

Curriculum		T	P	ECTS
1 st Semester				
TURK201	Turkish I	3	0	3
ECON101	Introduction to Economics I	3	0	5
TOUR101	Introduction to Tourism	3	0	4
TOUR103	Sanitation and Hygiene	3	0	4
MATH101	Introduction to Calculus	3	0	5
ENG101	English For Academic Purposes I	4	0	3,5
MAN111	Introduction to Business	3	0	6,5
2 nd Semester				
TOUR110	World Tourism Geography	3	0	6
TOUR108	Service Operations Management	3	0	5,5
HIST221	History of Civilization	3	0	3
CMPE105	Introduction to Computers and Information Systems	1	2	3
TURK202	Turkish II	3	0	3
ENG102	English for Academic Purposes II	4	0	3,5
TOUR114	Tourism Law and Ethics	3	0	7
3 rd Semester				
TOUR213	Tourism Economics	3	0	6
ENG201	English for Academic Purposes III	3	0	3
MAN203	Principles of Accounting I	3	0	6
	General Elective	3	0	4
TOUR211	Tourism Planning and Sustainability	3	0	6
TOUR209	Recreation and Leisure Management	3	0	5
4 th Semester				
TOUR208	Travel Industry	3	0	6
TOUR214	Destination Management	3	0	6
ENG202	English for Academic Purposes IV	3	0	3
	General Elective	3	0	4
MAN206	Organizational Behavior	3	0	6
	Area Elective (8)	3	0	5

5 th Semester				
	Area Elective (1)	3	0	5
TOUR399	Summer Training	0	0	10
TOUR311	Hotel Management	3	0	7
ENG301	English for Occupational Purposes I	3	0	3
	General Elective	3	0	4
TOUR315	Rooms Division	3	0	6
	Area Elective (9)	3	0	5
6 th Semester				
ENG302	English for Occupational Purposes II	3	0	3
	Area Elective (2)	3	0	5
	General Elective	3	0	4
TOUR308	Marketing in Hospitality Enterprises	3	0	6
TOUR310	Food and Beverage Management	3	0	6
TOUR316	Opera-PMS	3	0	6
7 th Semester				
TOUR407	Research Methods in Tourism	3	0	5
TOUR413	Event Planning and Management	3	0	7
	Area Elective (4)	3	0	5
HIST111	Principles of Atatürk and History of Turkish Revolution I (in English)	2	0	2
	Area Elective (6)	3	0	5
TOUR421	Purchasing and Cost Analysis	3	0	6
8 th Semester				
	Area Elective (3)	3	0	5
TOUR412	Sociology of Tourism	3	0	5
HIST112	Principles of Atatürk and History of Turkish Revolution II (in English)	2	0	2
	Area Elective (5)	3	0	5
	Area Elective (7)	3	0	5
TOUR422	Graduation Project	3	0	8

General Electives

GER201, GER202, GER301, GER302, GER401, GER402, RUS201, RUS202, RUS301, RUS302,

Area Elective Course List

AET 305	Area Elective Course	(0-0)5
AET 306	Area Elective Course	(0-0)6
AET 307	Area Elective Course	(0-0)7
AET 315	Area Elective Course	(0-0)5
AET 316	Area Elective Course	(0-0)6
AET 317	Area Elective Course	(0-0)7
AET 325	Area Elective Course	(0-0)5
AET 326	Area Elective Course	(0-0)6
AET 335	Area Elective Course	(0-0)5
AET 336	Area Elective Course	(0-0)6
AET 345	Area Elective Course	(0-0)5
AET 346	Area Elective Course	(0-0)6
AET 355	Area Elective Course	(0-0)5
AET 356	Area Elective Course	(0-0)6
AET 365	Area Elective Course	(0-0)5
AET 366	Area Elective Course	(0-0)6
AET 375	Area Elective Course	(0-0)7.5
AET 376	Area Elective Course	(0-0)6
AET 386	Area Elective Course	(0-0)6
AET 396	Area Elective Course	(0-0)6
AET 405	Area Elective Course	(0-0)5
AET 406	Area Elective Course	(0-0)6
AET 415	Area Elective Course	(0-0)5
AET 416	Area Elective Course	(0-0)6
AET 425	Area Elective Course	(0-0)5
AET 426	Area Elective Course	(0-0)6

