**T.C**

**MUNZUR ÜNİVERSİTESİ**

**PERTEK SAKİNE GENÇ MESLEK YÜKSEKOKULU**

**TOURISM AND HOTEL ADMİNİSTRATION DEPARTMENT**

**FIRST SEMESTER**

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|  | **Course Code** | **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| 1 | ATB 193 | History of Atatürk Principles and Revolution I | C | 2 | 0 | 2 | 2 |
| 2 | TDB 103 | Turk Language I | C | 2 | 0 | 2 | 2 |
| 3 | YDB 131 | English I | C | 4 | 0 | 4 | 5 |
| 4 | ENF 101 | Basic Information Technology I | C | 1 | 2 | 3 | 3 |
| 5 | MUH 109 | Business Mathmatics | C | 2 | 0 | 2 | 2 |
| 6 | TOİ 101 | Front Office Operations | C | 3 | 0 | 3 | 4 |
| 7 | TOİ 110 | Hotel Managment | C | 2 | 1 | 3 | 4 |
| 8 | TOİ 109 | Introduction to Tourism | C | 2 | 1 | 3 | 4 |
| 9 | TOİ 107 | Tourism Economics | C | 3 | 0 | 3 | 4 |
| Total |  | 21 | 4 | 25 | 30 |

**SECOND SEMESTER**

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|  | **Course Code** | **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| 1 | ATB 194 | History of Atatürk Principles and Revolution II | C | 2 | 0 | 2 | 2 |
| 2 | TDB 104 | Turk Language II | C | 2 | 0 | 2 | 2 |
| 3 | YDB 132 | English II | C | 4 | 0 | 4 | 5 |
| 4 | ENF 102 | Basic Information Technology II | C | 1 | 2 | 3 | 3 |
| 5 | MUH 110 | General Accounting | C | 2 | 0 | 2 | 2 |
| 6 | BRO 109 | Communication | C | 2 | 1 | 3 | 4 |
| 7 | TOİ 104 | Food and Beverage Managment | C | 2 | 1 | 3 | 4 |
| 8 | TOİ 108 | Cuisine Managment | C | 2 | 1 | 3 | 4 |
| 9 | TOİ 229 | House Keeping Managment | C | 2 | 1 | 3 | 4 |
| Total |  | 19 | 6 | 25 | 30 |

**THIRD SEMESTER**

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|  | **Course Code** | **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| 1 | TOİ 217 | Hotel Automation Systems -I | C | 2 | 1 | 3 | 4 |
| 2 | TOİ 209 | Management and Organization | C | 3 | 0 | 3 | 4 |
| 3 | TSİ 207 | Travel Agency | C | 2 | 1 | 3 | 4 |
| 4 | TOİ 201 | Tourism Marketing | C | 2 | 1 | 3 | 4 |
| 5 | YDB 221 | English for Job -I | C | 4 | 0 | 4 | 5 |
| Total |  | 13 | 3 | 16 | 21 |
| Optional Courses (Total 9 Credit Can Be Selected) |
| 1 | TOİ 203 | \*Congress and Fair Management | O | 2 | 1 | 3 | 3 |
| 2 | TOİ 215 | Industrial Food Production | O | 2 | 1 | 3 | 3 |
| 3 | TOİ 205 | Cost Analysis in Tourism Enteeprises | O | 2 | 1 | 3 | 3 |
| 4 | TOİ 226 | Accounting in Accomidation Enterprises | O | 2 | 1 | 3 | 3 |
| 5 | TOİ 207 | \*Digitalization in Tourism Enteeprises | O | 2 | 1 | 3 | 3 |
| 6 | TOİ 221 | Special Interest Toursim | O | 3 | 0 | 3 | 3 |
| 7 | TOİ 237 | Customer Relation Management | O | 3 | 0 | 3 | 3 |
| Total |  | 16 | 5 | 21 | 21 |

