



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Macroeconomics							
Course Code		HİT107		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	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 distinguish the foundations of the economy,to determine consumer's preferences,to determine the preferences of the producer, to distinguish between the types of market.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Problem Solving					
Name of Lecturer(s)		Ins. Ayşegül Ladin SÜMER							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	1. İktisada Giriş, Erdal Ünsal, İmaj Yayınevi, 2. Baskı, Ankara, 2010.
2	Ekonomiye Giriş, Tevfik Pekin, Gözden geçirilmiş yeni baskı, İzmir, 1999.
3	İktisada Giriş: Prensipler ve Politika, İlker Parasız, Ezgi Kitabevi Yayınları, Bursa, 2003.
4	İktisada Giriş: Temel Kavramlar ve Prensipler, Orhan Oğuz, Marmara Üniversitesi Yayınları, İstanbul, 1992.
5	Mustafa Özateşler, Ekonomi Bilimi I, 1. Baskı, İzmir, 2000

Week	Weekly Detailed Course Contents	
1	Theoretical	to learn about the characteristics of the economy
2	Theoretical	to classify production
3	Theoretical	to identify needs
4	Theoretical	to classify benefits
5	Theoretical	to get information about economic concepts
6	Theoretical	to determine the stability of the consumer
7	Theoretical	to determine the occurrence of demand
8	Theoretical	to distinguish between types of elasticity of demand
9	Theoretical	to determine the stability of producer
10	Theoretical	to determine the occurrence of supply
11	Theoretical	to do cost analysis
12	Theoretical	to classify the types of market
13	Theoretical	to separate the formation of equilibrium in different markets
14	Theoretical	to separate the formation of equilibrium in different market

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	3	1	4
Final Examination	1	3	1	4
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To distinguish the foundations of the economy
2	To determine consumer preferences



3	To determine the preferences of producer
4	To distinguish the types of market
5	To learn general economic theories

Programme Outcomes (Public Relations and Publicity)

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and evaluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowledge related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L3
P1	4	5
P2	4	5
P3	4	5
P4	4	5
P5	4	5
P6	5	5
P7	4	5
P8	4	5
P9	4	5
P10	4	5
P11	4	

