

Alanya University

Faculty of Economics, Administrative and Social Sciences
Business Administration (English)

BUS 103 İktisada Giriş I					
Semester	Course Unit Code	Course Unit Title	L+P	Credit	Number of ECTS Credits
1	BUS 103	İktisada Giriş I	3	3	5

Mode of Delivery:

Face to Face

Language of Instruction:

English

Level of Course Unit:

Bachelor's Degree

Work Placement(s):

No

Department / Program:

Business Administration (English)

Type of Course Unit:

Required

Objectives of the Course:

Introduction to Economics I is an introductory course in economic theory and introduces the basic concepts of microeconomics. This course aims to teach basic economic principles that help us understand the decision-making process by consumers, firms and society.

Teaching Methods and Techniques:

The course covers various topics such as demand and supply, elasticity, household behavior and consumer choice, behavior of profit maximizing firms, short and long run costs and output decisions, labor and capital markets, investment decisions.

Prerequisites and co-requisites:

Course Coordinator:

Doktor Öğretim Üyesi Şebnem Anık

Name of Lecturers:

Doktor Öğretim Üyesi Şebnem Anık Profesör Alper Özün

Assistants:

Recommended or Required Reading

Resources

Karl E.Case, Ray C.Fair & Sharon M.Oster , Principles of Economics, 13.th Edition, 2019

Participation in this class is essential. This means students must come to class ready to discuss the topic for the day.

Course Category					
Mathematics and Basic Sciences	:	20	Education	:	
Engineering	:		Science	:	
Engineering Design	:		Health	:	
Social Sciences	:	80	Field	:	

Weekly Detailed Course Contents

Week	Topics	Study Materials	Materials
1	Introduction	-	-
2	Scope and Method of Economics	Case, Fair & Oster (Chapter 1)	-
3	The Economic Problem: Scarcity and Choice	Case, Fair & Oster (Chapter 2)	-
4	Demand, Supply, and Market Equilibrium	Case, Fair & Oster (Chapter 3)	-
5	Demand and Supply Applications	Case, Fair & Oster (Chapter 4)	-
6	Elasticity	Case, Fair & Oster (Chapter 5)	-
7	Midterm	Case, Fair & Oster (Chapter 1,2,3,4,5)	-
8	Household Behavior and Consumer Choice	Case, Fair & Oster (Chapter 6)	-
9	The theory of production and production function	Case, Fair & Oster (Chapter 7)	-
10	Short term costs	Case, Fair & Oster (Chapter 8)	-
11	Long term costs	Case, Fair & Oster (Chapter 9)	-
12	Input Demand:The Labor and Capital Market	Case, Fair & Oster (Chapter 10-11)	-
13	Perfectly competitive markets	Case, Fair & Oster (Chapter 12)	-
14	Imperfectly competitive markets	Case, Fair & Oster (Chapter 13-14-15)	-
15	FINAL EXAM	-	-

Course Learning Outcomes

No	Learning Outcomes
C01	Defining key concepts and describing the models and methods used in economic analysis.
C02	Formulating real world issues in the language of economic modelling.
C03	Applying and using the economic models to analyse economic problems.
C04	Discussing the potentials and limitations of the models and methods used in economic analysis.

Program Learning Outcomes

No	Learning Outcome
P01	To be able to apply the theoretical knowledge acquired in the basic areas of business administration (Management-Organization, Supply Chain Management, Production Management, Marketing, Ac
P03	To be able to inform experts and non-experts about issues related to the field.
P05	To be able to take responsibility individually and as a group member to solve complex and unforeseen problems encountered in practice
P07	To be able to interpret the changing trends in the world and to be able to follow technological changes
P08	To be able to implement innovation and innovative working principles
P02	To be able to develop solutions to business issues/problems based on scientific research.
P04	To have ethical values in applications in the field of business administration
P06	To be able to evaluate changes in theories of business strategies
P09	To be equipped with information and communication technologies to gain competence in the field
P10	To provide competence in managing organizations, leadership, decision-making processes and strategic planning,

Assessment Methods and Criteria		
In-Term Studies	Quantity	Percentage
Mid-terms	1	%40
Quizzes	0	%0
Assignment	0	%0
Attendance	0	%0
Practice	0	%0
Project	0	%0
Final examination	1	%60
Total		%100

ECTS Allocated Based on Student Workload			
Activities	Quantity	Duration	Total Work Load
Course Duration	14	3	42
Hours for off-the-c.r.stud	14	6	84
Assignments	0	0	0
Presentation	0	0	0
Mid-terms	1	10	10
Practice	0	0	0
Laboratory	0	0	0
Project	0	0	0
Final examination	1	15	15
Total Work Load			151
ECTS Credit of the Course			5

Contribution of Learning Outcomes to Programme Outcomes											
Contribution: 1: Very Slight 2:Slight 3:Moderate 4:Significant 5:Very Significant											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	
All	5	4	5	2	2	2	3	3	1	5	
C01	4	3	4	3	2	2	5	4	2	5	
C02	5	5	5	2	3	2	4	3	2	5	
C03	5	5	5	1	1	3	2	1	1	5	
C04	4	4	4	1	1	2	1	1	1	4	