

Department of Tourism Management

1st Semester

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|---|----------------|---------|--------|------|--------------------------------|
| EAS101 | Microeconomics | (3,0,0) | 3 | 6 | Compulsory |
| Introduction. The Scope and Method of Economics. The Economic Problem: Scarcity and Choice. Demand, Supply, and Market Equilibrium. Demand and Supply Applications, Elasticity. Household Behavior and Consumer Choice. The Production Process. Costs Functions and Output Decisions. General Equilibrium. Monopoly. Oligopoly. Monopolistic Competition. Externalities, Public Goods, and Social Choice. Uncertainty and Asymmetric Information. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|-------------|---------|--------|------|--------------------------------|
| ENG101 | English I | (3,0,0) | 3 | 4 | Compulsory |
| Talking about biographies, asking and answering about general knowledge, talking about past events, talking about technology in the future, asking for permission/making a request, formal phone conversations, informal phone conversations, making an appointment, talking about products, checking understanding/ asking for clarification. | | | | | |
| Note: This course is offered by the departments in which the medium of instruction is English. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|---|--------------------------|---------|--------|------|--------------------------------|
| THM101 | English for Tourism I | (3,0,0) | 3 | 6 | Compulsory |
| Tense Repetition: Present tense, Present tense, Past tense, Future tense, Accommodation businesses, Travel businesses, Food and beverage businesses general concepts, Speech Patterns in Tourism Businesses Speech Patterns in Tourism Businesses, Basic concepts in Hotel businesses, Basic concepts in travel businesses. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|----------------------------|---------|--------|------|--------------------------------|
| THM111 | Introduction to Tourism | (3,0,0) | 3 | 6 | Compulsory |
| The World's Largest Industry: Tourism. Reasons for Tourism and Travel. Types of Tourism. Functions of Tourism. Touristic Assets. Marketing to the Traveling Public. Delivering Quality Tourism Services. Bringing Travelers and Tourism Service Suppliers Together. Capturing Technology's Competitive Advantage. Transportation. Accommodations. Food and Beverage. Attractions and Entertainment. Destinations. Economic and Political Impacts of Tourism. Environmental and Social/Cultural Impacts of Tourism. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|-------------|---|---------|--------|------|--------------------------------|
| CMP151 | Introduction to Information Technologies | (3,0,0) | 3 | 6 | Compulsory |

Information Technologies and Computational Thinking; Problem Solving Concepts and Approaches. Computer Systems; Fundamentals of Software and Hardware. Fundamentals of Operating Systems, Current Operating Systems. Computer Network systems and the Internet. Necessary precautions regarding health and safety when using Computer Technologies. Word processing programs (MS WORD). Evaluation.

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|-------------|--|---------|--------|------|--------------------------------|
| MTH171 | Mathematics for Economics and Business I | (3,0,0) | 3 | 6 | Compulsory |

Equations and inequalities and their applications, functions and graphs, lines, parabolas and systems and their applications, exponential and logarithmic functions, mathematics of finance.

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|-------------|--|---------|--------|------|--------------------------------|
| AIT101 | Atatürk's Principles and the History of Turkish Revolution I | (2,0,0) | 2 | 2 | Compulsory |

The reasons that prepared the collapse of the Ottoman Empire and the Turkish Revolution. Disintegration of the Ottoman Empire, Tripoli War, Balkan Wars, First World War. Armistice of Mudros. The situation of the country in the face of the occupations and the reaction of Mustafa Kemal Pasha, the departure of Mustafa Kemal Pasha to Samsun. The opening of the Turkish Grand National Assembly of the National Struggle. Treaty of sevr. The Lausanne Peace Treaty. Atatürk's Principles: Republicanism, Nationalism. Populism, Statism. Secularism, Revolutionism.

