|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1ST YEAR** | | | | | | | | |
| Code | Course Name | | AKTS | T+P+L | C/E | | | Language |
| Fall | | | | | | | | |
| 513901908 | | [Research Techniques in Social Science and Ethics of Publication](#d1) | 7,5 | 3-0-3 | Compulsory | | | Turkish |
| 513901909 | | [Financial Management in Tourism Industry](#d2) | 7,5 | 3-0-3 | Elective | | | Turkish |
| 513901911 | | [Modern Management Techniques in Tourism Enterprises](#d3) | 7,5 | 3-0-3 | Elective | | | Turkish |
| 513901901 | | [Current Problems in Tourism Sector](#d4) | 7,5 | 3-0-3 | Elective | | | Turkish |
| 513901903 | | [Micro and Macro Economic Analysis in Tourism](#d5) | 7,5 | 3-0-3 | Elective | | | Turkish |
| 513901904 | | [Environment and Sustainability in Tourism](#d6) | 7,5 | 3-0-3 | Elective | | | Turkish |
| 513901906 | | [Alternative Tourism and Its Applications](#d7) | 7,5 | 3-0-3 | Elective | | | Turkish |
| 513901907 | | [Postmodern Marketing Practices in Tourism](#d8) | 7,5 | 3-0-3 | Elective | | | Turkish |
| 513901905 | | [International Food and Beverage Management](#d9) | 7,5 | 3-0-3 | Elective | | | Turkish |
| 513901902 | | [International Tourism Strategies and New Trends](#d10) | 7,5 | 3-0-3 | Elective | | | Turkish |
| 513901913 | | [Research Design](#d11) | 7,5 | 3-0-3 | Elective | | | Turkish |
| 513902715 | | [Smart Tourism Destinations](#d12) | 7,5 | 3-0-3 | Elective | | | Turkish |
| 513902701 | | [Master’s Thesis](#d13) | 25 | 0-1-0 | Compulsory | | | Turkish |
| 513901900 | | [Field of Specialization (A,B,C…)](#d14) | 5 | 3-0-3 | Compulsory | | | Turkish |
| 513911906 | | [Marketing Theories in Tourism](#d15) | 7,5 | 3-0-0 | Elective | | | Turkish |
| Fall Total | | | 30 |  |  | | |  |
| Spring | | | | | | | | |
| 513902708 | [Project Development in the Tourism Sector](#d16) | | 7,5 | 3-0-3 | | Compulsory | Turkish | |
| 513902709 | [Managerial Accounting in Tourism Industry](#d17) | | 7,5 | 3-0-3 | | Elective | Turkish | |
| 513902704 | [International Gastronomy](#d18) | | 7,5 | 3-0-3 | | Elective | Turkish | |
| 513902706 | [E-Tourism Applications](#d19) | | 7,5 | 3-0-3 | | Elective | Turkish | |
| 513902705 | [Tourism Policy and Planning](#d20) | | 7,5 | 3-0-3 | | Elective | Turkish | |
| 513902713 | [Change Management and Re-organisation in Tourism Enterprises](#d21) | | 7,5 | 3-0-3 | | Elective | Turkish | |
| 513902703 | [Marketing Strategies in the Tourism Industry](#d22) | | 7,5 | 3-0-3 | | Elective | Turkish | |
| 513902714 | [Organizational Behavior in Tourism Enterprises](#d23) | | 7,5 | 3-0-3 | | Elective | Turkish | |
| 513901912 | [Qualitative Research Methods](#d24) | | 7,5 | 3-0-3 | | Elective | Turkish | |
| 513902707 | [Destination Marketing](#d25) | | 7,5 | 3-0-3 | | Elective | Turkish | |
| 513902716 | [Health Tourism](#d26) | | 7,5 | 3-0-3 | | Elective | Turkish | |
| 513902712 | [Seminar](#d27) | | 7,5 | 0-3-0 | | Compulsory | Turkish | |
| 513902701 | [Master’s Thesis](#d28) | | 25 | 0-1-0 | | Compulsory | Turkish | |
| 513901900 | [Field of Specialization (A,B,C…)](#d29) | | 5 | 3-0-3 | | Compulsory | Turkish | |
| Spring Total | | | 30 |  | |  |  | |
| Year Total | | | 60 |  | |  |  | |

metin içeren bir resim

Açıklama otomatik olarak oluşturuldu

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| --- | --- |
| **Semester** | Fall |

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| **Course Code** | 513911901 | **Course Name** | Research Techniques in Social Science and Ethics of Publication |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| I | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory (X) Elective () | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | | 1 | | 20 |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | | 1 | | 30 |
| Other… | | | | 1 | | 50 |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | We will first introduce main debates in the philosophy of science. Then, we will examine major quantitative and qualitative research methods. | | | | | | |
| **Objectives** | | | | | The aim of this course is to introduce the students research methods used in social sciences.At the end of the course, suc will be expected to: | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | |  | | | | | | |
| **Textbook** | | | | | Altunışık, R., Çoşkun, R., Bayraktaroğlu, S., Yıldırım, E. (2007), Sosyal Bilimlerde Araştırma Yöntemleri, Adapazarı: Değişim  Bilgin, Nuri, (2006), Sosyal Bilimlerde İçerik Analizi, Ankara: Siyasal Kitabevi.  Chalmers, Alan, (2008), Bilim Dedikleri: Bilimin Doğası, Statüsü ve Yöntemleri Üzerine Bir Değerlendirme, İstanbul: Paradigma  Gulbenkian Komisyonu (1996), Sosyal Bilimleri Açın, çev. Şirin Tekeli, İstanbul:Metis.  Yıldırım, Ali ve Hasan Şimşek (1999), Sosyal Bilimlerde Nitel Araştırma Yöntemleri, Ankara: Şeçkin | | | | | | |
| **References** | | | | | Academic Journals | | | | | | |
| **Requirements** | | | | |  | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Science and Knowledge |
| 2 | Pozitivism and Its Critique |
| 3 | Paradigm, Science and Society |
| 4 | Birth and Development of Social Sciences |
| 5 | Theory and Hypotesis, Induction and Deduction |
| 6 | How to prepare a research proposal? |
| 7 | MID-TERM EXAM |
| 8 | Introduction to Sampling |
| 9 | Surveys |
| 10 | Interviews & Observation |
| 11 | Designing and Conducting Case Study |
| 12 | Content Analysis |
| 13 | SPSS I |
| 14 | SPSS II |
| 15,16 | Final exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  | X |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  | X |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  |  | X |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |  |
| 9 | Produce research and projects in the field of tourism. |  |  | X |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. | X |  |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  |  | X |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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metin içeren bir resim

Açıklama otomatik olarak oluşturuldu

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| **Semester** | Fall |

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| **Course Code** | 513901909 | **Course Name** | Financial Management in Tourism Industry |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| I | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory () Elective (X) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | | 1 | | 40 |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | | Financial Accounting | | | | | | |
| **Description** | | | | | This course covers the methods and importance of tourism and hospitality finance, cash management and its importance; the investment decisions regarding tourism and hospitality projects and capital expenditures; cash control during the various stages of operations; financial ratio analysis and working capital management. | | | | | | |
| **Objectives** | | | | | To understand the world of finance  Conduct leverage and cost management analysis  Analyze price, contribution margin and break-even  Make decision regarding financial management etc. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | | The planned outcome of hospitality industry financial management is to enable student to understand the financial decision-making process and to interpret the impact that financial decisions will have on value creation. | | | | | | |
| **Textbook** | | | | | Hospitality Financial Management: Agnes DeFranco and Thomas Lattin, John Wiley and Sons, New Jersey, USA | | | | | | |
| **References** | | | | | Other hospitality financial management books | | | | | | |
| **Requirements** | | | | |  | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | The Role of Hospitality Financial Management |
| 2 | The Time Value of Money |
| 3 | The Valuation of Long Term Securities |
| 4 | The Valuation of Long Term Securities |
| 5 | Risk and Return |
| 6 | Risk and Return |
| 7 | Tools of Financial Analysis and Planning |
| 8 | Tools of Financial Analysis and Planning |
| 9 | Working Capital Management |
| 10 | Working Capital Management |
| 11 | Investment in Capital Assets |
| 12 | Investment in Capital Assets |
| 13 | The Cost of Capital, Capital Structure and Dividend Policy |
| 14 | Overview |
| 15,16 | Final exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  | X |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. | X |  |  |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |  |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. | X |  |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. | X |  |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  | X |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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Açıklama otomatik olarak oluşturuldu

