|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1ST YEAR** | | | | | |
| Code | Course Name | AKTS | T+P+L | C/E | Language |
| Fall | | | | | |
| 513911902 | [Organization Development](#d1) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911901 | [Research Techniques in Social Science and Ethics of Publication](#d2) | 7,5 | 3-0-3 | Compulsory | Turkish |
| 513911903 | [Accounting Control in Tourism Establishment](#d3) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911904 | [Strategic Human Resource Management in Tourism Establishments](#d4) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911905 | [Tourism and Development](#d5) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911906 | [Marketing Theories in Tourism](#d6) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911907 | [Sustaniable Tourism Management](#d7) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911908 | [Psychological Dynamics in Tourism](#d8) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911909 | [Gastronomy and Media](#d9) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911919 | [Tourist Behavior](#d10) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911922 | [Consumer Culture in Tourism](#d11) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911801 | Doctoral Qualification | 30 | 0-1-0 | Compulsory | Turkish |
| 513911700 | [Doctoral Thesis Study](#d12) | 25 | 0-1-0 | Compulsory | Turkish |
| 513911900 | [Speciality Field Course (A,B,C…)](#d13) | 5 | 3-0-3 | Compulsory | Turkish |
| Fall Total | | 30 |  |  |  |
| Spring | | | | | |
| 513911910 | [Investment Projects in Tourism Establishments](#d14) | 7,5 | 3-0-3 | Compulsory | Turkish |
| 513911911 | [Financial Policies and Strategies in Tourism](#d15) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911912 | [Employment Issues in Tourism Establishments](#d16) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911913 | [Risk and Crisis Management in Tourism](#d17) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911914 | [Sociological Foundations of Tourism](#d18) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911915 | [Organization Theories](#d19) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911916 | [Marketing Researches in Tourism](#d20) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911917 | [World Tourism Trends](#d21) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911918 | [New Trends at F&B Businesses](#d22) | 7,5 | 3-0-3 | Elective | Turkish |
| 513911920 | [Academic Writing and Critical Reading](#d23) | 7,5 | 3-0-3 | Elective | Turkish |
| 513912018 | [Theory Based Model Development](#d24) | 7,5 | 3-0-3 | Elective | Turkish |
| 513912016 | [Seminar](#d25) | 7,5 | 0-3-0 | Compulsory | Turkish |
| 511011105 | Thesis Proposal | 30 | 0-1-0 | Compulsory | Turkish |
| 513911801 | Doctoral Qualification | 30 | 0-1-0 | Compulsory | Turkish |
| 513911700 | [Doctoral Thesis Study](#d26) | 25 | 0-1-0 | Compulsory | Turkish |
| 513911900 | [Speciality Field Course (A,B,C…)](#d27) | 5 | 3-0-3 | Compulsory | Turkish |
| 513911013 | [New Media and Electronic Communication in Tourism](#d28) | 7,5 | 3-0-0 | Elective | Turkish |
| Spring Total | | 30 |  |  |  |
| Year Total | | 60 |  |  |  |

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Açıklama otomatik olarak oluşturuldu

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| **Semester** | Fall |

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| --- | --- | --- | --- |
| **Course Code** |  | **Course Name** | Organization Development |

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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 | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Personal, organizational and social foundations of individual behavior, motivation, decision making, leadership, conflict, groups, design-behavior interaction, organizational culture, organizational change and stress management. | | | | | | |
| **Objectives** | | | | | The aim of this course is to investigate and examine why/how organizations change and how this change process is managed and directed by managers. Determining the difference between the types of change experienced in organizations and managing it successfully, discussing the organizational structure and managerial approaches that facilitate change, applications on the subject | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | | Students will be taught what organizational development is and why it should be done in tourism businesses. | | | | | | |
| **Textbook** | | | | | * Koçel, Tamer (2005) İşletme Yöneticiliği, Arıkan Basım Yayın Dağıtım, İstanbul. Dinçer, Ö. (1994) Örgüt Geliştirme: teori, uygulama, ve teknikeri Aktan, Coşkun Can (2003) Değişim Çağında Yönetim, Sistem Yayıncılık,İstanbul | | | | | | |
| **References** | | | | | Daft, R.L.. (1998) Organization Theory and Design, South-Western College  Koçel, Tamer (2005) İşletme Yöneticiliği, Arıkan Basım Yayın Dağıtım, Singh, M., Waddell, D. (2004) E-business innovation and change managemen Durna, U. (2002) Yenilik Yönetimi, Nobel Yayınları, İstanbul. | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software. | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Definition and importance of change |
| 2 | External causes of change |
| 3 | Internal reasons for change |
| 4 | Strategic types of change: change in products and services |
| 5 | Strategic types of change: change in strategy and structure |
| 6 | Strategic types of change: change in people and culture |
| 7 | Assignment submission |
| 8 | Strategic types of change: change in technology |
| 9 | The change process and elements of successful change |
| 10 | change leadership |
| 11 | Barriers to change |
| 12 | Organizational development as a tool for cultural change |
| 13 | Application techniques |
| 14 | Repetition and discussion |
| 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** | Fall |

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

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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 (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. | | | | |

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Açıklama otomatik olarak oluşturuldu