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|-------------|--------------------------------------|---------|--------|------|--------------------------------|
| AIT103 | History I for International Students | (2,0,0) | 2 | 2 | Compulsory |

Origins and rise of Ottoman Empire, Ottoman Administrative System, Ottoman Society, Law and Education, Revolts and Reform Attempts in Ottoman Empire, Reforms Through 19th Century, Military and Administrative Reforms, Reign of Abdülhamid II, Young Ottomans and Ottomanism, First Constitutional Era, Second Constitutional Era, Political Struggle for Power, The Ideological Debates: 1913-1918, Ottoman Empire and First World War I

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|-------------|-------------------------------|---------|--------|------|--------------------------------|
| TUR101 | Turkish I: Written Expression | (2,0,0) | 2 | 2 | Compulsory |

Reading passages related to the chapter; grammar studies; vocabulary and translation activities; listening activities; debates on current issues related to the department (Repetition of tenses, Internet history, Health and medicine, passive frameworks, Social issues, Environmental issues, Repetition of

modals, Law and punishment, repetition of adjective phrases, Language and Literature, Repetition of noun phrases.

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|-------------|--------------------------------------|---------|--------|------|--------------------------------|
| YIT103 | Turkish I for International Students | (2,0,0) | 2 | 2 | Compulsory |

The Turkish Alphabet and how Phonetics is in Turkish Alphabet, how nouns are made plural in Turkish, how to form yes-no questions, how to form sentences with “there is/there are, possessives in Turkish, how to use personal pronouns, numbers and asking questions related to numbers, how to use noun states in Turkish, where and how to use present continuous tense and simple present tense.

2nd Semester

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|-------------|-------------|---------|--------|------|--------------------------------|
| ENG102 | English II | (3,0,0) | 3 | 4 | Compulsory |

Health matters, restaurant problems-complaints and responses, talking about computer problems, reporting the news and the weather, product problems- complaints at the store, talking about the future possibilities, health problems and herbs, job qualifications and working conditions.

Note: This course is offered by the departments in which the medium of instruction is English.

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|-------------|------------------------|---------|--------|------|--------------------------------|
| THM102 | English for Tourism II | (3,0,0) | 3 | 6 | Compulsory |

Basic concepts in Food and Beverage Businesses, Forms Used in Communication, Verbal and Written Communication with Customer, Hotel, Restaurant and Flight Reservations, Dealing with Complaints, Problem Solving.

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|-------------|--------------------------|---------|--------|------|--------------------------------|
| EAS103 | Introduction to Business | (3,0,0) | 3 | 6 | Compulsory |

The fundamentals of business and economics. Ethics and social responsibility. Competing in global economy. Information technology and E-Commerce. Forms of Business Ownership. Entrepreneurs and Small Business Owners. Functions of management. Organization and team work. Producing quality goods and services. Employee motivation, workforce trends and labor relations. Managing human resources. The art and science of marketing.

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|-------------|--------------------|---------|--------|------|--------------------------------|
| THM123 | Lodging Operations | (3,0,0) | 3 | 6 | Compulsory |

Understand the current principles and management practices of lodging operations, lodging industry segments and measure the hotel performance, successful seller of rooms and other services of a hotel, reservations, check-in and check-out procedures, compute, analyze and interpret key statistics and take

decisions, Offer quality services in the lodging industry, Evaluate and apply methods providing safety and security for the guests and the property, plan, organize and manage the rooms division.

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|-------------|-------------------------|---------|--------|------|--------------------------------|
| THM146 | Front Office Management | (3,0,0) | 3 | 6 | Compulsory |

Front office in accommodation enterprises, Systems Used in Front Office, Accomodation Enterprices and Information Technologies, Reservation Process, Accomodation Process, Guest Accounts, Communication and Sales Promotions. Functions of Front Office Management, Forecasting and Determining Available Room Number,. Planning, organization and coordination in front office. Recruiting, directing and auditing in front office. Description of room rates. Reports of front office activities. Analysis of revenues & expenses.

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|-------------|-----------------------|---------|--------|------|--------------------------------|
| CMP152 | Computer Applications | (3,0,0) | 3 | 6 | Compulsory |

Database Management. Web and Communication. Information Technologies in Daily Life. Data Security. Mobile Technologies. Microsoft Excel programs (MS Excel). Evaluation.