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| **Semester** | Fall |

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| **Course Code** |  | **Course Name** | Modern Management Techniques in Tourism Businesses |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 2 | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory ( ) Elective (x) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Approaches such as system approach, management by objectives, benchmarking, reengineering, learning organizations, virtual organizations, Sigma, outsourcing | | | | | | |
| **Objectives** | | | | | The aim of this course is to evaluate the effects of management approaches and techniques, which have changed rapidly since the 1970s, on tourism businesses. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | To inform about the adaptation of modern management techniques to tourism businesses. | | | | | | |
| **Outcomes** | | | | | Students who complete the course;  - Strengthening the knowledge and skills in the field of management and organization in tourism businesses; being able to discuss new and contemporary ideas; Contributing to theoretical and practical studies. | | | | | | |
| **Textbook** | | | | | Terry V. Liu (2011) Tourism Management: New Research  * Okumuş, F. ve U. Avcı (2007) Turizm İşletmelerinde Çağdaş Yönetim Teknikleri, Detay Yayıncılık | | | | | | |
| **References** | | | | | -Turizm Isletmelerinde Çagdas Yönetim Teknikleri (Akın AKSU, Rüya EHTIYAR), | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software. | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Historical Development of Management Theory and Transition to Contemporary Management Techniques in Tourism Enterprises |
| 2 | Total Quality Management approach in Tourism Enterprises |
| 3 | Reengineering approach in Tourism Enterprises |
| 4 | Virtual Organizations in Tourism Businesses |
| 5 | Strengthening Practices in Tourism Enterprises |
| 6 | Learning Organizations Management Approach in Tourism Businesses |
| 7 | Conflict Management in Tourism Businesses |
| 8 | Innovation Management in Tourism Businesses |
| 9 | Green Management Practices |
| 10 | Management of Impressions and Differences |
| 11 | Seminar |
| 12 | Seminar |
| 13 | Seminar |
| 14 | Seminar |
| 15,16 | final exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  | X |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. | X |  |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  | X |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. |  | X |  |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

Prof. Dr. Cihan SEÇİLMİŞ

Instructor

*SBE-OU-02*

metin içeren bir resim

Açıklama otomatik olarak oluşturuldu

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| **Semester** | Spring |

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| **Course Code** | 513901901 | **Course Name** | Current problems in the tourism sector |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 1 | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory ( ) Elective (x) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | |  | |  |
| Report | | | | 1 | | 60 |
| Research design | | | |  | |  |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | This course includes activities to examine research on current problems in the field of tourism, conduct new research and propose solutions to problems.. | | | | | | |
| **Objectives** | | | | | To identify current problems related to tourism,  - Conducting literature searches on identified problems and discussing solution suggestions. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | Those who take this course will analyze international tourism movements. Thus, they will identify the necessary steps for the sector and businesses to adapt to the changing competitive environment. | | | | | | |
| **Outcomes** | | | | | Learning outcomes of the course Those who take this course will be able to develop solutions to international and national problems in the field of tourism. | | | | | | |
| **Textbook** | | | | | Scientific journals on tourism, congress books, books on the subject | | | | | | |
| **References** | | | | | Lecture notes, Case studies, Research designs in internationally accepted journals | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software. | | | | | | |

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| --- | --- |
| **Syllabus** | |
| **Week** | **Topics** |
| 1 | To identify international and national problems and developments in the field of tourism |
| 2 | Problems related to destination management and problems related to tourism education |
| 3 | Supply and demand balance in Turkish tourism |
| 4 | Management problems of tourism enterprises |
| 5 | Environmental impacts of tourism |
| 6 | Tourism and sustainability |
| 7 | Tourism and renewable energy sources |
| 8 | Solution suggestions for the problems caused by tourism |
| 9 | Seminars |
| 10 | Seminars |
| 11 | Problems in tourism businesses in the context of organizational behavior |
| 12 | Main problems of Turkish tourism |
| 13 | Solution suggestions for problems in Turkish tourism |
| 14 | Seminars |
| 15,16 |  |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. | X |  |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |  |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. | X |  |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

Associate Professor İlker KILIÇ

Instructor

15/03/2023   
 *SBE-OU-02*

metin içeren bir resim

Açıklama otomatik olarak oluşturuldu

|  |  |
| --- | --- |
| **Semester** | Fall |

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| --- | --- | --- | --- |
| **Course Code** |  | **Course Name** | Micro and Macro Economic Analyzes in Tourism |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 2 | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory ( ) Elective (x) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | | 1 | | 40 |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Micro and macroeconomic approaches in tourism, analysis needs, micro and macro analyzes of tourism supply, micro and macro analyzes of tourism demand, demand forecasting methods, measurement of the economic effects of tourism, methods of calculating tourism revenues, satellite accounts system in tourism, new approaches and developments in tourism economics. | | | | | | |
| **Objectives** | | | | | 1- To make people understand the distinction and necessity of micro and macro economic analysis, 2- To make micro and macro economic analysis tools usable for the tourism sector, 3- To gain the competence to measure the economic effects of tourism, 4- To make people understand the approaches to calculating tourism revenues, 5- To make students understand the Tourism Satellite Accounts System. teach how it works | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | It enables the tourism sector to recognize the sectoral conditions at a level that can cope with the structure, supply and demand conditions and to produce solutions in this regard. | | | | | | |
| **Outcomes** | | | | | The student who successfully carries out the learning and teaching activities of the course; 1- Understands the distinction and necessity of micro and macro economic analysis, 2- Gains the competence to use micro and macro economic analysis tools for the tourism sector. 3- Can measure the economic effects of tourism, 4- Can calculate tourism revenues with different methods, 5- Knows the Functioning of the Tourism Satellite Accounts System. | | | | | | |
| **Textbook** | | | | | Bahar, O. ve Kozak, M. (2012), Turizm Ekonomisi, 4.Baskı, Seçkin Yayıncı | | | | | | |
| **References** | | | | | Lecture notes, Case studies, Research articles | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software. | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Microeconomic Approaches in Tourism |
| 2 | Macroeconomic Approaches in Tourism |
| 3 | Analysis of Needs and Analysis Needs in Tourism |
| 4 | Micro Analyzes in Tourism Supply |
| 5 | Macro Analysis in Tourism Supply |
| 6 | Micro Analysis of Tourism Demand |
| 7 | Macro Analysis of Tourism Demand |
| 8 | Demand Estimation Methods in Tourism |
| 9 | Measuring the Economic Impacts of Tourism I |
| 10 | Measuring the Economic Impacts of Tourism II |
| 11 | Methods of Calculating Tourism Revenues |
| 12 | Satellite Accounts System in Tourism |
| 13 | New Approaches and Developments in Tourism Economy |
| 14 | End of Term Evaluation |
| 15,16 | final exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  | X |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  |  | X |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  |  | X |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  | X |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. | X |  |  |
| 8 | Debate the tourism plans and policies at local, national and international level. |  |  | X |
| 9 | Produce research and projects in the field of tourism. |  | X |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

Prof. Dr. Yaşar SARI

Instructor

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Açıklama otomatik olarak oluşturuldu

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| --- | --- |
| **Semester** | Fall |

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| **Course Code** | 513912006 | **Course Name** | Environment and Sustainability in Tourism |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 1 | 3 | | 0 | 0 | | | 3 | 6 | | Compulsory ( ) Elective (x) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 2 (Article Review) | | 40 |
| Project | | | |  | |  |
| Report | | | | 1 (Current Research) | | 60 |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Interrelations of tourism and the environment and sustainability approaches | | | | | | |
| **Objectives** | | | | | Explanation of basic concepts related to the environment,  Explanation of the relationship between tourism and environmental concepts,  Discussing environmental approaches,  Providing an understanding of environmental problems and their root causes,  To explain the dependence and mutuality of tourism on the environment. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | Since tourism management has a meaning together with environmental values, creating environmental and sustainability awareness is also a professional achievement, both in terms of ethics and for the future of the profession. | | | | | | |
| **Outcomes** | | | | | Basic concepts about the environment are learned,  The relationship between tourism and the environment is understood,  The concept of sustainability is understood. | | | | | | |
| **Textbook** | | | | | Turizm ve Çevre Yönetimi (Aydın Çevirgen, Cengiz Demir) Çevre ve (Eko)turizm (Nazmiye Erdoğan) Turizm ve Çevre-Çevre Koruma (Bahar Kınacı, N.A. Pehlivan, G. Seyhan) | | | | | | |
| **References** | | | | | Research articles in national and international literature | | | | | | |
| **Requirements** | | | | | Projectors, Computer | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Basic concepts related to the environment, explanation of student responsibilities |
| 2 | Environmental approaches |
| 3 | Root causes of environmental problems |
| 4 | The emergence and consequences of environmental problems |
| 5 | Air, Water and Soil Pollution |
| 6 | Other Environmental Problems |
| 7 | Solutions to protect the environment |
| 8 | Environmental movements and their effects |
| 9 | The relationship between tourism and environmental concepts |
| 10 | Impact of tourism on the environment |
| 11 | Environmentally sensitive and insensitive tourism types |
| 12 | Environment and Sustainability |
| 13 | Article Presentations |
| 14 | Article Presentations |
| 15,16 | Report Presentations |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  | X |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  | X |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  |  | X |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. |  |  | X |
| 9 | Produce research and projects in the field of tourism. |  | X |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. | X |  |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  | X |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