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| **Semester** | Fall |

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| **Course Code** | 513911903 | **Course Name** | Accounting Control In Tourism Establishments |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
|  | 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 | | | | 1 | | 20 |
| Homework | | | | 2 | | 50 |
| Project | | | |  | |  |
| Report | | | | 1 | | 30 |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Integrity and Reliability of Information and Independent Control, Commonly Accepted Control Standarts, Importance of Control, Risk and Proof Concepts and Work Sheets, Internal Control, Control Tests and Control Planning, Sampling in Accounting Control, | | | | | | |
| **Objectives** | | | | | Comprehention of accounting control and teaching of accounting control tests in tourism establishments. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | | To be able to realize accounting tests in tourism establishments,  To be able to knoe Internal control and working sheets,  To be able to learn testing B/S and income table | | | | | | |
| **Textbook** | | | | | Muhasebe Denetimi - Nejat Bozkurt - Alfa Basım Yayım -2012 | | | | | | |
| **References** | | | | |  | | | | | | |
| **Requirements** | | | | |  | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Integrity and Reliability of Information and Independent Control, |
| 2 | Commonly Accepted Control Standarts, Importance of Control, |
| 3 | Risk and Proof Concepts and Work Sheets, Internal Control, |
| 4 | Control Tests and Control Planning, |
| 5 | Sampling in Accounting Control, |
| 6 | Tests used to control Balance Sheet |
| 7 | Mid-Term Exam |
| 8 | Completing of Control and Control Report |
| 9 | Financial Tables and Financial Analysis in Tourism Establishments |
| 10 | Comparative Table Analysis (Horizontal Analiysis) |
| 11 | Analysis with Percentage Management ( Vertical Percentage Analysis) |
| 12 | Trend Analysis |
| 13 | Ratio analysis |
| 14 | Fund Flow Analysis and Fund Flow Tables |
| 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** | 513911904 | **Course Name** | Strategic Human Resources Management in Tourism Establishments |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
|  | 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 | | | | 1 | | 20 |
| Homework | | | | 1 | | 20 |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other (Article rea.) | | | | 1 | | 60 |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Importance and development of human resources management and relationship with strategic management, internal and external environment of human resources management, job analysis, human resources planning, procurement, position, education and development of human resources, career plannig and management, performance evaluation, salary and salary systems, health and safety of personnel, trade unions and collective bargaining, interorganizational relationships | | | | | | |
| **Objectives** | | | | | Examination of development process of human resources managament  Introduction of basic functions of human resources management  Evaluation of human resources management by staff and organizations  Discussion of new developments in human resources management field | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | | Learning basic concepts of human reosurces management.  Implementations of human resources management in organizations. | | | | | | |
| **Textbook** | | | | | İnsan Kaynakları Yönetimi, Dursun Bingöl, Beta Yayınları, 2010 | | | | | | |
| **References** | | | | | İnsan Kaynakları Yönetimi, İÜ İşletme Fakültesi İİEAYV Yayını, 2008İnsan Kaynakları Yönetimi, Anadolu Üniversitesi Yayınları, 2007İnsan Kaynakları Yönetimi, Hüseyin Özgen-Azmi Yalçın, Nobel Yayıncılık, 2010 | | | | | | |
| **Requirements** | | | | |  | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Introduction to human resources managament |
| 2 | Job analysis and design |
| 3 | Human resources planning in tourism |
| 4 | Procurement and selection of human resources |
| 5 | Education and development |
| 6 | Career management |
| 7 | Quiz |
| 8 | Performance management |
| 9 | Job evaluation |
| 10 | Wage management |
| 11 | Job principles and discipline |
| 12 | Human resources management and business law |
| 13 | Health and safety of job |
| 14 | Bureaucratic operations and human resources information systems |
| 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** |  | **Course Name** | Tourism and Development |

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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** | | | | | The concept of development and the effects of tourism on the country's development will be discussed. | | | | | | |
| **Objectives** | | | | | The aim of this course is; It is the examination and evaluation of the basic concepts related to tourism economics, the relationship between tourism and development, the economic effects of tourism, tourism demand and supply, market types in tourism, supply-demand balance and price formation in tourism, foreign capital and multinational enterprises in tourism, and the place of tourism in the Turkish economy. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | As a result of this course, students will be able to learn the place of the tourism sector in the country's economy and its role in development. | | | | | | |
| **Outcomes** | | | | | Students who complete the course;  - Understanding development  - Understanding the relationship between tourism and development  - Ability to examine examples from around the world | | | | | | |
| **Textbook** | | | | | * Selman Bayrakcı, Zekeriya Yetiş, Selim Yücel Güleç (2021) Ekonomik kalkınma ve turizm | | | | | | |
| **References** | | | | | Lecture notes, Case studies, Research articles in National and international accepted journals | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software. | | | | | | |