**FORTH SEMESTER**

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|  | **Course Code** | **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| 1 | TTİ206 | Hotel Automation Systems -II | C | 2 | 1 | 3 | 4 |
| 2 | TOİ 220 | Reseach Techniques and Directed Study | C | 2 | 1 | 3 | 4 |
| 3 | TOİ 235 | Türkiye Tourism Geography | C | 3 | 0 | 3 | 4 |
| 4 | TTİ202 | Room Division Management | C | 2 | 1 | 3 | 4 |
| 5 | TTİ210 | English for Job -II | C | 4 | 0 | 4 | 5 |
| Total |  | 13 | 3 | 16 | 21 |
| Optional Courses (Total 9 Credit Can Be Selected) |
| 1 | TOİ 212 | \*Enterpreneurship | O | 2 | 1 | 3 | 3 |
| 2 | TOİ 218 | Ethics in Tourism Enterprizes | O | 3 | 0 | 3 | 3 |
| 3 | TTİ208 | Furniture and Room Design | O | 2 | 1 | 3 | 3 |
| 4 | TOİ 222 | Tourism and Enviroment | O | 3 | 0 | 3 | 3 |
| 5 | TOİ 224 | Financial Management in Accomidation Enterprises | O | 2 | 1 | 3 | 3 |
| 6 | ÇEP 202 | Labor and Social Securiity Low | O | 3 | 0 | 3 | 3 |
| 7 | İŞP 220 | Human Resources Management | O | 3 | 0 | 3 | 3 |
| 8 | TOİ 236 | \*Recreation and Animation | O | 2 | 1 | 3 | 3 |
| 9 | TOİ 238 | Reservation Systems in Tourism Enteeprises | O | 2 | 1 | 3 | 3 |
| Total |  | 22 | 5 | 27 | 27 |

**T.C**

**MUNZUR ÜNİVERSİTESİ**

**PERTEK SAKİNE GENÇ MESLEK YÜKSEKOKULU**

**Otel, Lokanta ve İkram Hizmetler Bölümü / Turizim ve Otelcilik Programı Ders İçerikleri**

**FIRST SEMESTER**

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Turk Language -I** | **C** | **2** | **0** | **2** | **2** |
|  Purpose and operation of the course; Definition of language and its place in human life, differences between spoken and written language; Features of language, reading and comprehension methods; Punctuation; The place of the Turkish language among world languages, the differences between Polish, accent and dialect; Dialects, accents and dialects of the Turkish language; Historical development of the Turkish language and its major works; Writing rules; Phonology and sound features of Turkish; Changing and unchanging elements of culture; Roots and suffixes, plan in writing text types, how to make a good plan? Form writings: petition, minutes, report. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **History of Atatürk Principals and Revolution -I** | **C** | **2** | **0** | **2** | **2** |
| Basic Concepts of the Course and the Renewal of the Ottoman Empire; Developments in Europe; Industrial Revolution and French Revolution; New Ottomans, Constitutional Monarchy, Committee of Union and Progress; Causes of World War I; World War I and the Partition Process of the Ottoman Empire; National Struggle Preparation Period; Congresses; Sivas Congress, the Last Ottoman Parliament and the National Pact; Turkish Grand National Assembly Period; Creation of Facades; Treaty of Lausanne; Foreign policy. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **English -I** | **C** | **4** | **0** | **4** | **5** |
| 1 a. Personal pronouns (he, she, they) b. Present Tense ?to be? verb c. ?to be? Verb positive, negative, question forms d. Nouns: singular, plural e. Countries and nationalities f. Reading passage; 2 a. Personal pronouns (he, she, they) b. Present Tense ?to be? verb c. ?to be? Verb positive, negative, question forms d. Nouns: singular, plural e. Countries and nationalities f. Reading passage; 3 a. Numbers b. There is / There are c. Tokens d. Demonstrative pronouns: this, that e. Reading passage; 4- a.Numbers b. There is / There are c. Tokens d. Demonstrative pronouns: this, that e. Reading passage; 5 a. Present Tense b. Adverbs of time in Simple Present Tense c. Possession: Have got / Has got d. Expressions of quantity: some, any, no e. Reading passage; 6- a. Present Tense b. Adverbs of time in Simple Present Tense c. Possession: Have got / Has got d. Expressions of quantity: some, any, no e. Reading passage; 7 - a. Countable and uncountable nouns b. Expressions of quantity: a few , a little c. Question words: how much, how much d. Possessive pronouns. Prepositions of time (in, on, at) f. Reading passage; 8- a.Countable and uncountable nouns b. Expressions of quantity: a few , a little c. Question words: how much, how much d. Possessive pronouns. Prepositions of time (in, on, at) f. Reading passage; 9 - a. Prepositions of place b. Object pronouns c. Possessive adjectives d. Other prepositions e. Reading passage; 10- a. Prepositions of place b. Object pronouns c. Possessive adjectives d. Other prepositions e. Reading passage; 11- a. Modals: must, mustn't b. Modals: can, cannot c. Ownership d. Question tags e. Reading passage; 12- a. Modals: must, mustn't b. Modals: can, cannot c. Possession 's d. Question tags e. Reading passage; 13- a. Modals: must, mustn't b. Modals: can, cannot c. Possession 's d. Question tags e. Reading passage. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Basic Information Technology -I** | **C** | **2** | **1** | **3** | **3** |
| General Concepts; Operating System and File Management; Operating System and File Management; Google Mail and Google Calendar, Google Document Service (Docs) and Google Journal (Blog); MS POWERPOINT – Basic Settings, Creating Presentations, Text, Images and Table; MS POWERPOINT – Graphics and Drawing Objects, Screen Show Effects, Slide Show and Output Preparation; MS WORD – First Steps to Word Processing and Basic Operations; MS WORD - Formatting (Text, Paragraph, Document); MS WORD - Objects (Table, Picture, Image, Graphic) and Printing; MS EXCEL - Preparation of Graphics, Page Structure and Outputs. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Business Mathmatics**  | **C** | **2** | **0** | **2** | **2** |
| Percentage and Thousand concepts; Ratio and Proportion concepts, direct, inverse and combined proportion; Cost and Sales Calculations; Calculating the profit and loss amount according to the ratio given over the cost. Calculation of profit and loss amount according to the ratio given on sales; The concept of interest and simple interest calculations; The concept of interest and simple interest calculations; Simple interest and simple interest calculations; Compound interest concept and calculations; Compound interest concept and calculations; Discount concept and simple discount calculations; Compound discount calculations; Concepts of mixture and composition, calculations related to proportional division calculations; Annuities and debt amortization. |

