



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Artificial Intelligence, Social Media and Applications in Economics							
Course Code		ECON438		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	120 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to convey to students the connection between the rapidly developing artificial intelligence and social media issues and the economy. As the digital world develops rapidly, production and consumption systems also begin to change. This situation also directs the issues of production and distribution, which are the most fundamental issues of the economy. In this respect, the world is experiencing a rapid transition towards Industry 4.0 and Society 5.0. This new digital age will now determine the economic systems in the future. Additionally, as technology develops, whoever reaches the person the fastest becomes more competitive. This situation reveals the impact of artificial intelligence and social media applications on the global economic system. Therefore, this course teaches students the relationship between the digital world and the economy with the help of artificial intelligence and social media applications.							
Course Content		Artificial Intelligence is expected to change the landscape of global industries and the economy in the coming years by increasing efficiency and changing business requirements. Artificial intelligence, which has developed rapidly in recent years and has an increasing place in human life, is expected to create a transformation similar to the industrial revolution in the global economy and labor market. As a result of this situation, business areas and employment areas began to change in the business world. While artificial intelligence and other applications cause some sectors to disappear, they also enable the emergence of new sectors. For this reason, radical changes are expected in production systems and employment areas. Another element that artificial intelligence brings to human life and directly affects the preferences of the individual is social media applications. Today, social media platforms have become critical components of supply and demand. In particular, the fact that social media applications have become a demand in individuals' lives has brought the control of supply to the agenda. The change brought about by social media in marketing, sales, advertising, demand psychology, financial payment systems and many other economic sectors transforms the structure of political and social communication. This transformation also led to the emergence of a new economic field. The sector, which stands out as the social media economy, resembles a digital market that can combine many economic activities. In summary, this course deals with the connection of artificial intelligence applications and social media systems, which are two important indicators of the digital world, with the most basic issues of the economy such as employment, consumption and production, and their impact on the economy in general.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Lec. Ahmet ÜNLÜ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Akgül, B. (2021) . Dijital Medyanın Ekonomi Politikası. Akademisyen Yayınevi
2	Atıcı, G. (2020). Dijital Ekonomi. Nobel Yayıncılık

Week	Weekly Detailed Course Contents & Teaching Methods	
1	Theoretical	Introduction to the Digital Economy
2	Theoretical	Production Systems and Technology
3	Theoretical	Stages of Industrialization
4	Theoretical	Industry 4.0 and Economic Transformation
5	Theoretical	Society 5.0 and Economic Transformation
6	Theoretical	Production Systems in the Digital World
7	Theoretical	Consumption Systems in the Digital World
8	Theoretical	Data in Digital Media
9	Theoretical	Labor Sector in the Digital World
10	Theoretical	Social Media Applications and Economy
11	Theoretical	Marketing and Advertisement on Social Media
12	Theoretical	Artificial Intelligence Applications and Economy
13	Theoretical	E-Commerce and Economy
14	Theoretical	Effects of Digitalization on Economic Indicators



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	3	3	84
Midterm Examination	1	10	3	13
Final Examination	1	20	3	23
			Total Workload (Hours)	120
			[Total Workload (Hours) / 25*] = ECTS	5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Students learn the digital economy.
2	Students comprehend the relationship between artificial intelligence and economy.
3	Students learn marketing and advertising systems in social media industry.
4	Students learn the impact of digital developments on the economy.
5	Students learn the requirements of the digital economy system.

Programme Outcomes (Economics)

1	Understands the fundamental concepts and theories of economics and analyzes economic events within microeconomic and macroeconomic frameworks.
2	Comprehends the historical development of economic theories and applies them to current economic issues.
3	Follows, analyzes, and evaluates international, national, regional and sectoral economic developments within the scope of economic policies.
4	Understands the connections between economics and related disciplines such as law, business, accounting, finance, and sociology for economic analysis.
5	Designs economic research, collects data using qualitative and quantitative methods, conducts analysis, and interprets results.
6	Tests economic theories using econometric methods and derives scientific and policy recommendations.
7	Uses basic computer programs and statistical software to process, visualize, and interpret economic data.
8	Communicates economic concepts and research findings clearly and effectively, both in writing and verbally, to experts and the general public.
9	Has basic level proficiency in English as a foreign language to follow developments in the field .
10	Works independently, takes initiative, and assumes responsibility in team settings.
11	Adopts a lifelong learning approach and continuously develops critical, analytical, and innovative thinking skills.
12	Conducts economic analyses on sustainable development, income equality, and social welfare while adhering to ethical values and demonstrating social 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
P1	4	4	3	4	4
P2	3	3	2	3	3
P3	5	4	4	4	4
P4	3	3	3	3	3
P5	3	3	3	3	3
P6	2	3	2	3	2
P7	3	3	2	3	3
P8	3	3	4	3	3
P9	2	2	2	2	2
P10	3	3	4	3	3
P11	4	4	4	4	4
P12	4	4	4	4	4