*SBE-OU-02*

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Development and Sophistication |
| 2 | Overview of Development Theories |
| 3 | Methods used to evaluate the regional development-tourism relationship |
| 4 | The contribution of tourism to regional development, the impact of tourism on the development of developing countries |
| 5 | Tourism development processes, problems and tourism policies of countries that generate income from tourism, tourism as a regional development tool in the EU |
| 6 | Economic effects of tourism, socio-cultural effects, environmental effects, sustainable development and sustainable tourism |
| 7 | New trends in tourism, characteristics of different types of tourism and local development strategies |
| 8 | Balanced and Unbalanced Development Theories |
| 9 | The Importance of Tourism in Gross Domestic Product |
| 10 | The Importance of Employment in Terms of Development and the Employment Creation Effect of Tourism |
| 11 | The Role of Tourism in Increasing Investments |
| 12 | The Relationship between Development Tourism and Inflation |
| 13 | The Effect of Tourism on Interregional Balanced Development |
| 14 | The Relationship of Tourism with Other Sectors |
| 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** | 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** |
|  | 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 | | 30 |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other (Article wri.) | | | | 1 | | 30 |
| **Final Exam** | | | | |  | | | | 1 | | 40 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Examination of the foundations of marketing theory | | | | | | |
| **Objectives** | | | | | Understanding the foundations of marketing theory | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | To have ability and skills to be able to carry out or participate in a project in the specialization-required fields of business, analyze the interactions between marketing and other fields, and research a topic related to marketing theory | | | | | | |
| **Outcomes** | | | | | The students will have ability to make contributions to the field of marketing by specializing in researching, analyzing, and interpreting a subject and carrying out a project about marketing theory in regard to universal, local, ethical and cultural values as well as environmental concerns | | | | | | |
| **Textbook** | | | | | Baker M.J. ve Saren M. (2010). Marketing Theory: A Student Text, 2. Baskı, Sage Publications, Londra  Weitz, Barton ve Wensley R. (2002). Handbook of Marketing. Sage Publications, Londra | | | | | | |
| **References** | | | | |  | | | | | | |
| **Requirements** | | | | |  | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Discussing basic concepts |
| 2 | Marketing-Philosophy or Function? |
| 3 | Marketing theory |
| 4 | The relationship between marketing and society |
| 5 | Marketing ethics |
| 6 | History of marketing thought |
| 7 | The economic basis of marketing |
| 8 | The psychological basis of marketing |
| 9 | The sociological basis of marketing |
| 10 | Cultural aspects of marketing |
| 11 | From marketing mix to relationship marketing |
| 12 | The new service marketing |
| 13 | Theory in social marketing |
| 14 | An institutional approach to sustainable marketing |
| 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** | 513911007 | **Course Name** | Sustainable Tourism 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 | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 2 (Article Review) | | 40 |
| Project | | | |  | |  |
| Report | | | | 2 (Current Research) | | 60 |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Problems related to life-support systems and the global environment; The role of the human factor in environmental change; tourism and environmental interactions; Analysis of the relationships between the natural environment, local economy, local people and tourism. Approaches to environmental planning and sustainable tourism management | | | | | | |
| **Objectives** | | | | | Learning sustainable tourism planning approaches and models; understanding tourism policy making processes; Ability to plan sustainable tourism development | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | Supports academic development in the field of Sustainable Tourism | | | | | | |
| **Outcomes** | | | | | The origin of the Concepts of Sustainability and Sustainable Development is understood, and the Importance and Development of Sustainable Tourism is Learned. | | | | | | |
| **Textbook** | | | | | Turizm ve Çevre Yönetimi (Aydın Çevirgen, Cengiz Demir) Stephen A. Roosa (2010) Sustainable Development Handbook, The Fairmont Press, David Weaver (2006) Sustainable Tourism, Elsevier. | | | | | | |
| **References** | | | | | Research articles in national and international literature | | | | | | |
| **Requirements** | | | | | Projectors, Computer | | | | | | |
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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Basic Information and Student Responsibilities |
| 2 | History of Sustainability |
| 3 | The Concept of Sustainable Development and Its Emergence |
| 4 | Important Developments Regarding Sustainable Development |
| 5 | Sustainable Development and Sustainable Tourism Relations |
| 6 | The Relationship Between Sustainable Tourism and Environment |
| 7 | Sustainable Tourism Policies, Principles, Dimensions |
| 8 | Destination Management and Planning Suitable for Sustainable Tourism |
| 9 | Sustainable Tourism Management in Terms of Public Administration and Private Sector |
| 10 | Approaches and Discussions on Sustainable Tourism |
| 11 | Article Presentations |
| 12 | Article Presentations |
| 13 | Report Presentations |
| 14 | Report 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*

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Açıklama otomatik olarak oluşturuldu

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

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| **Course Code** |  | **Course Name** | Psychological Dynamics of Tourism |

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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** | | | | | Attitude and behavior, tourist behavior, tourist motivations, tourist psychology | | | | | | |
| **Objectives** | | | | | Assimilating the psychological dynamics of tourism | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | This course will contribute to understanding the behavior of tourism sector employees and tourists. | | | | | | |
| **Outcomes** | | | | | To gain analysis skills on tourist behavior and motivations | | | | | | |
| **Textbook** | | | | | Ross, G. F. (1998). The Psychology of Tourism. Pearson Education, Australia. | | | | | | |
| **References** | | | | | Konu ile ilgili makaleler | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software. | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Tourist, tourism and psychology |
| 2 | The relationship between tourism, psychology, sociology and social psychology |
| 3 | Motivation and tourist |
| 4 | Attitude and tourist |
| 5 | Personality and tourist |
| 6 | Tourist behavior |
| 7 | Tourist behavior |
| 8 | Tourist-local people relationship |
| 9 | Tourist-employee relations |
| 10 | Tourist-employee relations |
| 11 | Relations between tourists |
| 12 | Relations between tourists |
| 13 | Presentation of research articles |
| 14 | Presentation of research articles |
| 15,16 | Presentation of research articles |

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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** | Fall |

