AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Micro Economics						
Course Code	BSO105		Couse Level	Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	98 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	Individual economic units and equilibrium conditions for the economy as a whole understanding of the economic functioning of the understanding, explanation of the causes and consequences of international trade relations and economic examination of the dynamics of the growth process.						
Course Content	Basic Concepts of micro-economics: the need of goods and services, consumption, production, production factors and economic units. Price Theory: Supply and demand. Consumer Theory: Indifference curves, budget line, the marginal rate of substitution, consumer equilibrium and changes in consumer equilibrium. Producer Theory: Co-product curves, iso-cost line, the marginal rate of technical substitution, changes in the balance of producers and manufacturers balance. Firms in perfect competition and imperfect competition market balance.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods		Explanation (Presentation), Discussion, Problem Solving					
Name of Lecturer(s)	Ins. Muhsine Fulya EROĞLU KAĞU, Lec. Fahriye GÖZGÜ						

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Eğilmez, Mahfi. Easy Economy with Examples, Remzi Publishing House, Ankara, 2012.
2	Eğilmez, Mahfi. Change Process in Turkey, Socio-Economic Evaluation Republic of the Ottoman Empire, Remzi Bookstore, Ankara, 2018.
3	Kalaycıoğlu, Ersin and Ali Yaşar Sarıbay. Political Change and Modernization in Turkey, Dora Publications, Bursa, 2009.

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition and Features of Economics, Sub-disciplines, What is an Economic Problem?
2	Theoretical	Need, Goods, Production Factors, Alternative Cost, Externality, Consumer and Producer Surplus, Consumption, Decision Units in Economy
3	Theoretical	Supply, Demand, Market Equilibrium, Deviations from Market Equilibrium, Supply / Demand Applications
4	Theoretical	Elasticity of Demand, Income Elasticity of Demand, Elasticity of Supply, Other Elasticities
5	Theoretical	Abundance Paradox, Spider Web Theory, Government Intervention in Agricultural Product Prices, Flexibility and Wage Applications
6	Theoretical	Benefit and Decreasing Marginal Utility Theory, Consumer Balance and Applications
7	Theoretical	Benefit and Decreasing Marginal Utility Theory, Consumer Balance and Applications
8	Intermediate Exam	Mid Exam
9	Theoretical	An overview
10	Theoretical	Production Function, Declining Yields Law, Production Balance, Cost Analysis
11	Theoretical	Perfect Competition Market Firm Balance
12	Theoretical	Firm Balance in the Monopoly Market
13	Theoretical	Monopolistic Competition Market, Oligopoly Market, Comparison of Markets
14	Theoretical	Factor Demand, Factor Supply, Factor Incomes
15	Theoretical	Labor and Wage, Land and Rent, Capital and Interest, Enterprise and Profit
16	Final Exam	Final examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Midterm Examination	1	7	7	14

Final Examination	1	14	14	28
			Total Workload (Hours)	98
			[Total Workload (Hours) / 25*] = **ECTS**	4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	How to determine the price of any goods or services and that prices may explain why that changed.
2	Basic goods and services in the economy and may explain the flow of funds.
3	Preferences about the science of economics consists in the light of rational choice can provide descriptive information.
4	Price theory and in different supply and demand conditions may explain graphically how changes in price.
5	Market equilibrium can explain about.
6	Define the concept of flexibility and makes a detailed description about the kinds.
7	Flexibility can perform calculations on.
8	How to ensure the balance of the firm under different market conditions explains.
9	King Law and in the agricultural sector with Cobweb theorem explains the relationship between supply, demand and price.
10	Explain in detail the types of markets.

Programme Outcomes *(Retail Sale and Store Management)*

1	To have sufficient knowledge about retailing and store management.
2	Having the ability to communicate effectively with the customer.
3	To be able to identify and solve problems in retailing.
4	Learning about store management and store atmosphere.
5	Analyzing and interpreting consumer behaviors.
6	To have professional ethics and responsibility consciousness.
7	Having information about personal sales techniques.
8	Getting enough information about store design and settlement.
9	Awareness of the necessity of life-long learning; Social media, technology retailing and electronic retailing.
10	Ability to work effectively as a team, gain self-confidence to take responsibility.

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

	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10
P1	4	5	5	3	3	5	4	3	5	5
P2	5	3	4	5	5	4	5	5	4	4
P3	4	4	5	4	4	2	4	4	5	4
P4	5	3	4	5	2	4	5	5	5	5
P5	5	4	4	5	4	5	4	3	5	5
P6	4	3	4	3	2	2	5	4	5	4
P7	4	4	5	5	4	5	5	4	5	5
P8	5	5	4	4	5	4	4	4	4	4
P9	5	4	5	5	4	3	4	5	4	5
P10	4	5	4	2	5	4	4	4	5	4