

ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF MANAGEMENT COURSE SYLLABUS

Course Code	Course Title	Course Type	ECTS Credits	Prerequisite Information	Date of Preparation
ITB101	INTRODUCTION TO ECONOMICS I	Compulsory/ Elective	5	-	September 2025
Instructor of the Course & E-Mail Address	Assoc. Prof. Dr. Merve Karacaer / mervekaracaer@aybu.edu.tr				
Office Hours & Office Room	Tuesday 12.30-13.00 Wednesday 12.30-13.00				
Course Content and Objectives	<p>Content: This is a one-semester introductory microeconomics course. After examining the theory of supply and demand, it introduces the behavior of consumers and firms in perfectly competitive markets and discusses the concept of equilibrium in such markets. Following the concepts of perfectly competitive markets, market imperfections and non-competitive markets will be discussed.</p> <p>Objective: The course aims to give students an idea of the basic features of microeconomics and to show how these features can be analyzed within a simple framework using economic theory.</p>				
Textbook(s)	<i>Principles of Economics</i> by K.E. Case, R. C. Fair and S.M. Oster, Pearson (2017), Global Edition, 13 / E				
Teaching Methods and Techniques	The course will be conducted through lectures, interactive class discussions, and problem-solving activities supported by visual and online materials. Students are expected to participate actively during in-class discussions. Mylab Economics platform and textbook readings will be used to reinforce theoretical concepts with practical examples. Assessment will be based on a midterm and a final exam.				
Course Learning Outcomes	1	Define the basic concepts and principles of microeconomics, including scarcity, opportunity cost, demand, and supply.			
	2	Explain how markets function and how equilibrium prices and quantities are determined under different market conditions.			
	3	Analyze consumer and producer behavior using fundamental microeconomic models.			
	4	Interpret the effects of changes in demand, supply, and elasticity on market outcomes.			
	5	Compare and contrast different market structures such as perfect competition, monopoly, and imperfect competition.			
	6	Apply microeconomic reasoning to real-world economic and business problems, particularly in the context of decision-making and policy evaluation.			
	7	Develop critical thinking and analytical skills for understanding economic data and forming logical economic arguments relevant to international trade and business.			
Program Outcomes Contributed by the Course	This course contributes to the following program outcomes of the International Trade and Business program: P1, P2, P5, P7, P8, and P10.				
	Program Outcomes (PO)				
	P1	Understands concepts related to international trade and business and gains the ability to evaluate current developments.			
	P2	Designs solutions to problems in this field using the conceptual, practical, and methodological skills acquired in international trade and business.			
	P3	Develops new ideas in international trade and business.			
	P4	Writes and speaks fluently in English.			
	P5	Can convey knowledge and suggestions related to the field to relevant parties both verbally and in writing.			
P6	Has an awareness of ethical issues and understands how business decisions affect those involved in making those decisions.				

	P7	Can question the validity of theoretical concepts in international trade and business by analyzing their role in practice.	
	P8	Can develop decision-making processes by analyzing the business and financial structure of the international institution in which they are employed.	
	P9	Has knowledge of the laws, rules, and ethical codes related to their field of study.	
	P10	Can evaluate international trade and business issues in parallel with the globalization process.	
Contribution of the Course to Field Instruction	This course provides a fundamental theoretical and analytical basis for the field of International Trade and Business. By introducing the core concepts of microeconomics—such as scarcity, demand, supply, market equilibrium, and consumer and producer behavior—it helps students understand how markets function and how economic agents make decisions. The course strengthens students’ ability to analyze market mechanisms, evaluate business environments, and interpret economic data relevant to international trade and global markets. Thus, it contributes directly to the field by enhancing students’ analytical thinking, problem-solving, and economic reasoning skills that are essential for professional and academic success in international trade and business.		
Topics Covered in the Course	1. Week	Introduction and the Scope and Method of Economics	
	2. Week	The Economic Problem: Scarcity and Choice	
	3. Week	Demand, Supply, and Market Equilibrium	
	4. Week	Demand, Supply, and Market Equilibrium (cont)	
	5. Week	Applications of Demand and Supply Analysis	
	6. Week	Applications of Demand and Supply Analysis (cont)	
	7. Week	Elasticity and its Applications	
	8. Week	Midterm Week	
	9. Week	Household Behavior and Consumer Choice	
	10. Week	The Production Process and the Behavior of Firms	
	11. Week	Short-Run Costs and Output Decisions	
	12. Week	Long-Run Costs and Output Decisions	
	13. Week	Market Structures: Perfect Competition	
	14. Week	General Review and Course Evaluation	
Course Evaluation Criteria	In-Term Studies	Quantity	Percentage %
	Mid-terms	1	40%
	Quizzes	N/A	%
	Assignments	N/A	%
	Attendance	1	0%
	Practice	N/A	%
	Project	N/A	%
	Final examination	1	60%
	Total		100%
Disability Policy	If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Business School AYBU (https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the local authority of the Faculty of Humanities and Social Sciences. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.		