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| **Course Code** | 513911909 | **Course Name** | Gastronomy and Media |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
|  | 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 (Article wri.) | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | To examine Gastronomy World through press’ point of view, to research the possibilities in electronic or printed press in order to make the sector well-known with it’s entrepreneur and creative sides. | | | | | | |
| **Objectives** | | | | | To make the gastronomy sector well-known by creating a close relationship between gastronomy and media. To examine the subjects of production, marketing, running and consuming in gastronomy area through media. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | | Students will be able to Express their personal developments through their blogs or media. They will be able to reveal the stages of preparation, cooking and designing of food by photographs on their blogs and. They will be able to explain the artistic dimensions of gastronomy. | | | | | | |
| **Textbook** | | | | |  | | | | | | |
| **References** | | | | | Scientific magazines about Gastronomy and Media | | | | | | |
| **Requirements** | | | | |  | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Gastronomy |
| 2 | Gastronomy Arts |
| 3 | Innovations and Developments in Gastronomy |
| 4 | Gastronomy and media |
| 5 | Leaders of Gastronomy World |
| 6 | Important People in Gastronomy World |
| 7 | Mid-term exams |
| 8 | Gastronomy authorship |
| 9 | Gurmes of today and tomorrow |
| 10 | Discussion |
| 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.*

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Açıklama otomatik olarak oluşturuldu

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | 513911919 | **Course Name** | Tourist Behavior |

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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 | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | |  | |  |
| Report | | | | 1 | | 60 |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Examination of the basics of tourist behavior | | | | | | |
| **Objectives** | | | | | Addressing consumer behavior in tourism  Understanding both the behavioral and attitudinal aspects of tourists and their travel preferences.  Understanding of basic concepts related to tourist behavior | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | To gain the ability to analyze the basics of tourist behavior | | | | | | |
| **Outcomes** | | | | | Understands tourist behavior and culture  Gain knowledge about the factors affecting tourist behavior  Gain an idea about decision-making processes and tourist typology in tourism  Learns current issues and future trends of tourist behavior. | | | | | | |
| **Textbook** | | | | | Bowen, D., & Clarke, J. (2009). Contemporary Tourist Behaviour: Yourself and Others as Tourists. Wallingford, UK: CABI Publishing | | | | | | |
| **References** | | | | | Swarbrooke, J., & Horner, S. (2007). Consumer Behaviour in Tourism. 2nd edition. Oxford: Butterworth. Heinemann. Gretzel, U., & Jamal, T. (2009). Conceptualizing the Creative Tourist Class: Technology, Mobility, and Tourism Experiences. Tourism Analysis, 14(4), 471-481 Cohen, S. A., Prayag, G. and Moital M. (2014). Consumer behaviour in tourism: concepts, influences and opportunities, Current Issues in Tourism, 17 (10), 872-909. Gnoth, J. and Matteucci X. (2014). A phenomenological view of the behavioural tourism research literatüre, International Journal of Culture, Tourism and Hospitality Research, 8 (1), 3-21. | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Consumer Behavior in Marketing |
| 2 | Tourist Behavior: An Overview |
| 3 | Tourist Behavior: Approaches and Concepts |
| 4 | Tourist Behavior and Culture |
| 5 | Factors Affecting Tourist Behavior - I |
| 6 | Factors Affecting Tourist Behavior - II |
| 7 | MIDTERM |
| 8 | Decision Making Processes in Tourism |
| 9 | Tourist Motivation, Needs and Interest |
| 10 | Personality, Personal Values and Lifestyle |
| 11 | Tourist Typologies: Examples and Approaches |
| 12 | Novelty Seeking Behavior in Destination Selection |
| 13 | Tourist Behavior: Current Issues |
| 14 | Tourist Behavior: Future Trends |
| 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** | Fall |

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| --- | --- | --- | --- |
| **Course Code** |  | **Course Name** | Consumer Culture in Tourism |

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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** | | | | | Social and cultural meanings of tourism consumption  Consumer culture theories in tourism. | | | | | | |
| **Objectives** | | | | | The main aim of the course; to understand tourism consumption in a social or cultural context and to question the act of consumption from a much broader perspective. It is to examine the meanings of consumption by considering tourism consumption from a broader perspective. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | | -Students will be able to research, analyze and interpret a subject or development related to Consumer Culture in Tourism.  -Students will gain the competence to make unique contributions to the field of tourism marketing by having the expertise to develop and carry out projects in the relevant field. | | | | | | |
| **Textbook** | | | | | Baranowski, S., & Furlough, E. (2001). Being elsewhere: Tourism, consumer culture, and identity in modern Europe and North America. University of Michigan Press.  Meethan, K., Anderson, A., & Miles, S. (Eds.). (2006). Tourism, consumption and representation: Narratives of place and self. CABI.  Bocock, R. (2008). Consumption. Routledge.  Current Articles  Slater D. (1997). Consumer Culture & Modernity. Polity Press, Cambridge.  Lury C. (2011). Consumer Culture, Polity Press, Cambridge. | | | | | | |
| **References** | | | | |  | | | | | | |
| **Requirements** | | | | |  | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Meaning, characteristics and elements of culture |
| 2 | Culture-consumption relationship and consumer culture |
| 3 | Examination of consumer culture from a historical perspective |
| 4 | Modernism and consumer culture in tourism |
| 5 | Leisure consumption |
| 6 | Tourism consumption |
| 7 | The relationship between material culture and consumer culture in tourism |
| 8 | Subjects in tourism consumption |
| 9 | Consumer identity projects in tourism |
| 10 | Research in tourism in the context of consumer culture |
| 11 | Research in tourism in the context of consumer culture |
| 12 | Review of research topics |
| 13 | Review of research topics |
| 14 | Presentation and evaluation of research topics |
| 15,16 | Final Exam |