Prof. Dr. Cüneyt TOKMAK

Instructor

26/07/2023   
 *SBE-OU-02*

metin içeren bir resim

Açıklama otomatik olarak oluşturuldu

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| --- | --- |
| **Semester** | Fall |

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| **Course Code** |  | **Course Name** | Alternative Tourism and Applications |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 1 | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory ( ) Elective (x) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | | 1 | | 40 |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Alternative tourism types and sample applications | | | | | | |
| **Objectives** | | | | | The aim of this course is to understand the concepts of alternative tourism, sustainable tourism, special interest tourism and to have information about alternative tourism types. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | At the end of this course, students will have knowledge about alternative tourism and its contribution to the tourism sector. | | | | | | |
| **Outcomes** | | | | | To have knowledge about various alternative tourism types, practices, examples from Turkey and the world. | | | | | | |
| **Textbook** | | | | | Aydın, Ş. ve Eren, D. (Ed.) (2019). Alternatif Turizm. Ankara: Detay Yayıncılık. | | | | | | |
| **References** | | | | | Bakır Sert, H. (2021). Türkiye’den Rotalarla Alternatif Turizm. Ankara: Nobel Yayıncılık.  Kozak, M. ve Bahçe, S. (2009). Özel İlgi Turizmi. Ankara: Detay Yayıncılık.  Albayrak, A. (2013). Alternatif Turizm. Ankara: Detay Yayıncılık. Articles on the subject | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software. | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Historical Development of Tourism |
| 2 | Alternative Tourism Concept, Emergence and Development |
| 3 | Discussions About Alternative Tourism |
| 4 | Alternative Tourism Types (Health Tourism, Gastronomy Tourism, etc.) |
| 5 | Alternative Tourism Types (Nature Based Alternative Tourism Types) |
| 6 | Alternative Tourism Types (Culture Based Alternative Tourism Types) |
| 7 | New Trends in Alternative Tourism |
| 8 | Alternative Tourism Policies and Planning |
| 9 | Exemplary Alternative Tourism Practices in Turkey and the World |
| 10 | Presentations and Discussions |
| 11 | Presentations and Discussions |
| 12 | Presentations and Discussions |
| 13 | Presentations and Discussions |
| 14 | Presentations and Discussions |
| 15,16 | Final Exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  | X |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  | X |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. | X |  |  |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |  |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. | X |  |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

Instructor

27/10/2023  
 *SBE-OU-02*

metin içeren bir resim

Açıklama otomatik olarak oluşturuldu

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| **Semester** | Spring |

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| **Course Code** | 513901906 | **Course Name** | Postmodern Marketing Practices in Tourism |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 1 | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory ( ) Elective (x) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | |  | |  |
| Report | | | | 1 | | 60 |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Examining the foundations of the relationship between tourism and postmodernism | | | | | | |
| **Objectives** | | | | | To convey the basics of the relationship between tourism and postmodernism to students. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | To provide students with the ability to carry out projects or take part in a project in areas of expertise that require expertise in tourism management and postmodern marketing, to develop and implement new business ideas in line with postmodernism trends in tourism, and to analyze the interaction of tourism and postmodern marketing. | | | | | | |
| **Outcomes** | | | | | Defines the concept of postmodernism.  Compares pre-modern, modern and postmodern periods.  Defines the characteristics of postmodern society.  Explains postmodern consumer and postmodern consumption culture.  It explains what the distinctive conditions of postmodernism mean.  Gain information about postmodern expansions in tourism.  Explains the relationship between tourism and postmodernism.  Explains postmodern tourist behavior. | | | | | | |
| **Textbook** | | | | | Yavuz Odabaşı Postmodern Pazarlama – Tüketim ve Tüketici | | | | | | |
| **References** | | | | |  | | | | | | |
| **Requirements** | | | | |  | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Concepts of Modernism and Postmodernism |
| 2 | Characteristics of Postmodern Society |
| 3 | Postmodern Consumption Culture |
| 4 | Postmodern Consumer |
| 5 | Distinctive Conditions of Postmodernism |
| 6 | Distinctive Conditions of Postmodernism |
| 7 | Midterm |
| 8 | Postmodern Expansions in Tourism |
| 9 | Changes in the Tourism Paradigm |
| 10 | Brand in Postmodernism Tourism Relationship |
| 11 | Symbolic Consumption in the Relationship between Postmodernism and Tourism |
| 12 | Postmodern Marketing Communication in Tourism |
| 13 | The Tourist in Perspective of Postmodern Consumption Culture |
| 14 | Postmodern Tourist Behavior |
| 15,16 | Final |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  | X |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  |  | X |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  |  | X |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  | X |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. | X |  |  |
| 8 | Debate the tourism plans and policies at local, national and international level. |  | X |  |
| 9 | Produce research and projects in the field of tourism. |  |  | X |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. | X |  |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  | X |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

Instructor

*SBE-OU-02*

metin içeren bir resim

Açıklama otomatik olarak oluşturuldu

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| **Semester** | Fall |

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| **Course Code** | 513901905 | **Course Name** | International Food and Beverage Management |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| I | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory () Elective (X) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | | 1 | | 40 |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Organization structure of F&B departmants, restaurants, bars and hotels, menu and menu types will be presented. Subjects like beverage choice at restaurants and bars, service styles, F&B stages, guest relations, f&b marketing will be taught | | | | | | |
| **Objectives** | | | | | Teaching F&B services’ producing, applications and service styles and analysing thev ariables which effect process efficiency | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | | Students will be able to judge F&B managers qualifications and responsibilities, plan and analyze menu, create strategies for purchase and sales departments and run profit analysis of F&B departmen in case of need | | | | | | |
| **Textbook** | | | | | Türksoy, Adnan (2002) Food and Beverage Management, Turhan Bookstore  Sökmen, Alptekin (2001), Accommodation and Food & Beverage in Business Service Techniques and Applications, Detay Publishing, Ankara  Ninemeir, Jack (1995), Food and Beverage Management, 2nd Ed. AHMA Institute, Michigan | | | | | | |
| **References** | | | | | Scientific magazines about F&B and Gastronomy | | | | | | |
| **Requirements** | | | | |  | | | | | | |

*SBE-OU-02*

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Gastronomy |
| 2 | FoodIndustry: F&B Services Managament – F&B Marketing |
| 3 | Menu Management: Nutrition and Menu, Menu Planning |
| 4 | Menu Management: Menu Pricing |
| 5 | Menu Management: Other Aspects |
| 6 | Producing Food and Beverage: Buying, Delivering, Storing, Producting |
| 7 | Mid-Term Exam |
| 8 | Food and Beverage Production: Production Planning, Production Pre-Arrangement of Foods |
| 9 | Hygene and Sanitation at F&B Organizations |
| 10 | F&B Controlling and Pricing |
| 11 | F&B Services Otomation |
| 12 | Banquet and Feast Organization |
| 13 | Discussions |
| 14 | Seminar |
| 15,16 | Final exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  | X |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  | X |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  | X |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. |  | X |  |
| 9 | Produce research and projects in the field of tourism. |  | X |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  | X |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

*SBE-OU-02*

metin içeren bir resim

Açıklama otomatik olarak oluşturuldu

|  |  |
| --- | --- |
| **Semester** | Fall |

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** |  | **Course Name** | International Tourism Strategies and New Trends |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 1 | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory ( ) Elective (x) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | | 1 | | 60 |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Current trends in tourism and future tourism trends. | | | | | | |
| **Objectives** | | | | | The aim of this course is to have knowledge about tourism trends in the world and in Turkey. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | As a result of this course, students will have knowledge about the development of the tourism sector. | | | | | | |
| **Outcomes** | | | | | To gain the ability to analyze the past and present of world tourism movements | | | | | | |
| **Textbook** | | | | | Sharpley, R. The Study of Tourism: Past Trends and Future Directions. Routledge | | | | | | |
| **References** | | | | | Aydın, Ş. and Boz, M. (Eds.) (2021). Current Issues and Trends in Tourism. Ankara: Detay Yayıncılık.Articles on current tourism issues | | | | | | |
| **Requirements** | | | | | Projector and computer | | | | | | |

