

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

INTRODUCTION to ECONOMICS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTRODUCTION to ECONOMICS	PR2273410	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Esra OĞUZHAN				
Name of Lecturer(s)	Assist.Prof. Fatih Baha AYDIN				
Assistant(s)					
Aim	The aim of this course is to provide students with a general understanding of Turkey and the world economy.				
Course Content	This course contains; The Evolution of Economic Thought,Transformation of the Global Economic System from 1950 to the Present,Benefit/Cost Analysis, Opportunity Cost, Demand-Supply,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,MIDTERM EXAM + Course (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,GENERAL EXAM.				
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.			10, 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					
Sequenc e	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)			
4	Supply-Demand Equilibrium, Ceiling-Floor Price and Elasticity	(Şenses, pp. 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, pp. 480-513)			
7	MIDTERM EXAM + Course (National Income)	(Şenses, pp. 513-528)			
8	Money, Inflation and Central Banking	(Şenses, pp. 537-548)			
9	Monetary Policy and Fiscal Policy	(Şenses, pp. 548-567)			
10	Employment and Unemployment	(Şenses, pp. 567-578)			
11	Foreign Trade, Balance of Payments and Exchange Rate	(Şenses, pp. 578-595)			
12	World Economy	(Şenses, pp. 137-148 and 157-176)			
13	Turkish Economy	(Şenses, pp. 236-290)			
14	GENERAL EXAM				
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.