

Alanya University

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

BUS 104 İktisada Giriş II					
Semester	Course Unit Code	Course Unit Title	L+P	Credit	Number of ECTS Credits
2	BUS 104	İktisada Giriş II	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:

This course aims to provide students with a foundational understanding of macroeconomic principles and their applications in analyzing national and global economies.

Teaching Methods and Techniques:

Throughout the course, students will explore key macroeconomic indicators such as GDP, unemployment, inflation, and economic growth. They will examine the dynamics of aggregate demand and supply, the role of fiscal and monetary policies, and the functioning of financial markets. Additionally, the course addresses long-term economic growth, international trade, and policy challenges, equipping students to evaluate the interconnectedness of economies and the impacts of policy decisions.

Prerequisites and co-requisites:

Course Coordinator:

Doktor Öğretim Üyesi Şebnem Arık

Name of Lecturers:

Doktor Öğretim Üyesi Şebnem Arık

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 to Macroeconomics	-	-
2	Measuring National Output and National Income	Case, Fair & Oster (Chapter 21)	-
3	Unemployment, Inflation, and LongRun Growth	Case, Fair & Oster (Chapter 22)	-
4	Aggregate Expenditure and Equilibrium Output	Case, Fair & Oster (Chapter 23)	-
5	The Government and Fiscal Policy	Case, Fair & Oster (Chapter 24)	-
6	Monetary Policy	Case, Fair & Oster (Chapter 25)	-
7	Determination of Aggregate Output, the Price Level and the Interest Rate	Case, Fair & Oster (Chapter 26)	-
8	Midterm	Case, Fair & Oster (Chapter 20,21,22,23-	-
9	.	Case, Fair & Oster (Chapter 7)	-
10	Policy Effects and Cost Shocks in the AD/AS Model	Case, Fair & Oster (Chapter 27)	-
11	Financial Crises, Stabilization and Deficits	Case, Fair & Oster (Chapter 29)	-
12	Long-Run Growth	Case, Fair & Oster (Chapter 31)	-
13	International Trade	Case, Fair & Oster (Chapter 33)	-
14	Open Economy Macroeconomics	Case, Fair & Oster (Chapter 34)	-
15	Wrap-up	.	.
16	FINAL EXAM	-	-

Course Learning Outcomes

No Learning Outcomes

- C01 Students will identify and explain key macroeconomic indicators such as GDP, economic growth, unemployment, and inflation
- C02 Students will analyze the dynamics of national income and output in both the short and long term, understanding factors influencing economic fluctuations.
- C03 Students will evaluate the effects of fiscal and monetary policies on economic stability, growth, and employment.
- C04 Students will understand the functioning of financial systems and assess the impact of international trade, exchange rates, and trade deficits on economies.
- C05 Students will explore the challenges faced by developing countries in achieving sustainable economic growth and assess global economic issues.

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	%35
Quizzes	0	%0
Assignment	1	%10
Attendance	0	%0
Practice	0	%0
Project	0	%0
Final examination	1	%55
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	