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|-------------|---|---------|--------|------|--------------------------------|
| AIT102 | Atatürk's Principles and the History of Turkish Revolution II | (2,0,0) | 2 | 2 | Compulsory |

Abolition of the Sultanate; Proclamation of the Republic; Taking the Election Decision in the First Parliament; Establishment of the People's Party; Ankara Becoming the Capital, Proclamation of the Republic and Reactions; Abolition of the Caliphate (The Emergence of the Problem of the Caliphate and the Events Preparing the Abolition of the Caliphate), Progressive Republican Party and Sheikh Said Rebellion; Law of Takrir-i Sukun; Closing the Progressive Republican Party; İzmir Assassination Attempt), Free Republican Party and Menemen Incident; An Overview of Atatürk-Inönü Separation, Revolutions and Their Goals; Revolutions in Law; 1924 Organization-ı Esasiye Law; Adoption of the Turkish Civil Code; Adoption of Other Basic Laws; Revolutions in Women's Rights, Education and Culture; The Law of Unification of Education; Adoption of the New Turkish Alphabet; New Understanding of History and Language; From Darülfünun to Istanbul University; Fine Arts, Developments in Economics; Late Ottoman Economy; Turkish Economy Congress and Its Results; Economic Activities in the First Years of the Republic; Transition to the Practice of Statism, Revolutions Made in Social Life (Modernization in Clothing: The Law on Wearing Hats; Closure of Lodges, Zawiya and Tombs, Adoption of International Time, Calendar, Numbers, Measurements and Week Holidays; Adoption of the Law on Surnames; Developments), Turkey's Foreign Policy in Atatürk Era; Years 1919-1923; Years 1923-1930, Going to the Second World War and Turkish Foreign Policy 1931-1939, Principles of Atatürk; General Overview of Atatürk's Principles; Republicanism, Nationalism, Populism, Statism, Secularism, Revolutionism, İsmet İnönü Period (1938-1950); Domestic Policy During the Second World War; Establishment of the Democratic Party, Democratic Party Period (1950-1960); May 27 Military Intervention and National Unity Committee

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|---------------------------------------|---------|--------|------|--------------------------------|
| AIT104 | History II for International Students | (2,0,0) | 2 | 2 | Compulsory |
| The Aarmistice of Moundros and Its Aftermath, The National Resistance Movement and Mustafa Kemal Pasha, The Great National Assembly and the Treaty of Sevres, Great Offensive, Treaty of Lausanne and Sheikh Sait Rebellion, Declaration Of The Turkish Republic, The Major Periods in the Political History of Turkey I, The Major Periods in the Political History of Turkey II, Women and Nationbuilding in the early Turkish Republic I, Women and Nationbuilding in the early Turkish Republic II | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|---|-----------------------------|---------|--------|------|--------------------------------|
| TUR102 | Turkish II: Oral Expression | (2,0,0) | 2 | 2 | Compulsory |
| Spelling, punctuation and composition (punctuation marks, other signs), Spelling, spelling rules (capital letters, spelling of numbers, spelling of abbreviations, spelling of quoted words), Composition (purpose of composition, method of writing composition), plan in composition, introduction, development, result, Expression features, clarity in expression, simplicity in expression, clarity and sincerity in expression, Expression disorders (using synonyms in sentences), Misuse of idioms, Expression styles (explanation, story, concise expression, description, satire, portrait, proof, speech, Verbal expression types (daily and impromptu speech, prepared speech, panel discussion, debate, panel), Written expression types (letter, telegram, greeting, invitation, literary letter), business letters, official letter, petition, report, report, decision, advertisement, conversation, criticism, memoir, travel writing, interview, survey, autobiography, biography, novel, story, fairy tale, fable, theatre, tragedy,drama ,scenario) . | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|---------------------------------------|---------|--------|------|--------------------------------|
| YIT104 | Turkish II for International Students | (2,0,0) | 2 | 2 | Compulsory |
| The Turkish Alphabet and how Phonetics is in Turkish Alphabet, how nouns are made plural in Turkish, how to form yes-no questions, how to form sentences with “there is/there are, possessives in Turkish, how to use personal pronouns, numbers and asking questions related to numbers, how to use noun states in Turkish, where and how to use present continuous tense and simple present tense. | | | | | |

