



## ESOGU Tourism Faculty Course Information Form

TERM	Fall
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COURSE CODE		COURSE NAME	General Economy
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
1	3	0	0	3	5	CORE (x) ELECTIVE ( )	Turkish
<b>COURSE CATEGORY</b>							
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills			
	X						
<b>ASSESSMENT CRITERIAS</b>							
<b>DURING TERM</b>	<b>Activity</b>		<b>Number</b>	<b>Percentage (%)</b>			
	I. Mid-Term		1	40			
	II. Mid-Term						
	Quiz						
	Homework						
	Project						
	Report						
Other (.....)							
<b>FINAL EXAM</b>			1	60			
<b>PREREQUISITE(S) (IF ANY)</b>							
<b>COURSE CONTENT</b>		Microeconomics: Utility, scarcity problem, consumer and producer balance, market equilibrium, cost concept and production, time in market equilibrium, supply and demand theory and supply and demand applications, perfect competition and imperfect competition markets. Macroeconomics: General balance of the economy and introduction of basic macroeconomic schools, National income, employment, inflation, economic growth, foreign trade					
<b>COURSE OBJECTIVES</b>		To inform about the basic concepts and assumptions in economics, to provide the connection between economic variables by using this information, to gain the ability to draw graphs using economic data and to develop the ability to comment on the markets in the economy.					
<b>CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING</b>							
<b>COURSE OUTCOMES</b>		•Ability to define the basic concepts in economics •Ability to think economically •Ability to express basic economic problems •Ability to draw graphs used in economic theories and models •Ability to obtain data by using a given graph •Ability to explain the types of markets in the economy •Ability to explain which market type the goods and services produced fall into • Ability to explain macroeconomic concepts					
<b>TEXTBOOK(S)</b>		Kenan ÇELİK (2012), Genel Ekonomi, Murathan Yayınevi 3.baskı.					

<b>SUPPORTIVE RESOURCES</b>	<ul style="list-style-type: none"><li>• AÖF Genel Turizm, Anadolu Üniversitesi Yayınları.</li><li>• Kurban ÜNLÜÖNEN ve Ahmet TAYFUN (2011), Ekonomiye Giriş 3.Baskı, Ankara.</li></ul>
<b>EQUIPMENTS REQUIRED</b>	Computer and projector

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	What is economics
2	Scarcity, choice and benefit, alternative cost
3	Demand, supply and price, demand curve
4	Elasticity, price elasticity of demand
5	Supply and demand practices, government price controls
6	Markets
7	Midterm
8	General balance of the economy and basic macroeconomic schools
9	national income
10	Employment
11	economic growth
12	Foreign trade
13	Knowledge economy, research economy, public goods, externalities
14	End of Term Evaluation
15,16	Final Exam

NO	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.		X	
2	To be able to plan the process of investment of a new established tourism company.			X
3	To be able to manage companies to be established in the areas of tourism.			X
4	To understand local, national and international dimension of management in tourism administration.		X	
5	To have the knowledge of using and evaluating the tools that can analyze a tourism company with its internal and external environment		X	
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.			X
7	To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.	X		
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.) and hotel management			X
9	To be able to research scientific knowledge about tourism and hotel management.		X	
10	To be able to understand and comment the new trends about tourism industry.	X		
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)		X	
12	To define the source of the problems in the field by using critical thinking.	X		
13	To have verbal and written communication skills in Turkish base on tourism sector.		X	
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.		X	
1: Few 2: Partially 3: Many				

Instructor Name : Prof.Dr. Yaşar SARI