Instructor

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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** | Fall |

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| **Course Code** |  | **Course Name** | Doctoral Thesis Study |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| III | 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 doctoral 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:** 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** |  | **Course Name** | Field of Specialization |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| III | 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 |

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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

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Açıklama otomatik olarak oluşturuldu

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| **Semester** | Spring |

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| **Course Code** | 513911910 | **Course Name** | Investment Projects in Tourism Establishments |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
|  | 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 (Article wri.) | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Project concept and kinds of project, project management and planning phases, designing project team, investigating and allocating project resources, resource providing organizations and agencies and their terms and conditions | | | | | | |
| **Objectives** | | | | | Introducing the concepts and principles about project and project management, methods that can be used in project financing, the units and organizations that support project management and finance, to raise awareness about the application methods for them | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | Project development in enterprises, designing and leading project team, having sufficient academic and practical knowledge about project finance approaches | | | | | | |
| **Outcomes** | | | | | To apply the principles of project management  Skill in creating the project team  To make appropriate planning and adjustments appropriate fort he conditions of projects.  To evaluate the performance of the employees individually or as a group  To investigate the appropriate resources for the projects’ situation.  To plan and practice the optimal use of project resources  To chose the best alternative among the units and organizations that support project management and finance | | | | | | |
| **Textbook** | | | | | Books, articles, reports, official web-sites, data bases about project management and financing | | | | | | |
| **References** | | | | |  | | | | | | |
| **Requirements** | | | | |  | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Project: concept, characteristics and kinds |
| 2 | Basic steps of a project |
| 3 | Project management: Fundamentals, functions, historical development, contemporary forms of application |
| 4 | Project planning |
| 5 | Project organizing |
| 6 | Project Programming and control (CPM, PERT. Etc.) |
| 7 | Midterm exam |
| 8 | Project Programming and control (CPM, PERT. Etc.) |
| 9 | R&D and innovation concepts and using them in enterprises |
| 10 | Approaches of project finance, structure of project companies, risk capital |
| 11 | Parties of project finance, relations and structures of them |
| 12 | Legal and tax issues about project finance |
| 13 | National units and organizations that support project management and finance |
| 14 | International units and organizations that support project management and finance |
| 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** | Spring |

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| --- | --- | --- | --- |
| **Course Code** | 513911911 | **Course Name** | Financial Policies and Strategies in Tourism Industry |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
|  | 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 (Article wri.) | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Definiton and Evolution of Finance Function, Finance Function in Tourism Industry, Conception of Firm Value and Value Based Managemet System, Definition and Importance of Capital Markets, Types of Interest, Time Value of Money and Usage in Finance, Business Capital in Tourism Establishments, Money and Movable Values, Stock Management, Capital Budgeting and Investment Decisions in Tourism Establishments, | | | | | | |
| **Objectives** | | | | | Understanding financial policies and strategies in tourism industry. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | | It provides understanding the importance of finance function, evaluating capital budgets of investment projects, analyzing of pricing models. | | | | | | |
| **Textbook** | | | | | Related articles, thesis and researches | | | | | | |
| **References** | | | | |  | | | | | | |
| **Requirements** | | | | |  | | | | | | |

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| --- | --- |
| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Definiton and Evolution of Finance Function, Finance Function in Tourism Industry, |
| 2 | Conception of Firm Value and Value Based Managemet System, |
| 3 | Definition and Importance of Capital Markets, Types of Interest, |
| 4 | Time Value of Money and Usage in Finance, |
| 5 | Business Capital in Tourism Establishments, |
| 6 | Money and Movable Values, |
| 7 | Mid-Term Exams |
| 8 | Stock Management |
| 9 | Capital Budgeting and Investment Decisions in Tourism Establishments, |
| 10 | Assesing Tourism Investment Projects, |
| 11 | Capital Structure and Capital Cost in Tourism Industry |
| 12 | Risk and Income Concepts |
| 13 | Portfolio Risk and Calculating of Expected Income |
| 14 | Measuring of Portfolio Performance |
| 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

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

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| --- | --- | --- | --- |
| **Course Code** |  | **Course Name** | Employment Problems 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** | | | | | Analysis of the labor market, employment problems in tourism, solutions to employment problems. | | | | | | |
| **Objectives** | | | | | Analyzing the labor market in tourism, identifying problems and proposing solutions. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | | Will be able to bring solutions and innovations for the labor market. | | | | | | |
| **Textbook** | | | | | Cem, Kılıç, 2000 Turizm Sektöründe İstihdamın Niteliğini Etkileyen Faktörler ve Türkiye'de Beş Yıldızlı Otellerin Analizi, Gazi Kitabevi | | | | | | |
| **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 | Analysis of the labor market |
| 2 | Analysis of the labor market |
| 3 | Unregistered employment and wages |
| 4 | Unregistered employment and wages |
| 5 | Unregistered employment in the process of globalization |
| 6 | Unregistered employment in the process of globalization |
| 7 | MIDTERM |
| 8 | Political measures to combat unregistered employment in Turkey |
| 9 | Political measures to combat unregistered employment in Turkey |
| 10 | Political measures against unregistered employment in EU countries |
| 11 | Political measures against unregistered employment in EU countries |
| 12 | Employment analysis in tourism |
| 13 | Employment analysis in tourism |
| 14 | Solution suggestions to employment problems in tourism |
| 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** |  | **Course Name** | Risk and Crisis Management in Tourism Businesses |