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| --- | --- |
| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Current tourism mobilities in the world |
| 2 | Current tourism movements in Turkiye |
| 3 | Technological developments and tourism mobilities |
| 4 | International tourism trends |
| 5 | Sustainable tourism in a changing world |
| 6 | The place of alternative tourism in current tourism |
| 7 | The place of China and the Far East in world tourism movements |
| 8 | Tourism mobilities in Africa |
| 9 | Tourism mobilities in Europe |
| 10 | Tourism mobilities in America |
| 11 | Tourism mobilities in Mediterrenean coastal areas. |
| 12 | Crises and world tourism |
| 13 | Presentation of research papers |
| 14 | Presentation of research papers |
| 15,16 | Presentation of research papers |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |  |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. | X |  |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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Açıklama otomatik olarak oluşturuldu

|  |  |
| --- | --- |
| **Semester** | Autumn |

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** |  | **Course Name** | Research Design |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 1 | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory ( ) Elective (x) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Research design | | | | 1 | | 60 |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | In our course, first of all, the research question, dependent, independent, mediator and regulatory variables will be discussed comprehensively. Then, when designing a research, where to start and what to pay attention to will be covered in detail. | | | | | | |
| **Objectives** | | | | | The aim of this course is to enable graduate students to learn in detail how a research is designed before writing a thesis. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | This course will enable the development of researches against the problems in the sector. It will be explained that the main purpose of the research is to develop the tourism sector or to solve the existing problems. At the end of the course, our students will design their research in this context and offer solutions to the sector. | | | | | | |
| **Outcomes** | | | | | Students who complete the course;  - Understanding the research question  - Understanding dependent, independent, mediator and regulatory variables  - Ability to scan the literature  - Being able to write a research hypothesis within the scope of the literature  - Being able to draw a research model in the context of research hypotheses  - To understand the difference between national and international research designs | | | | | | |
| **Textbook** | | | | | B. Albayrak (2009). Proje Yönetimi. Nobel Yayın Dağıtım. 1. Baskı, Ankara. | | | | | | |
| **References** | | | | | Lecture notes, Case studies, Research designs in internationally accepted journals | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software. | | | | | | |

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| --- | --- |
| **Syllabus** | |
| **Week** | **Topics** |
| 1 | What is science? |
| 2 | Quantitative research methods |
| 3 | Mixed research methods |
| 4 | Research question |
| 5 | Literature search |
| 6 | Dependent variables |
| 7 | Independent variables |
| 8 | Intermediary variables |
| 9 | Regulatory variables |
| 10 | Hypothesis development |
| 11 | Research model |
| 12 | Contribution to the literature |
| 13 | Contribution to the application |
| 14 | Programs that can be used for analysis |
| 15,16 | Research design |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. | X |  |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |  |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. | X |  |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

Associate Professor İlker KILIÇ

Instructor

27/10/2023   
 *SBE-OU-02*

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Açıklama otomatik olarak oluşturuldu

|  |  |
| --- | --- |
| **Semester** | Fall |

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| --- | --- | --- | --- |
| **Course Code** |  | **Course Name** | Smart Tourism Destinations |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 2 | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory ( ) Elective (x) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | |  | |  |
| Report | | | | 1 | | 60 |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | The concept of smart city, the process of transition from smart cities to smart tourism will be explained. Then smart tourism destinations will be discussed. | | | | | | |
| **Objectives** | | | | | The aim of this course is to convey to graduate students the process of transition from smart cities to smart tourism, its importance and applications with the advancement of information and communication technologies today. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | As a result of this course, students will be able to learn new concepts and application areas for the future in the tourism sector. | | | | | | |
| **Outcomes** | | | | | Students who complete the course;  - grasp the theory  - Knowing the difference between smart city and smart tourism  - Knowing smart tourism destinations in the world  - To be able to comprehend the developments in information and communication technology | | | | | | |
| **Textbook** | | | | | Burcu Ilgaz (2020). Akıllı Kent Akıllı Turizm, Ankara: Gazi Kitapevi.  * Aslıhan Dursun Cengizci & Sezer Karasakal (2023). Turizm ve Otel İşletmelerinde Büyük Veri Analizi ve Yapay Zekâ. | | | | | | |
| **References** | | | | | Lecture notes, Case studies, Research articles in National and international accepted journals | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software. | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Industrial Revolution and Industry 4.0 |
| 2 | Smart city definition |
| 3 | Smart city applications in the world |
| 4 | Transition from smart cities to smart Tourism and Smart tourism definition |
| 5 | Technological foundations of smart tourism |
| 6 | Smart tourism destinations in the world |
| 7 | Smart tourism destinations within the scope of sustainability |
| 8 | Smart hotel definition |
| 9 | Use of artificial intelligence in smart hotels |
| 10 | Artificial intelligence technologies in tourism |
| 11 | Smart Tourist and society 5.0 |
| 12 | Smart restaurant definition |
| 13 | Smart restaurant applications |
| 14 | Presentation of research papers |
| 15,16 | Presentation of research papers |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  | X |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  | X |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  |  | X |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. |  |  | X |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. | X |  |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

Asst. Prof. Dr. Seher KONAK

Instructor

26/07/2023   
 *SBE-OU-02*

metin içeren bir resim

Açıklama otomatik olarak oluşturuldu

|  |  |
| --- | --- |
| **Semester** | Fall |

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| --- | --- | --- | --- |
| **Course Code** |  | **Course Name** | Master’s Thesis |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 3 | 1 | | 0 | 0 | | | 3 | 25 | | Compulsory (x) Elective () | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | | 1 | | 40 |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | During their master's thesis, each student must have the knowledge, skills and competence to make reports using the social science notion, method and analysis techniques. This course covers the student's academic research, analysis and reporting competencies (social science thinking, qualitative and quantitative analysis techniques, reporting and publishing) | | | | | | |
| **Objectives** | | | | | To carry out the necessary work for the master's student to write his master's thesis under the control of his advisor | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | | 1. Having the notion of social science and creating social scientist formation  2.Establishing the relationship between social sciences and fields that include technical analysis such as statistics and econometrics  3. Problem identification, conceptualization of the problem, transformation into a research project, modeling, creation of analysis framework, reporting and proposal development  4. Learning to convert research-based scientific work into publication | | | | | | |
| **Textbook** | | | | | Ali Yıldırım ve Hasan Şimşek, Nitel Araştırma Yöntemleri.  Allen Rubin and Earl R. Babbie, Research Methods for Social Work.  Remzi Altunışık, Recai Coşkun ve Engin Yıldırım, Sosyal Bilimlerde Araştırma Yöntemleri | | | | | | |
| **References** | | | | | Hüner Şencan, Sosyal ve Davranışsal Ölçümlerde Güvenilirlik ve Geçerlilik.  Zeynel Dinler (2006). Bilimsel Araştırma ve E-Kaynaklar, EkinYayınları | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software | | | | | | |

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| --- | --- |
| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Designing the Research Process |
| 2 | Topic Selection, Problem Determination Process, Assumptions, Limitations |
| 3 | Purpose-Importance-Expectations, Literature Review Process |
| 4 | Literature Search Process |
| 5 | Literature Search Process |
| 6 | Determination of Analysis Methods |
| 7 | Pattern Detection |
| 8 | Determination of Sections and Subheadings |
| 9 | General Evaluation About the Content |
| 10 | Writing Phase of the Thesis |
| 11 | Writing Phase of the Thesis, Interim Evaluation |
| 12 | Writing Phase of the Thesis |
| 13 | Presentation of the Thesis |
| 14 | Revision of the Thesis |
| 15,16 | final exam |

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| --- | --- | --- | --- | --- |
| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |  |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  |  | X |
| **1:** None. **2:** Partially contribution. **3:** Completely contribution. | | | | |

Prof. Dr. Cihan SEÇİLMİŞ

Instructor

*SBE-OU-02*

metin içeren bir resim

Açıklama otomatik olarak oluşturuldu

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| --- | --- |
| **Semester** | Fall |

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** |  | **Course Name** | Field of Specialization |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 3 | 3 | | 0 | 0 | | | 3 | 5 | | Compulsory (X) Elective () | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | | 1 | | 40 |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | It aims to guide the thesis study of the student who is studying for a master's degree in the Department of Tourism and Hotel Management and is in the thesis period, and to help the student gain knowledge, skills and attitudes regarding the thesis project. In this regard, the aim of the course is to provide the student with the ability to use the resources of Tourism objectively as a social and human science, to monitor and evaluate the literature related to the process that is the subject of the thesis study, and to do research and practice related to the thesis topic | | | | | | |
| **Objectives** | | | | | Following current issues and transferring information in the thesis study | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | It includes advising students in the master's thesis period on transferring their knowledge, manners and experiences in the scientific field, and gaining scientific ethics and work discipline | | | | | | |
| **Outcomes** | | | | | 1) To be able to plan the research methods of the thesis topic  2) Being able to distinguish and compile texts related to the field  3) To be able to organize and bring together texts related to the field  4) In the stages of collecting, evaluating, interpreting and announcing data related to the field; To observe scientific, social and ethical values  5) To be able to prepare a presentation summarizing the development on the subject  6) To be able to evaluate the purpose and result of the subject  7) To be able to derive new data on the subject  8) Designing an application project appropriate to the content of the subject  9) To implement the application project appropriate to the content of the subject | | | | | | |
| **Textbook** | | | | | Theses, articles, etc. on the subject. literature, internet resources | | | | | | |
| **References** | | | | | Various resources, package programs including | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software | | | | | | |

