine the occurrence of Supply
11	Theoretical	Doing cost analysis
12	Theoretical	Classify the types of market
13	Theoretical	Separating the formation of equilibrium in different markets
14	Theoretical	Separating the formation of equilibrium in different markets

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	5	2	0	10
Reading	6	2	0	12
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To distinguish the foundations of the economy
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2	Determine consumer preferences
3	Determine the preferences of producer
4	To distinguish the types of market
5	To be able to define cost of production, short and long term all cost functions

Programme Outcomes (Banking and Insurance)

1	To have basic economics knowledge.
2	Having basic law and banking law knowledge in a sufficient level for intermediate members of business life.
3	To have knowledge on the accounting system and organization.
4	To know basic finance and banking information.
5	To know registering of daily fiscal issues.
6	To know financial analysis techniques that is required by business.
7	Having knowledge about job safety, employees' health, environmental protection and quality conscious.
8	To have business management knowledge.
9	Having knowledge of organizational structures of banks.
10	To have basic information about internal, external and public audits in banks.
11	To have knowledge over human resources.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.
13	Ability to plan a career in their own profession.

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	5	5	5	5	5
P2	4	4	4	4	4
P4	2	2	2	2	3
P5	2	2	2	2	3
P6	4	4	4	4	4

