

MICRO ECONOMICS I

1	Course Title:	MICRO ECONOMICS I	
2	Course Code:	IKT2201	
3	Type of Course:	Compulsory	
4	Level of Course:	First Cycle	
5	Year of Study:	2	
6	Semester:	3	
7	ECTS Credits Allocated:	8.00	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	No prerequisites	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Prof. Dr. NALAN ÖLMEZOĞULLARI	
15	Course Lecturers:	Prof. Dr. Nalan ÖLMEZOĞULLARI Prof. Dr. Metin ÖZDEMİR	
16	Contact information of the Course Coordinator:	nalano@uludag.edu.tr, Tel: 0224 294099 Uludağ Üniversitesi, İİBF İktisat Bölümü, 16059 Görükle/BURSA	
17	Website:		
18	Objective of the Course:	The purpose of this course is to provide an understanding of economic decision making process of individuals (consumers/producers) and pricing behavior of firms in different market structures.	
19	Contribution of the Course to Professional Development:	The student taking the lesson; gains knowledge of basic economic concepts and gains an economic perspective.	
20	Learning Outcomes:		
		1	Students will learn the basic concepts and theories of intermediate microeconomics
		2	Students will be able to use analytic tools of microeconomics
		3	Students will be able to explain consumer behavior theory, distinguishing between cardinal and ordinal utility
		4	Students will be able to understand how rational economic agents make decisions as producers
		5	Students will be able to explain the neo-classical approach to production and cost
		6	Students will be able to analyze the role of market mechanism in resource allocation
		7	Students will be able to explain how market prices are determined in perfectly competitive markets and monopoly
		8	Students will be able to explain the various pricing strategies available to a monopolist
		9	
		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Scarcity, Choices and Market Mechanism		

2	Consumer Behavior: Cardinal Utility and Indifference Curves	
3	Factors Affecting Consumer Behavior	
4	Demand Function and Demand Elasticity	
5	Production Function and Law of Diminishing Returns	
6	Producer Behavior: Isoquant Curves and Optimal Input Combination	
7	The Costs of Production: Short Run Cost Curves	
8	The Costs of Production: Long Run and Economies of Scale	
9	Supply Function and Supply Elasticity	
10	Competitive Market Equilibrium	
11	Short Run Equilibrium of the Firm Under Perfect Competition	
12	Long Run Equilibrium of the Firm and Industry Under Perfect Competition	
13	Monopoly	
14	Monopoly Price Discrimination	

22	Textbooks, References and/or Other Materials:	ŞAHİN, Hüseyin (2012) Microeconomics, Ezgi Publishing Bursa. (in Turkish) DİNLER, Zeynel (2012) Microeconomics, Ekin Publishing, Bursa. (in Turkish)
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Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical Midterm Exam	1	40.00	3.00	42.00
Practicals/Labs		0	0.00	0.00
Self study and preparation of the work project	0	0.00	8.00	112.00
Homeworks		0	0.00	0.00
Projects	2	100.00	0.00	0.00
Field Studies		0	0.00	0.00
Success Grade Midterm exams		1	40.00	40.00
Others		0	0.00	0.00
Final Exams		100.00	40.00	40.00
Total Work Load				234.00
Course Total work load/ 30 hr				7.80
ECTS Credit of the Course				8.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	5	5	3	3	3	3	3	3	4	3	3	2	0	0	0	0
ÖK2	5	5	3	4	3	3	3	3	4	3	3	2	0	0	0	0
ÖK3	5	5	3	3	3	3	3	3	4	3	3	2	0	0	0	0
ÖK4	5	5	3	3	3	3	3	3	4	3	3	2	0	0	0	0

ÖK5	5	5	3	3	3	3	3	3	4	3	3	2	0	0	0	0
ÖK6	5	5	4	3	3	3	3	3	4	3	3	2	0	0	0	0
ÖK7	5	5	5	3	4	3	3	3	4	3	3	2	0	0	0	0
ÖK8	5	5	5	5	5	5	5	5	5	5	4	5	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			