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| --- | --- |
| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Thesis topic research |
| 2 | Following the literature on the subject |
| 3 | Evaluation |
| 4 | Report preparation and presentation |
| 5 | Literature tracking |
| 6 | Article review |
| 7 | source review |
| 8 | Evaluation |
| 9 | Report preparation and presentation |
| 10 | Literature tracking |
| 11 | source review |
| 12 | Article review |
| 13 | Evaluation |
| 14 | Report preparation and presentation |
| 15,16 | final exam |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |  |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  |  | X |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

Prof. Dr. Cihan SEÇİLMİŞ

Instructor

*SBE-OU-02*

metin içeren bir resim

Açıklama otomatik olarak oluşturuldu

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| **Semester** | Fall |

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| **Course Code** | 513911906 | **Course Name** | Marketing Theories in Tourism |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 1 | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory ( ) Elective (x) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | | 1 | | 25 |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 50 |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 25 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | By discussing marketing conceptually, the theoretical background of marketing will be revealed. | | | | | | |
| **Objectives** | | | | | To introduce the studies that ground the emergence of marketing as a scientific discipline in the context of its relations with anthropology, economics, sociology and psychology. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | A social science student who understands the foundations of marketing theory as a scientific discipline will be ready for studies that will contribute to the literature. | | | | | | |
| **Outcomes** | | | | | Students who complete the course;  - Understand the history of marketing thought  - Following different marketing approaches  - Discussing paradigm, scientific and theory development issues on a marketing basis  - Will have the ability to comprehend and interpret current discussions of marketing thought. | | | | | | |
| **Textbook** | | | | | Bilim Olarak Pazarlama, Bayram Zafer Erdoğan, Beta Yayınları, 2. Baskı, 2022 | | | | | | |
| **References** | | | | | Lecture notes, Case studies, Research articles in National and international accepted journals | | | | | | |
| **Requirements** | | | | | Projectors, Computer. | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Marketing as Social Science |
| 2 | Development of Marketing Thought |
| 3 | Marketing History |
| 4 | Interaction of Marketing with Society, Business and Economy |
| 5 | Marketing and Method |
| 6 | Marketing-Sociology Relationship |
| 7 | Marketing-Psychology Relationship |
| 8 | Marketing-Anthropology Relationship |
| 9 | Marketing-Economy Relationship |
| 10 | Different Approaches to Marketing |
| 11 | Marketing Ethics and Virtue-Oriented Approach |
| 12 | Concept of Value |
| 13 | Current Debates in Marketing Theory |
| 14 | Current Debates in Marketing Theory |
| 15,16 | Final exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  | X |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  | X |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  |  | X |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. |  |  | X |
| 9 | Produce research and projects in the field of tourism. |  | X |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. | X |  |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

Instructor Ast. Prof. Dr. Mahmut Sami İŞLEK

26/07/2023   
 *SBE-OU-02*

metin içeren bir resim

Açıklama otomatik olarak oluşturuldu

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| **Semester** | Spring |

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| **Course Code** |  | **Course Name** | Project Development in the Tourism Sector |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 2 | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory ( ) Elective (x) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | | 1 | | 60 |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | In this course, which completes the Project Development in the Tourism Sector course, the analysis of investments made with various methods, the economic comparison of project investment alternatives, the use of inflation rates in investment analysis, and project investment analysis under uncertainty and project management (economic and administrative) issues will be discussed. | | | | | | |
| **Objectives** | | | | | The aim of this course is to provide knowledge and practical skills on investment, financing and management of any project that is considered to be implemented in any field of the tourism sector. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | This course covers the preparation, implementation and management of sector-based projects. In this respect, it covers a content in which all processes will be analyzed, starting from the idea of entrepreneurship in the field of tourism. In this sense, it is a course that combines the theory and practice of tourism education. | | | | | | |
| **Outcomes** | | | | | 1. Understanding the importance of project planning and management 2. Learning the duties and responsibilities of the Project Manager 3. Being able to define the project scope 4. Being able to define project activities 5. Making time, cost and resource estimates 6. Being able to create a project calendar 7. Being able to monitor and control the project 8. Project ability to prepare plans | | | | | | |
| **Textbook** | | | | | B. Albayrak (2009). Proje Yönetimi. Nobel Yayın Dağıtım. 1. Baskı, | | | | | | |
| **References** | | | | | Lecture notes, Case studies, Research articles in National and international accepted journals | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software. | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Introduction to project management |
| 2 | Project integration management processes |
| 3 | Preparing a logical framework matrix |
| 4 | Preparing a project summary |
| 5 | Preparing a project activity plan |
| 6 | Preparing a business plan |
| 7 | Competitiveness analysis |
| 8 | Project Purchasing Process Management |
| 9 | Project Cost Process Management |
| 10 | Introduction to Project Financial Evaluation Methods |
| 11 | Profitability Methods |
| 12 | Net Present Value Method |
| 13 | Break-even Analysis |
| 14 | Cash budget management |
| 15,16 | final exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |  |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  | X |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

Prof. Dr. Yaşar SARI

Instructor

*SBE-OU-02*

metin içeren bir resim

Açıklama otomatik olarak oluşturuldu

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| **Semester** | Spring |

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| **Course Code** | 513902709 | **Course Name** | Managerial Accounting in Tourism Industry |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| II | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory () Elective (X) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | | 1 | | 40 |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | | Financial accounting, cost control | | | | | | |
| **Description** | | | | | Hospitality industry managerial accounting covers terminology, ideas and materials on cost behavior, cost-volume-profit relationship and profit planning, non-routine decision making, income effect of variable costing versus absorption costing, budgeting and variance analysis and etc. | | | | | | |
| **Objectives** | | | | | Hospitality industry managerial accounting is concerned with the analysis of and accounting for costs, managerial planning, decision making, and managerial control. The nature and behavior of costs and the usefulness and limitations of accounting data for these purposes are studied. Hospitality industry managerial accounting, while providing some data for financial statement prepared for external users, has as its primary purpose the development and presentation of information useful to internal management for decision making, planning and control | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | | In this course, we plan to help students to develop their understanding of the;  Decision facilitating and decision enhancing roles of accounting information  Costing methods  Hospitality industry managerial accounting concepts and reports that help managers make planning decisions  Develop problem solving skills in real business world | | | | | | |
| **Textbook** | | | | | Hospitality Industry Managerial Accounting, American Hotel and Lodging Educational Institute, Michigan, USA. | | | | | | |
| **References** | | | | | Other hospitality industry managerial accounting books | | | | | | |
| **Requirements** | | | | |  | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Cost concept |
| 2 | Cost-volume-profit analysis |
| 3 | Cost-volume-profit analysis |
| 4 | Cost approaches to pricing |
| 5 | Cost approaches to pricing |
| 6 | Forcasting methods |
| 7 | Forcasting methods |
| 8 | Operations Budgeting |
| 9 | Operations Budgeting |
| 10 | Capital budgeting |
| 11 | Capital budgeting |
| 12 | Lease Accounting |
| 13 | Lease Accounting |
| 14 | Overview |
| 15,16 | Final exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. |  | X |  |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. | X |  |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  |  | X |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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Açıklama otomatik olarak oluşturuldu

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| **Semester** | Spring |

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| **Course Code** | 513902704 | **Course Name** | International Gastronomy |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| II | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory () Elective (X) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | | 1 | | 40 |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Important terms of gastronomy which are brought to gastronomy literature with their special menus of certain countries are planned to explain by examining the gastronomy world in terms of continents and countries | | | | | | |
| **Objectives** | | | | | Examining of Gastronomy and gastronomy terms  Examining of Gastronomy in a global context | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | Students will learn gastronomy on an international level. They will gain knowledge about well-known cuisines | | | | | | |
| **Outcomes** | | | | | Students will learn World cuisines | | | | | | |
| **Textbook** | | | | | International Gastronomy, (Ed. Mehmet SARIIŞIK), Detay Press | | | | | | |
| **References** | | | | | Scientific magazines about Gastronomy | | | | | | |
| **Requirements** | | | | |  | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | General Look to International Gastronomy |
| 2 | Turkish Cuisine |
| 3 | French Cuisine |
| 4 | Far East Cuisine |
| 5 | American Cuisine |
| 6 | European Cuisine |
| 7 | Mid-term Exams |
| 8 | Central AsiaCuisine |
| 9 | Mid-West Cuisine |
| 10 | African Cuisine |
| 11 | Discussions |
| 12 | Seminar |
| 13 | Seminar |
| 14 | Seminar |
| 15,16 | Final exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  | X |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  | X |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  | X |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. |  | X |  |
| 9 | Produce research and projects in the field of tourism. |  | X |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  | X |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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Açıklama otomatik olarak oluşturuldu