AET 435	Area Elective Course	(0-0)5
AET 436	Area Elective Course	(0-0)6
AET 445	Area Elective Course	(0-0)5
TOUR 112	International Tourism	(3-0)5
TOUR 216	Entrepreneurship in Tourism and Hospitality Industry	(3-0)5
TOUR 307	Food Production	(3-0)6
TOUR 312	Menu Planning and Presentation	(3-0)5
TOUR 318	Hospitality Supervision	(3-0)5
TOUR 323	Nutrition Science	(3-0)5
TOUR 331	Travel Agency Operations	(3-0)5
TOUR 406	Trends of Food and Beverage and Gastronomy Tourism	(3-0)5
TOUR 415	Hospitality Accounting	(3-0)5
TOUR 416	Seminars on Hotel Industry	(3-0)5
TOUR 418	Current Issues in Tourism	(3-0)5
TOUR 423	Financial Management in Tourism	(3-0)6
TOUR 424	Catering and Banquet Management	(3-0)8
TOUR 425	Chinese in Tourism	(3-0)5
TOUR 491	CO_OP Practice I	(3-0)5
TOUR 493	CO_OP Practice II	(3-0)5

Course Descriptions

CMPE 105	Introduction to Computers and Information Systems	(1-2)3
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Fundamentals of information systems, system and application software; input, processing, storage, output and communication; exploring the windows environment; learning management systems; internet applications; use of applications software: word processing, spreadsheets and creating presentations, integrating and sharing information between applica

ECON 101	Introduction to Economics I	(3-0)5
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Introduction to demand, supply and market price formation; household behaviour; elasticity; production process; profit maximizing firm behavior; different market types such as monopoly, perfect competition, oligopoly.

ENG 101	English For Academic Purposes I	(4-0)3.5
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English language skills, especially academic skills, such as reading comprehension, vocabulary building and critical analysis of texts; listening and note-taking, class discussions, presentations, writing, research assignments and use of technology.

ENG 102	English for Academic Purposes II	(4-0)3.5
<p>Academic skills such as reading comprehension, class discussions, use of academic vocabulary and critical analysis of texts; research assignments and review of the English language structure; skills such as listening and note-taking, analysis of written products, writing, presentation and use of technology.</p>		
ENG 201	English for Academic Purposes III	(3-0)3
<p>Advanced reading and writing skills, applying critical reading skills and strategies, identifying the organization of a reading text, main ideas of the texts, and the author's main purpose, summarizing a given text, outlining and writing an argumentative essay.</p>		
ENG 202	English for Academic Purposes IV	(3-0)3
<p>Preparing and writing research reports and delivering effective oral/written informative and persuasive presentations; gathering information, organizing data, outlining, using appropriate techniques in presentation and delivering for a maximum impact, using visual aids and citation effectively.</p>		
ENG 301	English for Occupational Purposes I	(3-0)3
<p>Job-related communication skills;the functions such as describing relationships at work,discussing performance reviews and giving feedback,discussing plans and arrangements,using social media for professional communication,discussing on recruitment tests and job interviews,presenting a service or product,writing reviews on websites</p>		
ENG 302	English for Occupational Purposes II	(3-0)3
<p>More detailed job-related communication skills;describing and organising meetings,developing communicational styles in various cultural settings,handling mistakes and apologizing,getting familiar with marketing styles and advertising,deciding how to adapt and market a product in different countries,</p>		
HIST 111	Principles of Atatürk and History of Turkish Revolution I (in English)	(2-0)2
<p>French Revolution; structure and geopolitic positioning of Ottoman Empire, reasons of its decline; Westernization movements, First and Second Constitutional Monarchy declarations; Libya and Balkan wars; First World War; period before the War of Independence, congresses, National Pact, establishment of Turkish Grand National Assembly.</p>		
HIST 112	Principles of Atatürk and History of Turkish Revolution II (in English)	(2-0)2
<p>War of Independence; Lausanne Treaty; declaration of the Republic; removal of sultanic rule and caliphate; Atatürk's revolutions; establishment of national economy; Second World War, before and after; Turkish Republic after 1960.</p>		
HIST 221	History of Civilization	(3-0)3
<p>A chronological order of the rise of civilizations from Sumer until the Scientific Revolution.</p>		
MAN 111	Introduction to Business	(3-0)6.5
<p>Fundamentals of business, global business, small business, forms of business, functions of business namely, management and organization, and information technology.</p>		
MAN 203	Principles of Accounting I	(3-0)6