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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 | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Concepts, Characteristics, Types, Causes of Crisis and Financial Crisis in Tourism Enterprises; Crisis management; Financial Risks and Their Interactions, National and International Financial Crisis Chronologies, Solution Approaches. | | | | | | |
| **Objectives** | | | | | Understanding the financial crisis process, understanding crisis indicators and their uses, discussing approaches to crisis management and experiences gained. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | Ability to evaluate the financial crisis process in Tourism Enterprises, see the threats and opportunities it contains, apply the principles of crisis management, and guide businesses by reading the indicators. | | | | | | |
| **Outcomes** | | | | | Ability to know the stages of the crisis process and understand the current and future situation in practice. Ability to read and interpret financial risk and crisis indicators. | | | | | | |
| **Textbook** | | | | | Koçel Tamer, İşletme Yöneticiliği, 8.b., Beta Basım Yayım Dağıtım A.Ş.,  Parsons Will , “Crisis Management”, Career Development International,  Tutar Hasan, Kriz ve Stres Ortamında Yönetim, Hayat Yayıncılık, İletişim, Eğitim Hizmetleri ve Ticaret Ltd. Şti., İstanbul, 2000 | | | | | | |
| **References** | | | | | All kinds of books, articles, reports, official websites and data banks regarding financial risk and crisis processes.management. | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software. | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | System Approach and Risk - Crisis Concept |
| 2 | Crisis in Tourism Enterprises, Crisis Management |
| 3 | Financial and Economic Crises, Types, Characteristics, Triggering Mechanisms |
| 4 | Basic Financial Risks: Liquidity Risk, Evaluation in Terms of Crises |
| 5 | Basic Financial Risks: Interest Rate Risk, Evaluation in Terms of Crises |
| 6 | Crisis Management Processes |
| 7 | Midterm |
| 8 | Crisis Management examples |
| 9 | Liberalization Policies, Applications of Liberalization Policies in Turkey |
| 10 | 1994 Crisis and the Evolution of SDIF |
| 11 | Positive and Negative Effects on IMF and Financial Crisis Solutions |
| 12 | Asian and Russian Crisis Processes, Brazil and Argentina Crisis Processes |
| 13 | 2001 Crisis and Restructuring Approaches |
| 14 | Mortgage Crisis and Global Crisis |
| 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

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

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| **Course Code** | 513912006 | **Course Name** | Sociological Foundations of Tourism |

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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 | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 2 (Article Review) | | 40 |
| Project | | | |  | |  |
| Report | | | | 2 (Current Research) | | 60 |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Explaining the sociological roots of tourism, examining and interpreting case studies on basic issues in the field of tourism. | | | | | | |
| **Objectives** | | | | | Ensuring the development of pre-work ideas and thoughts by examining case studies on basic issues in the field of tourism from a sociological perspective. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | Understanding social relations in tourism contributes to professional success | | | | | | |
| **Outcomes** | | | | | Defines problems related to human relations in the tourism sector.  Understands social problems in tourist areas.  Gains long-term planning skills and makes strategic plans.  Prepares and evaluates case studies. | | | | | | |
| **Textbook** | | | | | Henry Tischler (2011) Introduction to Sociology, Wadsworth.  Cevdet Avcıkurt (2023) Turizm Sosyolojisi, Detay Yayınevi | | | | | | |
| **References** | | | | | Research articles in national and international literature | | | | | | |
| **Requirements** | | | | | Projectors, Computer | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Basic Information and Student Responsibilities |
| 2 | Basic Concepts About Sociology |
| 3 | Sociological Paradigms Explaining Social Development |
| 4 | Social Interaction |
| 5 | Social Classes and Their Impact on Tourism |
| 6 | Population Development and Social Change |
| 7 | Impacts of Tourism on Local Community |
| 8 | Cultural Dimension of Tourism |
| 9 | Local Community and Tourist Relations |
| 10 | Tourist Typology and Behaviors |
| 11 | Article Presentations |
| 12 | Article Presentations |
| 13 | Report presentations |
| 14 | Report 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** | Spring |

