

F. Course Description

Course Name	Business Economics
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Course Language	Turkish
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Course Level	Associate Degree ()	First Cycle (X)	Second Cycle ()	Third Cycle ()
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Mode of Delivery		
Formal (X)	Distance Learning ()	Others ()

Course Type		Course Unit Code	Course Code
Required ()	Elective (x)		IKT 330

Theory (Hours)	Application (Hours)	Total	Semester	National Credits	ECTS
			Spring	3	4

Course Objectives	The aim of the course is to apply the economic theories and methods to the decision processes of the firms..
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Course Content	in the context of the course micro economic analysis is applied to defined firm decisions and the course is acting as a bridge between economic theory and real economy in practice.
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Pre-requisites	-
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Recommended Elective Courses	-
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Course Learning Outcomes	<ol style="list-style-type: none"> 1. Define concepts related with the economic theory. 2. Can use the rules of economic theories to solve the economic problems
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Course Coordinator	
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Course Lecturer(s)	1. Prof. Dr. A. Ali Koç
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Course Assistants	Research Assistant Peyman UYSAL
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Teaching Methods		
(X) Oral Presentation	(X) Case Study	() Computer assisted
(X) Discussion	() Drama	() Laboratory
() Problem Solving	() Invention	()
() Experiment	() Project	()

Course Notes / Textbooks	<ol style="list-style-type: none"> 1. Principles of Business Economics Joseph Nellis, David Parker 2. Contemporary Industrial Organisation: A Quantitative Approach, Dan
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	Richards, George Norman
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Evaluation System		
() Direct Conversion System		Relative Assessment (X)

Mesarument and Evaluation System	Requirements	Number	Percentage of Grade
	Attendance	15	
	Quizzes	-	
	Midterm Exam(s)	1	%30
	Homework(s) / Seminar(s)	-	
	Term Assignment(s) / Project	-	
	Application (Laboratory, Atelier , Field Work, Problem Based Learning- PBL Reports)	-	
	Others (.....)		
	Final Exam	1	%70
	Total		% 100

Distribution of Topics By Weeks		
Weeks	Topics	Preparatory Work
1	Introduction, the aim of Business Economics, contents and relation with economics	
2	Firm production theory; isoquant product curves, production with one and two inputs, scale economics	
3	Firm cost theory; costs in short and long term, scope economics and learning curve	
4	Profit maximization and competitive supply	
5	Perfect competitive markets; supply and demand shocks	
6	Monopoly and price discriminations	
7	Monopoly competition markets; pricing and output decisions	
8	Monopoly competition markets; product bundling, network externalities	
9	Monopoly competition markets; product differentiation, advertising spending decision	
10	Oligopolistic markets	
11	Models of oligopolistic markets; stackelberg, bertrand, cournot	
12	Firm location theory	
13	Introduction to game theory	
14	Strategic behaviour, Nash equilibrium	
15	General discussion	

Program Yeterlilikleri	Course Learning Outcomes*									
	01	02	03	04	05	06	07	08	09	10
PY 01	5	5	5	4	5					
PY 02	4	4	4	4	4					
PY 03	4	4	4	4	4					
PY 04	4	4	4	4	4					
PY 05	3	3	3	1	1					
PY 06	2	2	2	1	1					
PY 07	4	4	3	3	3					
PY 08	4	4	3	3	3					
PY 09	1	1	1	1	1					
PY 10	1	1	1	1	1					
PY 11	1	1	1	1	1					
PY 12	1	1	1	1	1					
PY 13	1	1	1	1	1					
PY 14	1	1	1	1	1					
PY 15	1	1	1	1	1					
PY 16										

* 1: Low

2: Lowest

3: Average

4: High

5: Highest



ECTS of the Course Based on Learning, Teaching and Evaluation Activities (Average Hours)

Activities	Number	Preparatory Work	Duration	Total Workload
Theory				
Applied Course				
Homework(s) / Seminar(s)				
Term Assignment / Project				
Application (Laboratory, Atelier, Field, Problem Based Learning - PBL)				
Other Learning Activities				
Quizzes				
Midterm Exam(s)				
Final Exam				
Total Workload (Hours)				
Rounding $[\text{Total Workload (hours)} / \text{Weekly Workload (30)}] = \text{ECTS}$				4