

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

INTRODUCTION to ECONOMICS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTRODUCTION to ECONOMICS	HR2250480	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Prof.Dr. Yusuf ÖZKIR				
Name of Lecturer(s)	Assoc.Prof. Kenan DEMİR				
Assistant(s)					
Aim	Students learn basic economic terms and concepts such as supply and demand, market equilibrium, inflation, and unemployment.				
Course Content	This course contains; The Evolution of Economic Thought: (Neo)Classical Economics and Keynesian Economics (Şenses, pp. 57-104),Transformation of the Global Economic System from 1950 to the Present,Benefit/Cost Analysis, Opportunity Cost, Demand-Supply (Şenses, pp. 433-445),Supply-Demand Equilibrium, Ceiling-Floor Price and Elasticity ,Market Types and Characteristics I: Perfect Competition and Monopoly,Market Types and Characteristics II: Monopolistic Competition and Oligopoly ,National Income ,Money, Inflation and Central Banking ,Monetary Policy and Fiscal Policy ,Employment and Unemployment ,Foreign Trade, Balance of Payments and Exchange Rate ,World Economy ,Turkish Economy ,Overall assessment.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Compares the markets.			10, 16, 9	A	
Analyzes the formation of market prices.			10, 16, 9	A	
Defines market types.			10, 16, 9	A	
Will be able to evaluate the markets.			10, 16, 9	A	
Calculates production costs and profit.			16, 9	A	
Analyze the effect of budget constraints.			10, 16, 9	A	
Analyze the concept of utility.			10, 16, 9	A	
Analyze consumer and firm behavior.			10, 16, 9	A	
Evaluates the effects of public policies.			10, 16, 9	A	
Analyze the factors affecting price and quantity.			10, 16, 9	A	
Explain the formation of price and quantity in economy.			10, 16, 9	A	
Relates these concepts to real life.			10, 16, 9	A	
Defines basic concepts.			10, 16, 9	A	
Explain the basic principles of economics.			10, 16, 9	A	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	The Evolution of Economic Thought: (Neo)Classical Economics and Keynesian Economics (Şenses, pp. 57-104)				
2	Transformation of the Global Economic System from 1950 to the Present				
3	Benefit/Cost Analysis, Opportunity Cost, Demand-Supply (Şenses, pp. 433-445)	Şenses, pp. 433-445			
4	Supply-Demand Equilibrium, Ceiling-Floor Price and Elasticity	(Şenses, ss. 445-466)			
5	Market Types and Characteristics I: Perfect Competition and Monopoly	(Şenses, ss. 480-513)			
6	Market Types and Characteristics II: Monopolistic Competition and Oligopoly	(Şenses, ss. 480-513)			
7	National Income	Şenses, pp. 513-528			
8	Money, Inflation and Central Banking	Şenses, ss. 537-548)			
9	Monetary Policy and Fiscal Policy	Şenses, ss. 548-567			
10	Employment and Unemployment	(Şenses, pp. 567-578)			
11	Foreign Trade, Balance of Payments and Exchange Rate	(Şenses, ss. 578-595)			
12	World Economy	(Şenses, ss. 137-148 ve 157-176)			
13	Turkish Economy	(Şenses, ss. 236-290)			
14	Overall assessment				
Evaluation Methods			Weight(%)		
Midterm Exam			40		
General Exam			60		

Resources	
-	Ha-Joon Chang, Ekonomi Rehberi, Say Yayınları, 2016.
-	Ha-Joon Chang, Kapitalizm Hakkında Size Söylenmeyen 23 Şey, Say Yayınları, 2015.
-	Ha-Joon Chang, Sanayileşmenin Gizli Tarihi, Efil Yayınevi, 2015.
-	Fikret Şenses, İktisada (Farklı Bir) Giriş, İletişim Yayınları, 2017.