



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Microeconomics							
Course Code		ECO211		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		This course presents theoretical background in the area of microeconomic theory. The aims of this course are to examine basic concepts of micro economics and analysis techniques.							
Course Content		Analysis of micro economics, consumer preferences, consumer equilibrium and its variations, indifference curves, budget constraint, characteristics of market demand, elasticity.							
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	Zeynel DİNLER, Mikroekonomi, 26. Basım, Ekin Kitabevi, Bursa, 2015.
2	Erdal M. ÜNSAL, Mikro İktisat, 10. Baskı, BigBang Yayınları, İstanbul, 2014.

Week	Weekly Detailed Course Contents	
1	Theoretical	Price Mechanism: Demand, Supply and Price
2	Theoretical	Elasticity: Price Elasticity of Demand, Income and Cross Elasticity
3	Theoretical	Theory Of Consumer Behaviour: Cardinal Approach
4	Theoretical	Theory Of Consumer Behaviour: Ordinal Approach
5	Theoretical	Demand Theory with Hicks Approach
6	Theoretical	Production Theory
7	Theoretical	Cost Theory
8	Theoretical	Perfect Competition Market
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	Monopoly Market
12	Theoretical	Monopolistically Competitive Market
13	Theoretical	Oligopoly Market
14	Theoretical	Market Failures and Government Intervention
15	Theoretical	General Equilibrium and Welfare Economics

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	0	3	39
Individual Work	13	0	2	26
Midterm Examination	1	27	1	28
Final Examination	1	31	1	32
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to comprehend knowledge on basic concepts of micro economics.
2	To be able to explicate the economy.



3	Be able to do define basic microeconomic conceptions.
4	To be able to analyze the rational behavior processes of the consumers in the short and long term.
5	To be able to easily solve the questions of the competition exams

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
P2	3	3	4
P4	5	3	3
P5	4	4	4
P8	3	4	3
P15	3	3	3