3rd Semester

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|----------------------------|---------|--------|------|--------------------------------|
| THM206 | World Tourism Destinations | (3,0,0) | 3 | 6 | Compulsory |
| Destination Management. The Strategic Foundations. Positioning and Branding the Destination. Marketing the Destination. Developing Destination Products. Ensuring the Quality of the Visitors’ Experience. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|-----------------|---------|--------|------|--------------------------------|
| THM241 | Food Production | (3,0,0) | 3 | 6 | Compulsory |
| <p>History of cooking, Cooking –art and science, knowledge about different kitchen equipment, Heavy and Light equipment, Utensils & Knives, knowledge about different kitchen equipment, Use, Knowledge of various culinary terms, level of skill, attitude towards work, behaviour ; personal hygiene, Knowledge of various culinary terms, level of skill, attitude towards work, behaviour & personal hygiene Do’s and don’ts while working in the kitchen, Organizational structure, Layout, functioning of Food Production Dept. Methods of coking food, • Organizational structure • Layout • Duties & responsibilities • Interdepartmental relations. Classification according to function like – fats, raising agents, sweetening agents, egg, liquids/stock flavouring & seasoning, thickening. understand the methods of Preparation • Mis-en-place • Methods of mixing, Definition of stock, mixing, Types of stock, Preparation of stock</p> | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|--------------------------|---------|--------|------|--------------------------------|
| THM242 | Nutrition and Sanitation | (3,0,0) | 3 | 6 | Compulsory |
| <p>Definition of Nutrition; Importance and scope; The various nutrients. Importance, Function & Scope of Food, Interrelationship between Nutrition & good health. Classification, functions, Deficiency and excess of carbohydrates, sources. Fats: Classification of Fats, Functions, deficiency & excess of Fat; sources. Proteins: Definition, Classification based upon amino acids composition, functions of proteins, Dietary Sources of Protein, deficiency, Protein energy malnutrition (P.E.M.), Methods of improving quality of protein in food (Special emphasis on Soya Protein & Whey Protein). Vitamins: Definition, Classification of vitamins, function, deficiency & excess and sources of all vitamins, Minerals: Definition, Classification, Sources and functions & deficiency of various minerals – Iron, Calcium, Phosphorous, Sodium & Iodine Water: Definition, Dietary Sources (Visible & Invisible), Definition, Concept of balanced diet: Menu planning for specific requirements, Food hygiene and sanitation.</p> | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|-------------------------|---------|--------|------|--------------------------------|
| THM244 | Housekeeping Management | (3,0,0) | 3 | 6 | Compulsory |
| <p>Role of Housekeeping in Hospitality Operations. Hotel divisions and departments. Planning and Organizing the Housekeeping Department. Inventory Management. Guestroom Cleaning. Public area Cleaning. Field Trip.</p> | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|---|---|---------|--------|------|--------------------------------|
| THM261 | Computerised Reservation System (Fidelio) | (3,0,0) | 3 | 6 | Compulsory |
| <p>Property management systems, attributes, descriptions, introduction to Fidelio, modules and functions, reservation, front desk, pos point and cashier, night audit, set-up and update, reports, back office, purchase, sales and marketing, account receivable</p> | | | | | |