Accounting concept, generally accepted accounting principles, accounting equation, accounting transaction, the accounts and recording process, balance sheet and income statement, all of the asset, equity, revenue and expense accounts transactions.

MAN 206 Organizational Behavior (3-0)6

Organizational behavior in historical and global context, individuals in organizations, personality, motivation, groups, communication, leadership, conflict, organizational system, organizational structure, technology and job design, socio-technic system, organizational culture, organizational change and development.

MATH 101 Introduction to Calculus (3-0)5

Basic algebra, graphs, functions and their graphs, equations and inequalities, polynomials and rational functions, exponential and logarithmic functions, system of equations, matrices, determinants.

TOUR 101 Introduction to Tourism (3-0)4

Fundamentals of tourism industry including principles and practices.

TOUR 103 Sanitation and Hygiene (3-0)4

Concepts of hygiene and sanitation, hygiene and sanitation in production, hygiene and sanitation in public areas, food safety, personal hygiene, quality assurance systems and hygiene.

TOUR 108 Service Operations Management (3-0)5.5

Concepts and tools necessary to effectively manage a global hospitality/tourism service operation in a realistic and practical manner.

TOUR 110 World Tourism Geography (3-0)6

Tourism geography, time zones, climate and weather, continents, regions, countries, major tourist destinations of the world, tourism organizations in different countries, the negative and positive effects of tourism development.

TOUR 112 International Tourism (3-0)5

Nature and components of tourism industry, travel and tourism statistics, travel and tourism statistics, the role of the state in tourism, the role of the state in tourism.

TOUR 114 Tourism Law and Ethics (3-0)7

Specialties of tourism law, notions, and three main laws that are numbered as 2634, 1618 and 4848 in Tourism Law.

TOUR 208 Travel Industry (3-0)6

Organization of travel industry and its position in tourism industry, intersectional relation in tourism, touristical product and travel motivators; tour market segments and types of tours.

TOUR 209	Recreation and Leisure Management	(3-0)5
<p>Leisure in historical perspective, cultural heritage and leisure, leisure and recreation, people's needs and leisure, government, public sector and leisure, trends in the leisure industry, planning for leisure and recreation, principles of leisure and recreation management, time management, event management, leisure management in the commercial</p>		
TOUR 211	Tourism Planning and Sustainability	(3-0)6
<p>Tourism growth and sustainability; main concepts and principles of tourism planning.</p>		
TOUR 213	Tourism Economics	(3-0)6
<p>Interaction of tourism with sectors of the economy; equilibrium in tourism market; price determination for package tourism; impacts of tourism on regional development.</p>		
TOUR 214	Destination Management	(3-0)6
<p>Sustainable development for tourism destinations, competitive destinations, tourists' destination choices and experiences, issues in analyzing and managing tourist destinations, destination policy, planning and development, destination management, marketing tourist destinations.</p>		
TOUR 216	Entrepreneurship in Tourism and Hospitality Industry	(3-0)5
<p>Nature and importance of entrepreneurship within the tourism and hospitality industry, women and youth entrepreneurship, history of entrepreneurship, international entrepreneurship opportunities, creativity, developing a business idea, preparing a business plan, marketing plan, financing, franchising, entrepreneurial strategy, launching a new venture</p>		
TOUR 307	Food Production	(3-0)6
<p>The connections among diet, the current food and food animal production systems, the environment and public health, factors such as economics, population and equity.</p>		
TOUR 308	Marketing in Hospitality Enterprises	(3-0)6
<p>Structure, organization and management of hospitality organizations.</p>		
TOUR 310	Food and Beverage Management	(3-0)6
<p>Structure and organization of food and beverage companies.</p>		
TOUR 311	Hotel Management	(3-0)7
<p>The hotel business, hotels and room division operation, food and beverage department, the culinary arts, managed services, recreation and leisure, marketing and human resources, leadership, planning and organizing, hospitality information systems.</p>		
TOUR 312	Menu Planning and Presentation	(3-0)5

Specialities of food, balanced and enough food, menu plan, menu preparing, standard recipe making.