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| **Course Code** | 513911915 | **Course Name** | Organization Theories |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
|  | 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 | | 50 |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Other (Article wri.) | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 50 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Philosophical and sociological essentials, historical development, precessor studies of organizational studies, structural condition dependence, resource dependence, trading cost, organizational ecology, corporate, critical and post-modern approach and examination of theories, discussion of future of organizational theory | | | | | | |
| **Objectives** | | | | | Examination of theories that are developed to understand and explain organizational facts | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | | Recognizing of organizational theories  Being able to associate between organizational theories and organizational problems | | | | | | |
| **Textbook** | | | | | A. S. Sargut ve Ş. Özen (Der.). Örgüt Kuramları. Ankara: İmge, 2007 | | | | | | |
| **References** | | | | | Perrow, C. 1986. Complex organizations: A critical essay. 3rd ed., New York Random HouseScott, R. 1998. Organizations: Rational, natural and open systems, 4th ed., New York: Prentice HallHaridimos Tsoukas ve Christian Knudsen (Der) The Oxford Handbook of Organization Theory: Meta-Theoretical Perspectives. Oxford: Oxford University Press, 2003 | | | | | | |
| **Requirements** | | | | |  | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | General view to organizational studies |
| 2 | General view to organizational studies |
| 3 | Historical development of organizational studies |
| 4 | Early period studies that form essentials of organizational theories |
| 5 | Condition dependence and configuration approaches |
| 6 | Social act and strategic selection approaches |
| 7 | Resource dependence theory |
| 8 | Midterm Exam |
| 9 | Organizational Economy: Trading cost and mediator theories |
| 10 | Organizational ecology theory |
| 11 | New corporate theory: Former considerations and maturation |
| 12 | New corporate theory: Current developments |
| 13 | Social sedentation, organizational system mechanism and social capital |
| 14 | New marxist/criticial and post-modern approaches |
| 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** | Spring |

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** |  | **Course Name** | Marketing Research in Tourism |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | | 1 | | 60 |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Basic concepts related to marketing research, sampling-Data and information collection methods and tools in marketing research, preparation of collected information and data for analysis, research planning and experimental series, research models-Measurement and analysis in marketing research. | | | | | | |
| **Objectives** | | | | | The main objective of the marketing research course is to determine any problem in marketing and to collect, analyze, interpret and analyze the information for the purpose of solving this problem and to make the necessary suggestions about the solution of the problem. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | |  | | | | | | |
| **Textbook** | | | | | Related articles, research, theses | | | | | | |
| **References** | | | | |  | | | | | | |
| **Requirements** | | | | | Projection and Computer | | | | | | |

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| --- | --- |
| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Basic concepts related to marketing research course |
| 2 | Sampling-data and information collection methods and tools in marketing research, Preparation of collected information and data for analysis |
| 3 | Research planning. |
| 4 | Research models-measurement and scaling in marketing research. |
| 5 | Introduction to analysis of interest, chi-square analysis and its applications. Correlation analysis, correlation analysis applications |
| 6 | Factor analysis, factor analysis applications |
| 7 | Midterm exam |
| 8 | Package program applications |
| 9 | Package program applications |
| 10 | Package program applications |
| 11 | Project Presentation |
| 12 | Project Presentation |
| 13 | Project Presentation |
| 14 | Project Presentation |
| 15,16 | Final |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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*

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Açıklama otomatik olarak oluşturuldu

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** |  | **Course Name** | World Tourism Trends |

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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** | | | | | Current and future tourism trends | | | | | | |
| **Objectives** | | | | | The aim of this course is to have information 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** | | | | | Dünya turizm hareketlerinin dünü ve bugünü hakkında analiz yeteneği kazanmış olmak | | | | | | |
| **Textbook** | | | | | Sharpley, R. The Study of Tourism: Past Trends and Future Directions. Routledge Aydın, Ş. ve Boz, M. (Ed.) (2021). Turizmde Güncel Konu ve Eğilimler. Ankara: Detay Yayıncılık | | | | | | |
| **References** | | | | | Articles on current tourism issues | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software. | | | | | | |

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| --- | --- |
| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Current tourism movements in the world |
| 2 | Current tourism movements in Turkey |
| 3 | The effects of technological development on the world tourism movement |
| 4 | Sustainable tourism in a changing world |
| 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 | Africa's place in world tourism movements |
| 9 | Europe's place in world tourism movements |
| 10 | America's place in world tourism movements |
| 11 | The place of the Mediterranean basin in world tourism movements |
| 12 | The impact of crises on world tourism movements |
| 13 | Presentation of research articles |
| 14 | Presentation of research articles |
| 15,16 | Presentation of research articles |

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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** | 513911918 | **Course Name** | New Trends at F&B Businesses |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
|  | 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 (Article wri.) | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Molecular Gastronomy, fast food trend, slow food and slow fish trend, eating atmosphere and effects, ekological food and use at F&B businesses, city cuisines, themed restaurant sandbars, new approaches on food safety, franchising at F&B businesses, world’s best restaurants, food stylists, comestible flowers | | | | | | |
| **Objectives** | | | | | Examining of new trends and developments at F&B Businesses  Analyzing new developments and processes at F&B Businesses | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | Students will be able to follow and learn the developments in gastronomy and culinary sciences area  They will gain knowledge about new trends, movements and their features at F&B businesses | | | | | | |
| **Outcomes** | | | | | Students will gain knowledge about the developments at F&B businesses | | | | | | |
| **Textbook** | | | | |  | | | | | | |
| **References** | | | | | Scientific magazines about F&B and Gastronomy | | | | | | |
| **Requirements** | | | | |  | | | | | | |

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| --- | --- |
| **Syllabus** | |
| **Week** | **Topics** |
| 1 | General Look to the F&B Businesses |
| 2 | Molecular Gastronomy |
| 3 | Fast Food Movement |
| 4 | Slow Food and Slow Fish Movement |
| 5 | Ekological Food and Theiruse At F&B Businesses |
| 6 | City Cuisines, Themed Restaurants and Bars |
| 7 | Mid-Term Exams |
| 8 | New Approaches on Food Safety |
| 9 | Franchising at F&B Businesses |
| 10 | World’s Best Restaurants |
| 11 | Food Stilists, Comestible Flowers |
| 12 | Discussions |
| 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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Açıklama otomatik olarak oluşturuldu