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| --- | --- |
| **Semester** | Spring |

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| **Course Code** | 513902706 | **Course Name** | E-Tourism Applications |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| II | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory () Elective (X) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | | 1 | | 20 |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 30 |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 50 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | The impact and use of information and communication technologies on tourism, The evolution of Computer Reservation Systems and Global Distribution Systems, Intermediaries, Infomediaries, Social media, Social network, e-commerce in tourism, supply and demand characteristics of e-tourism, e-Tourism and the future. | | | | | | |
| **Objectives** | | | | | 1-To understand the usage of information and communication technologies in tourism,  2-To understand the impact of information and communication technologies in tourism,  3-To understand and teach e-commerce applications and Intermediaries in tourism,  4-To promote and teach supply and demand of e-tourism market,  5-Discuss possible future applications in the context of e-tourism  Electronic applications in the tourism sector in the tourism market by learning to achieve competitive power of these applications to be used on a sectoral basis. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | | Student learning and teaching activities of the course is successfully realizing;  1- Comprehend the information and communication technologies used in tourism,  2- Learns the impact of information and communication technologies on tourism,  3- Learns e-commerce applications and Intermediaries in tourism,  4- Learns supply and supplier characteristics and learns demand and consumer characteristics in e-tourism,  5-Has an idea about the possible applications that may arise in the future in the context of tourism and learns to be prepared to take position accordingly | | | | | | |
| **Textbook** | | | | | Buhalis, D. and Jun, S.H. (2011), E-Tourism, Contemporary Tourism Reviews (CTR), Published by Goodfellow Publishers Limited, Woodeaton, Oxford, OX3 9TJ | | | | | | |
| **References** | | | | | 1- Buhalis, D. and Licata, M. C. (2001), The Future eTourism intermediaries, ENTER2001 conference in Montreal, Canada2- Buhalis, D. (2003), Etourism: Information Technology for Strategic Tourism Management, FT Prentice Hall, Edinburgh, England3- Egger, R. and Buhalis, D. (2008), eTourism Case Studies, Elsevier Ltd, Oxford, UK4- Lytras, M., de Pablos, P.O., Damiani, E. and Diaz, L. (2011), Digital Culture and E-Tourism: Technologies, Applications and Management Approaches, IGI Global | | | | | | |
| **Requirements** | | | | | Computer, projection device, presentation software | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Information and communication technologies in tourism industry |
| 2 | Impact of information and communication technologieson tourism |
| 3 | Information and communication technology applications used in the tourism and hospitality industry |
| 4 | e-commerce, Intermediaries and Infomediaries in tourism |
| 5 | Supply in e-Tourism |
| 6 | e-Airlines, |
| 7 | e-Hospilality, |
| 8 | e-Tour operators, |
| 9 | e-Travel Agencies, |
| 10 | e-Destinations |
| 11 | Demand in e-tourism |
| 12 | Travel markets and consumers |
| 13 | e-Tourism and the future |
| 14 | Information and communication technologies in tourism industry |
| 15,16 | Final exam |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. | X |  |  |
| 8 | Debate the tourism plans and policies at local, national and international level. |  | X |  |
| 9 | Produce research and projects in the field of tourism. |  | X |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. | X |  |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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Açıklama otomatik olarak oluşturuldu

|  |  |
| --- | --- |
| **Semester** | Spring |

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| --- | --- | --- | --- |
| **Course Code** |  | **Course Name** | Tourism Policies and Planning |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 2 | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory ( ) Elective (x) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Tourism planning is done for local, regional, national and specific areas. In this course, how tourism planning should be done at regional and national levels, approaches to tourism planning, and the techniques and principles used will be discussed. | | | | | | |
| **Objectives** | | | | | The aim of this course is to focus on how tourism planning should be done without harming the environment, maximizing the return to be obtained, and at the same time without encountering significant problems. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | To inform about Turkish tourism policies and strategies | | | | | | |
| **Outcomes** | | | | | Students will be taught what tourism policy and planning is and why planning should be done in tourism. Guidance will be provided on good planning in tourism in line with the approaches to planning and the needs and wishes of the society. | | | | | | |
| **Textbook** | | | | | Terry V. Liu (2011) Tourism Management: New Research  * Okumuş, F. ve U. Avcı (2007) Turizm İşletmelerinde Çağdaş Yönetim Teknikleri, Detay Yayıncılık | | | | | | |
| **References** | | | | | -Turizm Isletmelerinde Çagdas Yönetim Teknikleri (Akın AKSU, Rüya EHTIYAR), | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software. | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | The importance of tourism planning, approaches to tourism planning |
| 2 | Planning stages |
| 3 | Alternative tourism types for countries in tourism planning |
| 4 | Structural policies of tourism planning |
| 5 | Social, cultural and environmental perspective in tourism planning |
| 6 | Corporate elements in planning, marketing planning and policies |
| 7 | Control and oversight of planning |
| 8 | Finding resources in tourism planning |
| 9 | Seminar |
| 10 | Seminar |
| 11 | Seminar |
| 12 | Seminar |
| 13 | Seminar |
| 14 | Seminar |
| 15,16 | final exam |

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| --- | --- | --- | --- | --- |
| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  | X |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  |  | X |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  |  | X |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  | X |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. | X |  |  |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |  |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

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Prof. Dr. Cihan SEÇİLMİŞ

Instructor

*SBE-OU-02*

metin içeren bir resim

Açıklama otomatik olarak oluşturuldu

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| --- | --- |
| **Semester** | Spring |

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| --- | --- | --- | --- |
| **Course Code** | 513902713 | **Course Name** | Change Management and Re-organisation in Tourism Enterprises |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| II | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory () Elective (X) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | | 1 | | 40 |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Tourism enterprises should comply with the changing environment and competition circumstances. This course includes reviewing and re-creation of the strategies, structural specifications, procedures which are to eliminate problems that arise over time on the issues of organizations’ governance and compliance with change. | | | | | | |
| **Objectives** | | | | | -To give conceptual frame on change management  -To give conceptual frame on re-organisation  -To teach historical developments of change management  -To teach objectives of change management  -To teach steps of change management  -To exercise change management and re-organisation application on tourism enterprises | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | The students who completed this course can implement cahange management and re-organisation activity which is one of the tasks of middle and top management staff | | | | | | |
| **Outcomes** | | | | | The students who completed this course will be equipped with the knowledge of methods on organizational development and experienced re-organisation application | | | | | | |
| **Textbook** | | | | | Yönetim ve Organizasyon, Prof. Dr. İsmail Efil  Yönetim ve Organizasyon, Doç. Dr. Alptekin Sökmen  Değişim Yönetimi, Prof. Dr. Meryem Akoğlan Kozak | | | | | | |
| **References** | | | | | Human Resource Management, Mathis and Jackson, Journal of Management and Organisation | | | | | | |
| **Requirements** | | | | |  | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Terms and definitions on change management |
| 2 | Principles of change management |
| 3 | Characteristics of change management |
| 4 | Types of change management |
| 5 | Steps of change management |
| 6 | Seminar presentations |
| 7 | Seminar presentations |
| 8 | Challenges confronted in the application process of change management |
| 9 | Change and leading |
| 10 | Forming human resources policies and sensitivity education in change |
| 11 | Seminar presentations |
| 12 | Seminar presentations |
| 13 | Seminar presentations |
| 14 | Seminar presentations |
| 15,16 | Final exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. | X |  |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. | X |  |  |
| 8 | Debate the tourism plans and policies at local, national and international level. |  | X |  |
| 9 | Produce research and projects in the field of tourism. |  | X |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. | X |  |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

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Açıklama otomatik olarak oluşturuldu