TOUR 315 Rooms Division (3-0)6

In-depth analysis of the major components (front office, guest services, housekeeping, reservations, engineering/maintenance and security) of the rooms division within a hotel; the interaction with this division and the other areas of the hotel; revenue management and cost containment; yield management and revenue management systems approach.

TOUR 316 Opera-PMS (3-0)6

Learning the content of FIDELIO OPERA MODULE.

TOUR 318 Hospitality Supervision (3-0)5

Basic concepts of hospitality supervision and the process of hospitality supervision.

TOUR 323 Nutrition Science (3-0)5

Details about food contaminants and food safety, and the healthy nutrition system.

TOUR 331 Travel Agency Operations (3-0)5

Basic notions, functions description and processes of tour operators, preparing tours, marketing and ticketing.

TOUR 399 Summer Training (0-0)10

Students will work in one of the business types specified in the Tourism Management Department's "internship directive". The relevant faculty members will carry out written and routine checks and consultancy services regarding the on-the-job training of the students they advise, and will manage relations with the businesses.

TOUR 406 Trends of Food and Beverage and Gastronomy Tourism (3-0)5

The concept of gastronomy, trends of agriculture and new methods of agriculture and new gastronomy, nutrition and restaurant trends

TOUR 407 Research Methods in Tourism (3-0)5

Information about components of social research methods and area works; participation to different seminars by sector representatives.

TOUR 412 Sociology of Tourism (3-0)5

Basic concepts and subjects of sociology and the field of study of the sociology of tourism.

TOUR 413	Event Planning and Management	(3-0)7
	Event planning, management, organization, communication issues in event planning process, funding, marketing, event evaluation, practical issues in event management.	
TOUR 415	Hospitality Accounting	(3-0)5
	Notions of accomodation companies, settings in Turkey, accounting organizations in accomodation companies.	
TOUR 416	Seminars on Hotel Industry	(3-0)5
	Presentations related to accomodation, travel, entertaintment, food and beverage sectors.	
TOUR 418	Current Issues in Tourism	(3-0)5
	Theoretical and practical aspects of eco-tourism, rural tourism, city tourism, heritage and culture tourism, congress tourism as well as promotion policies and latest developments in hotel management.	
TOUR 421	Purchasing and Cost Analysis	(3-0)6
	Cost structure in accommodation and F&B administrations, stages of control, methods of control, analysis, pricing, package tour costs in traveling administrations, analytic approaches helping cost control.	
TOUR 422	Graduation Project	(3-0)8
	This course include all stages of a research and subjects related to reporting a research	
TOUR 423	Financial Management in Tourism	(3-0)6
	Financial management in tourism and examples from practice.	
TOUR 424	Catering and Banquet Management	(3-0)8
	The management systems of hotels?banquet and conference centers; different marketing systems, the coordination between these departments and other departments of the hotel; different designs of saloons and different sitting plans.	
TOUR 425	Chinese in Tourism	(3-0)5
	Introducing yourself and a person (alphabet, numbers, frequently used instructions in the classroom), nationalities, countries, profession, age, venue descriptions, place notification expressions, article nouns, sign adjectives and sign pronouns, asking for price, making a noun phrase using the present and future tense, family members, days and hours, food and beverages.	
TOUR 491	CO_OP Practice I	(3-0)5

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TOUR 493 CO_OP Practice II (3-0)5

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TURK 201 Turkish I (3-0)3

The alphabet; giving and asking personal information, ordering food and drink, telling the time, talking about habits, talking about family, talking about clothes, etc.

TURK 202 Turkish II (3-0)3

Vocabulary, structure and communicative skills at beginners level; various themes such as transport, travel, dates, holidays, money, and shopping.