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

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| --- | --- | --- | --- |
| **Course Code** |  | **Course Name** | Academic Writing and Critical Reading |

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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 | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | | 1 | | 40 |
| Report | | | |  | |  |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | This course teaches the structure and content of professional research. | | | | | | |
| **Objectives** | | | | | The aim of this course is to enable students to develop critical thinking and academic writing skills in order to write a professional research report and composition. This course includes contemporary, descriptive, argumentative and analytical topics written in the field of tourism management. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | | Writing academic papers by applying the writing process and using appropriate sources. -To develop critical thinking abilities and skills throughout the research and writing process. -To gain awareness of research methods in order to develop a research plan | | | | | | |
| **Textbook** | | | | | Metherell, J.R., & Winkler, A.C. (2011). Writing the Research Paper: A Handbook (8th ed.). Wadsworth, Cengage Learning. | | | | | | |
| **References** | | | | | Blaxter, L., Hughes, C., & Tight, M. (2004). How to Research. (3rd ed.). Open University Press. | | | | | | |
| **Requirements** | | | | | Projectors, Computer, Statistics Software. | | | | | | |

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|  |  |
| --- | --- |
| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Introduction to the research process, research question selection |
| 2 | Generating research hypotheses |
| 3 | Source research and writing |
| 4 | Source research and writing |
| 5 | Planning and writing the literature review |
| 6 | Planning and editing the article draft |
| 7 | Conducting primary research: survey and interview |
| 8 | Writing article sections: |
| 9 | Write an introductory paragraph draft |
| 10 | Writing drafts of main paragraphs |
| 11 | Writing the findings section |
| 12 | Write a concluding paragraph draft |
| 13 | Review studies |
| 14 | Review 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. | | | | |

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Prof. Dr. Cihan SEÇİLMİŞ

Instructor

*SBE-OU-02*

metin içeren bir resim

Açıklama otomatik olarak oluşturuldu

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** |  | **Course Name** | Theory-based Model Development |

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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 | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Research model | | | | 1 | | 60 |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | In our course, firstly, the concept of theory will be discussed from a broad perspective. How it is based on theory while drawing research models will be explained in the context of theory and research models. In addition, it will be shown in detail how the hypotheses are explained by theory | | | | | | |
| **Objectives** | | | | | The aim of this course is to enable doctoral students to learn the theory and research model as a whole before starting the thesis. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | As a result of this course, students will be based on the theoretical basis of the problems in the tourism sector or the researches they design for the future of the sector. In this way, research that will be accepted in international journals will make a significant contribution to professional development | | | | | | |
| **Outcomes** | | | | | Students who complete the course;  - grasp the theory  - Designing research  - Explaining hypotheses with theory  - Explaining research models with theory  - Making contributions to theories  - Presenting theoretical justifications when analyzing events in the tourism sector | | | | | | |
| **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 theory? |
| 2 | Quantitative research methods (supported by theory) |
| 3 | Mixed research methods (supported by theory) |
| 4 | Theory-based hypothesis development |
| 5 | Theory-based research model |
| 6 | Structural analysis programs to test theoretical models |
| 7 | Differences between hypothesis and theory |
| 8 | Research models supported by two theories |
| 9 | Adapting different theories to tourism literature |
| 10 | Supporting the theory-based research model with literature |
| 11 | Contribution to the literature |
| 12 | Contribution to theory |
| 13 | Contribution to the application |
| 14 | Theoretical research proposals |
| 15,16 | Research model |

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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*

metin içeren bir resim

Açıklama otomatik olarak oluşturuldu

|  |  |
| --- | --- |
| **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** |
| III | 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

*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** | Doctoral Thesis Study |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| III | 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 doctoral 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:** 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** |  | **Course Name** | Field of Specialization |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| III | 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 |

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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

*SBE-OU-02*

metin içeren bir resim

Açıklama otomatik olarak oluşturuldu

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

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| **Course Code** | 513911013 | **Course Name** | New Media and Electronic Communication in Tourism |

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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 | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | |  | |  |
| Report | | | | 1 | | 60 |
| Other… | | | |  | |  |
| **Final Exam** | | | | |  | | | |  | |  |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | |  | | | | | | |
| **Objectives** | | | | | To have doctoral level knowledge and conduct research on new media and electronic communication in tourism. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | |  | | | | | | |
| **Outcomes** | | | | | They gain knowledge about new media  Have knowledge about electronic communication techniques | | | | | | |
| **Textbook** | | | | |  | | | | | | |
| **References** | | | | | Current and academic articles | | | | | | |
| **Requirements** | | | | |  | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Discussions within the scope of new media and communication technologies |
| 2 | Readings within the scope of new media and communication technologies |
| 3 | Determining a research topic within the scope of new media and communication technologies |
| 4 | Determining a research topic within the scope of new media and communication technologies |
| 5 | Finalizing the research model and topic |
| 6 | Writing an introduction for the research to be done |
| 7 | Writing literature for the research to be done |
| 8 | Writing literature for the research to be done |
| 9 | Data collecting |
| 10 | Data collecting |
| 11 | Data analysis for the selected topic within the scope of new media and communication technologies |
| 12 | Data analysis for the selected topic within the scope of new media and communication technologies |
| 13 | Writing conclusions and reviews |
| 14 | General evaluation |
| 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*