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| **Semester** | Spring |

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| **Course Code** | 513902703 | **Course Name** | Marketing Strategies in the Tourism Industry |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| II | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory () Elective (X) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | | 1 | | 40 |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Marketing philosophy; Marketing Strategies, process, steps of the process; Types of marketing strategies; and case studies about marketing issues in tourism sector | | | | | | |
| **Objectives** | | | | | -To teach conceptual frame of marketing strategies of tourism enterprises,  -To give capability of interpretation of marketing research results, | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | The students who completed this course will be equipped with the knowledge of marketing strategies and new approaches in tourism sector. They will have the capability of managing marketing activities of their enterprises as middle and top executive staff. They also will have literature knowledge on the issue of tourism marketing. | | | | | | |
| **Outcomes** | | | | | Students,  recognize different aspects of tourism marketing from traditional marketing,  can conduct swot analysis and define the problem,  can develop strategies related to the problem solving,  execute a marketing plan for a tourism establishment | | | | | | |
| **Textbook** | | | | | Lewis and Chambers (2000). Marketing Leadership Hospitality Academic journals, congress books, related books and thesis, | | | | | | |
| **References** | | | | |  | | | | | | |
| **Requirements** | | | | |  | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Introduction to Hospitality Marketing, in Hospitality Industry |
| 2 | The Strategic Marketing Systems |
| 3 | The Marketing Plan |
| 4 | The Marketing Environment, Competitive Analysis and Marketing Research |
| 5 | The Hospitality Customers, Differentiation, Segmentation, Target Marketing |
| 6 | The Marketing Mix |
| 7 | Price Mix, Yield Revenue Management |
| 8 | Mid- Exam |
| 9 | The Communication Mix: Foundations and Advertising, Sales Promotions, Merchandising, Public, Relations, and Publicity |
| 10 | The Communication Mix: Personel Selling, Channels of Distribution |
| 11 | Seminar presentations |
| 12 | Seminar presentations |
| 13 | Seminar presentations |
| 14 | Seminar presentations |
| 15,16 | Final exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  |  | X |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  |  | X |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. | X |  |  |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |  |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. | X |  |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  | X |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

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Açıklama otomatik olarak oluşturuldu

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| **Semester** | Spring |

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| **Course Code** |  | **Course Name** | Organizational Behavior in Tourism Businesses |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 2 | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory ( ) Elective (x) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | | 1 | | 40 |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Perception, attitude, personality, motivation, stress | | | | | | |
| **Objectives** | | | | | It is aimed for people in the working environment to obtain the necessary information on subjects such as perception, communication, learning, motivation and job satisfaction regarding themselves, their colleagues and their organizations. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | Ability to analyze relationships between employees | | | | | | |
| **Outcomes** | | | | | Ability to regulate relationships between employees  Learning basic concepts about behavioral sciences  Having knowledge about perception, attitude, personality, stress, power and politics, groups | | | | | | |
| **Textbook** | | | | | Özkalp, E. ve Kırel Ç. (2011). Örgütsel Davranış. Bursa: Ekin Yayıncılık. | | | | | | |
| **References** | | | | | Ergeneli, A. (2017). Örgütsel Davranış. Ankara: Nobel Yayıncılık.  Ehtiyar, R. ve Aksu, A. (Ed.) (2021). Turizm İşletmeleri Perspektifinden Örgütsel Davranış. Ankara: Detay Yayıncılık. Robbins, S. P. ve Judge, T. A. (2013). Örgütsel Davranış. (Çeviri ed. İnci Erdem), Ankara: Nobel Yayıncılık.Articles on the subject | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software. | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Historical Development of Organizational Behavior |
| 2 | Perception, Attitude, Personality |
| 3 | Motivation Process and Theories |
| 4 | Leadership and Theories |
| 5 | Organization culture |
| 6 | Organizational Stress Management |
| 7 | Group and Group Processes |
| 8 | Conflict Management |
| 9 | Power and Politics in Organizations |
| 10 | Mobbing in Organizations |
| 11 | Communication in Organizations |
| 12 | Current Issues in Organizational Behavior |
| 13 | Presentation and Discussions |
| 14 | Presentation and Discussions |
| 15,16 | Final Exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  | X |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. | X |  |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  | X |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. |  |  | X |
| 9 | Produce research and projects in the field of tourism. |  | X |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. | X |  |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

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Instructor

27/10/2023  
 *SBE-OU-02*

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Açıklama otomatik olarak oluşturuldu

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| **Semester** | Spring |

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| **Course Code** |  | **Course Name** | Qualitative Research Methods |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 2 | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory ( ) Elective (x) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | | 1 | | 60 |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Main qualitative research methods; differences between quantitative research and qualitative research concepts, ethical issues in qualitative research, basic skills for qualitative research, sampling techniques for qualitative research, in-depth interviews, focus group, qualitative data analysis, basic skills with computer aided programs for qualitative data analysis. | | | | | | |
| **Objectives** | | | | | The aim of the course is to introduce the epistemological foundations of qualitative research methods and the research process. In general, the course includes the stages of qualitative research process, research design, implementation and presentation, both in writing and verbal. The credibility of qualitative research aims to introduce various methods of data collection, data analysis and interpretation, and to make students understand by having them practice. Thus, it aims for the student to experience various qualitative research methods in the course that lasts for fourteen weeks. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | To provide students the ability to conduct qualitative research. | | | | | | |
| **Outcomes** | | | | | Students who complete the course;  - have knowledge about the basic concepts of qualitative research and ethics,  -learn the differences between qualitative and quantitative research,  - have knowledge about sampling in qualitative research,  - acquire skills related to qualitative research methods,  -learn the basic principles of in-depth interviews and focus groups,  -learns to prepare and apply guidelines for face-to-face meetings and focus groups,  -learns qualitative data analysis. | | | | | | |
| **Textbook** | | | | | Glesne, C. and Alan, P. (2011). Becoming qualitative researchers: An introduction. White Plains, NY: Longman. Creswell, J. W. (2007) Qualitative inquiry and research design: Choosing among five approaches. Sage publications. | | | | | | |
| **References** | | | | | Hillman, W. and Radel, K. (Ed.). (2018). Qualitative methods in tourism research: theory and practice. Channel View Publications.Corbin, J. and Strauss, A. (Ed.). (2008). Basics of qualitative research: Techniques and procedures for developing grounded theory. Sage | | | | | | |
| **Requirements** | | | | | Projector and computer | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Epistemological Background of Qualitative Methods |
| 2 | Qualitative Research Approaches |
| 3 | Qualitative Research Design |
| 4 | Qualitative Research Patterns |
| 5 | Credibility in Qualitative Research |
| 6 | In-depth Interview |
| 7 | Observation |
| 8 | Projective Methods |
| 9 | Visual Analysis and Critical Visual Analysis |
| 10 | Netnography |
| 11 | Qualitative Data Analysis |
| 12 | Analysis Method Selection |
| 13 | Analysis and Interpretation |
| 14 | Qualitative Research Writing |
| 15,16 |  |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  |  | X |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  |  | X |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  |  | X |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  |  | X |
| 8 | Debate the tourism plans and policies at local, national and international level. |  |  | X |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  |  | X |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  |  | X |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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Açıklama otomatik olarak oluşturuldu

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| --- | --- |
| **Semester** | Spring |

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| **Course Code** | 513902707 | **Course Name** | Destination Marketing |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 2 | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory ( ) Elective (x) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | |  | |  |
| Report | | | | 1 | | 60 |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Examining the basics of destination and marketing relationship | | | | | | |
| **Objectives** | | | | | Transferring the basics of destination marketing to students. Conducting research on destination marketing. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | To provide students with the ability to carry out projects or take part in a project in areas of study that require expertise in destination marketing and to analyze the interaction of destination, tourism and marketing. | | | | | | |
| **Outcomes** | | | | | Interprets what features a destination has and what types it has.  Analyzes the framework of destination marketing.  Summarizes the stages of marketing and management of destinations | | | | | | |
| **Textbook** | | | | |  | | | | | | |
| **References** | | | | | Özdemir, G. (2008), Destinasyon Pazarlaması, Detay Yayıcılık. | | | | | | |
| **Requirements** | | | | | Schaumann (2004), The Guide to Successful Destination Management, Wiley. | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Destination concept, features, types |
| 2 | Touristic Product Package: Destination |
| 3 | Stakeholders of Destination Management: Local Authorities |
| 4 | Stakeholders of Destination Management: Civil Society and Local People |
| 5 | Strategic Marketing in Touristic Destinations |
| 6 | Management of Touristic Destination Marketing |
| 7 | Midterm |
| 8 | Branding and Image in Destination Marketing |
| 9 | Touristic Destination Customers: Visitors |
| 10 | Marketing the Destination Outside the Region |
| 11 | Intra-Regional Marketing of the Destination |
| 12 | Destination Loyalty |
| 13 | Destination Belonging |
| 14 | Destination and Experience Quality |
| 15,16 | Final |

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| --- | --- | --- | --- | --- |
| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  | X |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  |  | X |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  | X |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  | X |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. |  | X |  |
| 9 | Produce research and projects in the field of tourism. |  | X |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  | X |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

Instructor

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Açıklama otomatik olarak oluşturuldu

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| --- | --- |
| **Semester** | Spring |