4th Semester

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|--------------|---------|--------|------|--------------------------------|
| EAS203 | Accounting I | (3,0,0) | 3 | 6 | Compulsory |
| Definition of Accounting - functions and principles. Financial Statements: definitions and account classifications. Practicing classifications on balance sheet. Expanded Accounting Equation. Preparing Income Statements, Statement of Owners' Equity and Balance Sheet. The Accounting Cycle. Practicing Journalizing, Ledgering and Trial Balance. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|-------------|---------------------|---------|--------|------|--------------------------------|
| THM200 | Summer Internship I | (0,0,0) | 0 | 2 | Compulsory |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|---------------------------|---------|--------|------|--------------------------------|
| THM212 | Cost Analysis and Control | (3,0,0) | 3 | 6 | Compulsory |
| The Rationale for Public Projects- Economic Depreciation and the Annual Cost of Capital- Treatment of Inflation in Investment Appraisal- Incorporating a Risk Factor in the Discount Rate- Benefit-Cost Ratio Decision Rule- Inflation and Relative Prices- Incremental or Relative Cash Flows- Capital Cost and the Treatment of Depreciation- The Treatment of Taxes in the Efficiency Benefit-Cost Analysis- Pricing Rule- Corrective Taxation- Aggregating Consumer Surplus Measures- The Significance of Income Distribution. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|---|------------------------------|---------|--------|------|--------------------------------|
| THM217 | Food and Beverage Operations | (3,0,0) | 3 | 6 | Compulsory |
| The food and beverages industry, staff attributes and knowledge, food and beverages services and equipments, the menu, menu knowledge and accompaniments, introductions to beverages, non alcoholic and alcoholic beverages, the service types- sequence and equipments knowledge, events and organizations | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|---|---------------------------|---------|--------|------|--------------------------------|
| THM221 | Travel and Tour Operation | (3,0,0) | 3 | 6 | Compulsory |
| Explain the basic functions of tourism intermediaries, concept of package tour, prepare a package tour, provide other services belonging to tourism intermediaries, carry out the operations between tourism intermediaries and hospitality management companies, Tourism intermediaries and legal arrangements, Characteristics of tour operations and travel agencies, The difference between tour operations and travel agencies, Functions of tour operators, Classification of tour operators, International tour operators, The concept of tour, package tour and its definition, Characteristics of package tours, Production of a package tour, Marketing of a package tour, Arrangements between tour operator-greeter agency and hotel. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|---|--|---------|--------|------|--------------------------------|
| THM246 | Computerized Sales and Ticketing (Amadeus) | (3,0,0) | 3 | 6 | Compulsory |
| Introduction to Amadeus System, Encoding & Decoding, Timetables, Timatic and Availability, Selling Flight Segments, Booking Files, Booking Files and Supplementary Data, SSR Entries, Group Reservations, Editing Itinerary, Editing Itinerary, Modifying Booking File, Fare Display, Fare Planner, Fare Quote, Seat Assignment | | | | | |

5th Semester

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|---|-----------------------|---------|--------|------|--------------------------------|
| ACC301 | Managerial Accounting | (3,0,0) | 3 | 6 | Compulsory |
| Introduction to Management Accounting; Introduction to Cost Terms and Concepts; Cost Assignment; Activity-Based Costing; Budgeting Systems & Controlling Costs. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|-------------------------|---------|--------|------|--------------------------------|
| EAS304 | Principles of Marketing | (3,0,0) | 3 | 6 | Compulsory |
| Company and Marketing Strategy Partnering to Build Customer Engagement, Value, and Relationships. Marketing Creating Customer Value and Engagement. Analyzing the Marketing Environment. Understanding Consumer and Business Buyer Behavior. Customer Value-Driven Marketing Strategy Creating Value for Target Customers. Product, Services, and Brands Building Customer Value. Developing New Products and Managing the Product Life Cycle. Pricing Understanding and Capturing Customer Value. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|---|---------------------------------|---------|--------|------|--------------------------------|
| THM306 | Sustainable Tourism Development | (3,0,0) | 3 | 6 | Compulsory |
| A key export sector for least developing countries: Tourism. New insights to strengthen tourism in least developing countries. Tourism Policy and governance. Economic performance and competitiveness. Poverty reduction and social inclusion. Political, cultural and environmental events and issues affecting world travel. Sustainability of nature and cultural environment. Bringing stakeholders together. Conclusion: From planning to action. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|---|-----------------------|---------|--------|------|--------------------------------|
| THM309 | Economics for Tourism | (3,0,0) | 3 | 6 | Compulsory |
| Pre-test and Resources in Tourism. Tourist Types. The Economics of Tourism Demand. Tourism Enterprises. Supplying Travel and Tourism Products. Equilibrium in Tourism Markets (1). Equilibrium in Tourism Markets (2). Tourism Growth and National Economies. Employment and Income Creation. Unpriced Values and Externalities. Tourism Payment Balance. The Economic Roles of government. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|--------------------|----------------|---------------|-------------|--|
| THM310 | Consumer Behaviour | (3,0,0) | 3 | 6 | Compulsory |
| The history of tourist behaviour, main concepts in consumer behaviour, including models of consumer behaviour adapted for tourism, motivators, determinants, models of the purchase decision-making process, typologies of tourist behaviour and segmentation of the tourism market, the nature of demand in different segments of the tourism market, consumer behaviour and markets in the different sectors of tourism, researching tourist behaviour: marketing research, the marketing mix and tourist behaviour. | | | | | |

