

## ENTRY INTO BUSINESS

1	Course Title:	ENTRY INTO BUSINESS
2	Course Code:	İKT1003
3	Type of Course:	Compulsory
4	Level of Course:	First Cycle
5	Year of Study:	1
6	Semester:	2
7	ECTS Credits Allocated:	2.00
8	Theoretical (hour/week):	2.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	No Prerequisite
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. Dr. ALİ KURU
15	Course Lecturers:	Dr. Ali Kuru, 0224 294 10 95
16	Contact information of the Course Coordinator:	alikuru@uludag.edu.tr, 0224 294 10 95, Uludağ Üniversitesi, İktisat Bölümü, Görükle/BURSA
17	Website:	
18	Objective of the Course:	The purpose of this course is to introduce the basic concepts and principles of economics, and to help students make basic analysis.
19	Contribution of the Course to Professional Development:	Students who take the course are expected to gain economic views by learning the basic concepts of Economics.
20	Learning Outcomes:	
	1	Students can acquire knowledge about the basic concepts and principles of economics.
	2	Students can comprehend the relationships between market demand and supply.
	3	Students can acquire the information necessary to recognize companies' production functions and make economic inferences.
	4	Students can understand how consumer behavior may be affected by various government interventions in the market and how policymakers should think.
	5	Students can be aware of what can be done economically to measure the overall welfare of consumers, producers, and society, understand practices that increase or decrease welfare quantities, and improve them.
	6	Students can analyze consumer behavior with economic fundamentals, and make economic analyses that companies need from the data provided.
	7	Students can grasp the fundamentals of game theory, present basic-level analyses to companies under competitive conditions using arguments in this theory, and provide ideas.
	8	Students can make economic analyses and inferences for companies to reach their optimal goals through their production functions.

		9	In addition to an instructional approach that emphasizes interactive participation during the course, students can develop their individual confidence through concrete support for both individual and teamwork, and gain the ability to think analytically, identify problems, and solve them both individually and within a team throughout the semester.		
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21	Course Content:				
	Course Content:				
Week	Theoretical		Practice		
1	The Science of Economics: Concepts, Principles, Methods and Problems				
2	The Laws of Supply and Demand				
3	Market Equilibrium				
4	Elasticity Analysis				
5	Elasticity and Total Expenditure				
6	The Government Intervention on the Market				
7	Welfare Economics				
8	Midterm Examination				
9	Production Theory				
10	The types of production functions in companies.				
Activites			Number	Duration (hour)	Total Work Load (hour)
Theoretical	Methodology		14	2.00	28.00
13	Introduction to Game Theory				
Practicals/Labs			0	0.00	0.00
14	Intermediate Game Theory		7	1.00	7.00
Self study and preperation					
Homeworks			0	0.00	0.00
Projects	Materials: Microeconomics - Theory and Applications with Calculus by Jeffrey M. Perloff		0	0.00	0.00
Field Studies			0	0.00	0.00
25	Midterm Exams		1	10.00	10.00
TERM LEARNING ACTIVITIES			NUMBE	WEIGHT	
Others			0	0.00	0.00
Midterm Exam			1	40.00	15.00
Final Exams			1	15.00	15.00
Total Work Load					60.00
Home work project			0	0.00	2.00
Total work load/ 30 hr					
ECTS Credit of the Course					2.00
Total			2	100.00	
Contribution of Term (Year) Learning Activities to Success Grade			40.00		
Contribution of Final Exam to Success Grade			60.00		
Total			100.00		
Measurement and Evaluation Techniques Used in the Course			Half multiple choice half written exam supported with group exercises.		
24	ECTS / WORK LOAD TABLE				

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	4	0	0	0	0	0	0	0	0	0	0	0	2	0	3	0
ÖK2	3	0	0	0	0	0	0	0	0	0	0	0	2	0	2	0
ÖK3	4	2	0	0	0	0	0	0	0	0	0	0	2	0	2	1
ÖK4	2	0	1	2	2	0	0	0	0	0	0	0	1	0	3	0
ÖK5	2	0	1	2	1	0	0	0	0	0	0	0	1	0	3	0
ÖK6	2	3	2	4	2	0	0	0	3	0	0	0	1	0	4	1
ÖK7	1	2	3	4	5	2	0	0	1	0	0	0	1	0	2	0
ÖK8	2	5	5	5	5	1	0	0	2	0	0	0	1	0	2	0
ÖK9	0	4	5	5	5	2	0	0	2	5	5	5	2	0	3	4
LO: Learning Objectives    PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			