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| **Course Code** |  | **Course Name** | Health Tourism |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 2 | 3 | | 0 | 0 | | | 3 | 7,5 | | Compulsory ( ) Elective (x) | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | | 1 | | 25 |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 50 |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 25 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | The concept of health tourist and health tourism, types of health tourism will be explained. Thermal tourism development regions, new trends in medical tourism will be conveyed. | | | | | | |
| **Objectives** | | | | | The aim of this course is to convey to graduate students the reasons why people who travel for health purposes today travel and the contribution they make to the economies of countries. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | As a result of this course, students transfer the rapidly developing health tourism and its economic contributions in the tourism sector, and introduce health tourism entrepreneurship as a new profession. | | | | | | |
| **Outcomes** | | | | | Students who complete the course;  - grasp the theory  - following new developments in health tourism  - To know the health tourism destinations in the world  - To be able to comprehend the developments in information and communication technology | | | | | | |
| **Textbook** | | | | | Dr. Mehmet TUNCER. (2020). Farklı Boyutları ile Sağlık Turizmi, Detay Yayıncılık. | | | | | | |
| **References** | | | | | Lecture notes, Case studies, Research articles in National and international accepted journals | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software. | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Health Tourism and health tourist definitions |
| 2 | Health Tourism in Türkiye |
| 3 | Thermal Tourism definition |
| 4 | Türkiye's thermal tourism potential |
| 5 | Medical Tourism |
| 6 | Wellness and Spa tourism |
| 7 | Elderly and disabled tourism |
| 8 | New trends in medical tourism |
| 9 | Patient Health, Quality, Safety and Risk in Health Tourism |
| 10 | Health Tourism in Turkey: A General Framework and Medical Tourism |
| 11 | Health Tourism Market in the World: A General Framework |
| 12 | Presentation of research papers |
| 13 | Presentation of research papers |
| 14 | Presentation of research papers |
| 15,16 | Final exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  | X |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  | X |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  |  | X |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. |  |  | X |
| 9 | Produce research and projects in the field of tourism. |  | X |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. | X |  |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

Instructor

26/07/2023   
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Açıklama otomatik olarak oluşturuldu

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| **Semester** | Spring |

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| **Course Code** |  | **Course Name** | Seminar |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 3 | 0 | | 3 | 0 | | | 0 | 7,5 | | Compulsory (x ) Elective () | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | | 1 | | 40 |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Determination of research problems, planning, preparation and presentation of research topics  To teach the research topics in the fields of tourism management  To show the ways to be followed in determining research topics  To show the basic stages of scientific research (thesis, article, paper, etc.) | | | | | | |
| **Objectives** | | | | | To explain the methods of using scientific resources  To conduct seminars on research problems that will form the basic infrastructure of the thesis topics  It develops skills in detecting and solving professional problems | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | Learns the stages of identifying and solving problems related to the field | | | | | | |
| **Outcomes** | | | | | Plans and prepares scientific research  Learns the formal structure of research  Can benefit from scientific sources  Can pose the research problem and complete the study | | | | | | |
| **Textbook** | | | | | Theses, articles, etc. on the subject. literature, internet resources | | | | | | |
| **References** | | | | | Various resources, package programs including | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Explaining student responsibilities and explaining the main objectives of the course |
| 2 | Purposes of scientific research on tourism and hotel management |
| 3 | Basic characteristics and types of scientific research |
| 4 | Selection of the research topic, limitation and preparation of the research plan |
| 5 | Using libraries and printed publications in resource research |
| 6 | Using e-resources in resource research |
| 7 | Formal structure of scientific research |
| 8 | Preparation of the research draft |
| 9 | Text transfers and references in research |
| 10 | Ethics in scientific research |
| 11 | Presentation of article reviews |
| 12 | Presentation of article reviews |
| 13 | Presentation of seminar studies |
| 14 | Presentation of seminar studies |
| 15,16 | final exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |  |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  |  | X |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

Prof. Dr. Cihan SEÇİLMİŞ

Instructor

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Açıklama otomatik olarak oluşturuldu

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| **Semester** | Fall |

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| **Course Code** |  | **Course Name** | Master’s Thesis |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 3 | 1 | | 0 | 0 | | | 3 | 25 | | Compulsory (x) Elective () | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | | 1 | | 40 |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | During their master's thesis, each student must have the knowledge, skills and competence to make reports using the social science notion, method and analysis techniques. This course covers the student's academic research, analysis and reporting competencies (social science thinking, qualitative and quantitative analysis techniques, reporting and publishing) | | | | | | |
| **Objectives** | | | | | To carry out the necessary work for the master's student to write his master's thesis under the control of his advisor | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | | 1. Having the notion of social science and creating social scientist formation  2.Establishing the relationship between social sciences and fields that include technical analysis such as statistics and econometrics  3. Problem identification, conceptualization of the problem, transformation into a research project, modeling, creation of analysis framework, reporting and proposal development  4. Learning to convert research-based scientific work into publication | | | | | | |
| **Textbook** | | | | | Ali Yıldırım ve Hasan Şimşek, Nitel Araştırma Yöntemleri  Allen Rubin and Earl R. Babbie, Research Methods for Social Work.  Remzi Altunışık, Recai Coşkun ve Engin Yıldırım, Sosyal Bilimlerde Araştırma Yöntemleri | | | | | | |
| **References** | | | | | Hüner Şencan, Sosyal ve Davranışsal Ölçümlerde Güvenilirlik ve Geçerlilik.  Zeynel Dinler (2006). Bilimsel Araştırma ve E-Kaynaklar, EkinYayınları | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Designing the Research Process |
| 2 | Topic Selection, Problem Determination Process, Assumptions, Limitations |
| 3 | Purpose-Importance-Expectations, Literature Review Process |
| 4 | Literature Search Process |
| 5 | Literature Search Process |
| 6 | Determination of Analysis Methods |
| 7 | Pattern Detection |
| 8 | Determination of Sections and Subheadings |
| 9 | General Evaluation About the Content |
| 10 | Writing Phase of the Thesis |
| 11 | Writing Phase of the Thesis, Interim Evaluation |
| 12 | Writing Phase of the Thesis |
| 13 | Presentation of the Thesis |
| 14 | Revision of the Thesis |
| 15,16 | final exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |  |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  |  | X |
| **1:** None. **2:** Partially contribution. **3:** Completely contribution. | | | | |

Prof. Dr. Cihan SEÇİLMİŞ

Instructor

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Açıklama otomatik olarak oluşturuldu

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| --- | --- |
| **Semester** | Fall |

|  |  |  |  |
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| **Course Code** |  | **Course Name** | Field of Specialization |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 3 | 3 | | 0 | 0 | | | 3 | 5 | | Compulsory (X) Elective () | Turkish |
| **Category** | | | | | | | | | | | |
| **Fundamental Science** | | **Fundamental Engineering** | | | | **[if it contains considerable design, mark with (√) ]** | | | | | **Social Sciences** |
|  | |  | | | |  | | | | | **√** |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | | 1 | | 40 |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | It aims to guide the thesis study of the student who is studying for a master's degree in the Department of Tourism and Hotel Management and is in the thesis period, and to help the student gain knowledge, skills and attitudes regarding the thesis project. In this regard, the aim of the course is to provide the student with the ability to use the resources of Tourism objectively as a social and human science, to monitor and evaluate the literature related to the process that is the subject of the thesis study, and to do research and practice related to the thesis topic | | | | | | |
| **Objectives** | | | | | Following current issues and transferring information in the thesis study | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | It includes advising students in the master's thesis period on transferring their knowledge, manners and experiences in the scientific field, and gaining scientific ethics and work discipline | | | | | | |
| **Outcomes** | | | | | 1) To be able to plan the research methods of the thesis topic  2) Being able to distinguish and compile texts related to the field  3) To be able to organize and bring together texts related to the field  4) In the stages of collecting, evaluating, interpreting and announcing data related to the field; To observe scientific, social and ethical values  5) To be able to prepare a presentation summarizing the development on the subject  6) To be able to evaluate the purpose and result of the subject  7) To be able to derive new data on the subject  8) Designing an application project appropriate to the content of the subject  9) To implement the application project appropriate to the content of the subject | | | | | | |
| **Textbook** | | | | | Theses, articles, etc. on the subject. literature, internet resources | | | | | | |
| **References** | | | | | Various resources, package programs including | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Thesis topic research |
| 2 | Following the literature on the subject |
| 3 | Evaluation |
| 4 | Report preparation and presentation |
| 5 | Literature tracking |
| 6 | Article review |
| 7 | source review |
| 8 | Evaluation |
| 9 | Report preparation and presentation |
| 10 | Literature tracking |
| 11 | source review |
| 12 | Article review |
| 13 | Evaluation |
| 14 | Report preparation and presentation |
| 15,16 | final exam |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |  |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  |  | X |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

Prof. Dr. Cihan SEÇİLMİŞ

Instructor

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