6th Semester

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--------------------|----------------------|----------------|---------------|-------------|--|
| THM300 | Summer Internship II | (0,0,0) | 0 | 2 | Compulsory |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|---|-----------------------|----------------|---------------|-------------|--|
| THM311 | Marketing for Tourism | (3,0,0) | 3 | 6 | Compulsory |
| Introduction: marketing and tourism process, service characteristics of hospitality and tourism marketing, the role of marketing strategy planning, the tourism marketing environment, managing customer information to gain customer insights, tourist markets and tourist buying behaviour. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|---------------------------|----------------|---------------|-------------|--|
| THM319 | Current Issues in Tourism | (3,0,0) | 3 | 6 | Compulsory |
| Top ten issues of tourism. Maintaining a destinations sustainable tourism. Safety and security concerns. Responding to concerns of long-term impacts of tourism. Climate change/global warming. Impacts on travel of global issues. Better national, regional, international leadership. Better technology and its management. Resolving barriers to travel costs, visas, passports, immigration, hygiene, and covid-19. Better management of technology. Experienced and skilled workforce for better quality. Natural and human disasters, health and political disruptions. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|---|----------------------|----------------|---------------|-------------|--|
| THM322 | Sociology of Tourism | (3,0,0) | 3 | 6 | Compulsory |
| Introduction to Sociology--The Sociological Imagination. Introduction to Sociological Perspectives and Theories. Introduction to Sociological Research. The Social and Cultural Dimensions of Human Experience. Culture. Socialization. The Mass Media. Micro and Macro Approaches to the Organization of Social Life. Social Interaction. Groups and Organizations. Families. Deviance, Gender, and the Human Body. Deviance and Crime. Genders and Sexualities. The Body--Disabilities, Aging, and Death. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|---|-----------------------------|----------------|---------------|-------------|--|
| THM346 | Research Methods in Tourism | (3,0,0) | 3 | 6 | Compulsory |
| Formulating and clarifying the research topic, attributes of a good research topic, generating and refining research ideas, writing a research proposal, structure of a research paper, understanding how to write an introduction section, critically reviewing the literature, planning a literature search strategy, obtaining and evaluating the literature, the credibility of research findings, selecting samples, using secondary data, collecting primary data through observation, analysing quantitative data, analysing qualitative data, writing and presenting your project report. | | | | | |

