



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Principles of Economics I							
Course Code		ECO101		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	4	Workload	102 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The main objective of this course is to teach students basic economy information. Moreover this course aims to teach students the basic theories of micro economy.							
Course Content		Basic concepts of economics, opportunity costs, scarcity, choices, market economy, demand, supply, consumer theory, the theory of the firm, perfect competition, monopolistic competition, monopoly, oligopoly and factor markets.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Ray C. FAIR, Karl F. CASE, Sharon M. OSTER, Ekonominin İlkeleri, Palme Yayınları, İstanbul, 2011.
2	Zeynel DİNLER, İktisada Giriş, Ekin Yayınları, Bursa, 2015.

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Economic Terms
2	Theoretical	Introduction to Price Theory: Demand
3	Theoretical	Introduction to Price Theory: Supply
4	Theoretical	Obtaining Equilibrium Price in the Perfectly Competitive Markets
5	Theoretical	Elasticity and Government Interference
6	Theoretical	Consumer Theory
7	Theoretical	Producer Theory
8	Theoretical	Cost Theory
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	Price Theory: Perfectly Competitive Markets
12	Theoretical	Price Theory: Monopoly
13	Theoretical	Price Theory: Monopolistic Competition and Oligopoly
14	Theoretical	Factor Markets and General Equilibrium
15	Theoretical	General Assessment

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	0	3	39
Individual Work	13	0	2	26
Midterm Examination	1	15	1	16
Final Examination	1	20	1	21
Total Workload (Hours)				102
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Learns basic economy terms.
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2	Knows the analyze of consumer and producer theory.
3	Have an idea about Firm Equilibrium.
4	Explains the markets and their process.
5	Learns the working of Commodity and Factor Markets.

Programme Outcomes (Human Resources Management)

1	Having adequate scientific knowledge of Human Resources Management, basic business concepts and other social sciences
2	Thinking critically and analytically
3	Having knowledge of communication and information technologies
4	In-depth understanding of the research process and application of a range of research techniques into studies, researches and projects
5	In-depth understanding of usage of Human Resources Management and other social sciences theoretical and applied knowledge together.
6	Ability to interpret basic Business concepts from Human Resource Management perspective
7	Ability to implement basic HRM responsibilities in institutions such as HR Planning and staffing, labor relations, occupational healthy and safety, training planning, performance and rewards management, career planning, employment and interview techniques and legal HR issues
8	Implementing quality process approach into HRM process by considering institutional development, internal and external customer satisfaction; in case of need, having sense of responsibility making contribution for problem solving and continuous development and process excellence ability by problem identification, goal setting, reorganisation and change management skills
9	Management of resources and assets by considering budgetary, financial and legal issues; management of projects/operations with the ability of planning, implementation, and auditing; Having skills on management of self and other people
10	Enriching result oriented working approach with continuous learning approach
11	Strong oral and written communication skills and ability to present ideas and information effectively
12	Monitor and communicate with colleagues in a foreign language using at least the European Language Portfolio B1 General Level
13	Ability to work with people of various cultural and educational background by valuing team work, developing empathy and listening skills
14	Being conscious on social, academic and professional ethical values
15	Development of critical theoretical appreciation of 'how', 'why' and 'where' HRM contributes to and supports employee and societal development, and implementing these approach for applied and graduate projects and working life

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

	L1	L2	L3	L4	L5
P2	4	4	3	3	4
P9	4	3	5	5	5