7th Semester

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|---|----------------------|----------------|---------------|-------------|--|
| EAS404 | Strategic Management | (3,0,0) | 3 | 4 | Elective |
| Strategy and its Importance. Vision and Mission, Objectives and Strategy. Evaluating a Company's External Environment. Evaluating a Company's Resources, Capabilities, and Competitiveness. The Five Generic Competitive Strategies. Other important Business Strategy choices. Strategies for Competing in Foreign Markets. Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy. Strategy execution. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|--------------------|----------------|---------------|-------------|--|
| EAS482 | Entrepreneurship | (3,0,0) | 3 | 4 | Elective |
| Entrepreneurship and the Economy, Types of Business and Business Ownership, Business Communication, Ethics and Social Responsibility, Opportunity Recognition, Market Research, Marketing Your Product, Selling Your Product | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|---------------------------------|----------------|---------------|-------------|--|
| THM340 | Event and Conference Management | (3,0,0) | 3 | 6 | Elective |
| Assessment Anatomy, Assessment (Creating the event plan), Anticipation and Arrival (Accommodating the audience), Atmosphere (Environment), Appetite and Amenities (Food and beverage operations & making event memories), Administration (Safe operations, vendors and knowledge management) | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|-----------------------------|----------------|---------------|-------------|--|
| THM411 | Tourism Policy and Planning | (3,0,0) | 3 | 6 | Compulsory |
| Social Change and The Growth of Tourism. Theoretical Perspectives on Tourism Development. Tourism Impacts. The Economic Impacts of Tourism. The Socio-Cultural Impacts of Tourism. Environmental Impacts of Tourism. Tourism Planning and Management: Concepts and Issues. Key Players in Tourism Planning and Management. Visitor Management. Managing The Natural Resources For Tourism. Tourism Planning and Management and The Host Community. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|-----------------------|---------|--------|------|--------------------------------|
| THM415 | Innovation in Tourism | (3,0,0) | 3 | 6 | Elective |
| Introduction and information about Innovation in Tourism, Assessment: innovation, Tourism Innovation in the Digital, Innovation in the Tourism, Cultural Innovation in Tourism | | | | | |

8th Semester

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|---|-----------------------|---------|--------|------|--------------------------------|
| EAS308 | Operations Management | (3,0,0) | 3 | 4 | Elective |
| Introducing the Operations Management. The Service/Manufacturing Concept. Customer Relationship. Customer Satisfaction. Managing Supply Relationships. Operational Processes. Organizational People. Resource Utilization. Performance Management | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|---|--|---------|--------|------|--------------------------------|
| EAS310 | Organizational Behaviour and Social Psychology | (3,0,0) | 3 | 4 | Elective |
| Introduction to Organizational Behavior. Individual Differences: Personality and Ability. Values, Attitudes, and Moods and Emotions. Perception, Attribution, and the Management of Diversity. Learning and Creativity. The Nature of Work Motivation. Creating a Motivating Work Setting. Leaders and Leadership | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|-----------------------------------|---------|--------|------|--------------------------------|
| EAS401 | International Business Management | (3,0,0) | 3 | 4 | Elective |
| Regional And Global Strategy. The Multinational Enterprise. The Triad and International Business. International Politics. International Culture. International Trade. Multinational Strategy. Organizing Strategy. Production Strategy. Marketing Strategy. Human resource management strategy | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|---------------------------|---------|--------|------|--------------------------------|
| EAS403 | Human Resource Management | (3,0,0) | 3 | 4 | Elective |
| Introduction to Human Resource Management. Staffing I. Staffing II. Compensation and Benefits I. Compensation and Benefits II. Compensation and Benefits III. Performance Management I. Performance Management II. Human Resource Development I. Human Resource Development II. Global Human Resource Management & Future Issues I. Global Human Resource Management & Future Issues II. | | | | | |

| Course Code | Course Name | (T,A,L) | Credit | ECTS | Compulsory/ Elective Course |
|--|-----------------------|---------|--------|------|--------------------------------|
| THM400 | Graduation Project | (3,0,0) | 3 | 4 | Compulsory |
| Planning the research idea. Designing, developing and concluding the research project. | | | | | |

T: Ders Saati (saat/hafta)
U: Uygulama Saati(saat/hafta)
L: Laboratuvar Saati (saat/hafta)

T: Lecture Hour (hrs/week)
A: Tutorial Hour (hrs/week)
L: Lab Hour (hrs/week)