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| **Cources** | C/O | Theory | Practice | Credit | ECTS |
| **Front Office Operations** | **C** | **3** | **0** | **3** | **4** |
| Hotel management scheme; Front office department location, importance, management scheme; Duties of the front office department; Rules to be followed in the front office department; General qualifications of front office staff; Duties, powers and responsibilities of the front office manager; Reservation and Reception officer duties and qualifications; Operations carried out by the reception in shifts A, B and C; Front Cashier, duties and qualifications; Concierge, switchboard officer duties and qualifications; Relations of the front office with other departments; Front Office Housekeeping; Room sales and presentation techniques. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Hotel Management** | **C** | **2** | **1** | **3** | **4** |
| Overview of accommodation establishments; Development and Characteristics of the Hotel Industry; Management in hotel businesses; Human resources management in hotel businesses; Marketing in hotel businesses; Accounting in hotel businesses; Purchasing in Hotel Businesses; Front office services in hotel businesses; Housekeeping services in hotel businesses; Food and beverage services and cost control in hotel businesses; Kitchen services in hotel businesses; Request services in hotel businesses; Security in hotel businesses. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Introduction to Tourism** | **C** | **2** | **1** | **3** | **4** |
| Tourism and Tourist Concepts; Types of Tourism; Factors Affecting the Development of Tourism; Tourism Industry; Tourism Demand; Tourism and Economic Environment Relations; Tourism and social-environmental relations; Tourism and Physical Environment Relations; Tourism in Turkey; Problems of the Tourism Sector; International Tourism; Future trends in international tourism; Future trends in Turkish tourism. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Tourism Economics** | **C** | **3** | **0** | **3** | **4** |
| Conceptual framework regarding economy and tourism in general; Demand in tourism, demand formation, demand curve, demand elasticity; Supply in tourism, supply formation, supply curve, supply elasticity; Tourism market and price formation in the tourism market; Consumer behavior in tourism; Production and firm behavior in tourism; Profit maximization and company balance in tourism businesses; Markets and tourism; The place and importance of the tourism sector in the economy; Measuring the economic impacts of tourism; An overview of economic planning and policies in tourism; European union tourism policies. |

**SECOND SEMESTER**

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Turk Language -II** | **C** | **2** | **0** | **2** | **2** |
| Word types, novel and story types; Dictionary use; Linguistic Mistakes in Written and Visual Media; Supra-sentence language structures; Paragraphandtext; Words in Terms of Meaning; Paragraph writing; paragraph types and features; Paragraph writing; paragraph types and features; Vocabulary of Turkish: Idioms, Proverbs and Formulaic Words; Current problems of Turkish; Verbal expression (Main features to be considered in diction); Verbal expression (Main features to pay attention to in diction) |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **History of Atatürk Principals and Revolution - II** | **C** | **2** | **0** | **2** | **2** |
| Political Revolutions (Abolition of the Sultanate, Proclamation of the Republic, Abolition of the Caliphate); Political Sects and Social Events Established During Atatürk's Era; Legal Revolutions and New Legal Order; Revolutions in the Field of Education; Revolutions in the Cultural and Social Fields; Revolutions in the Economic Field; Atatürk Era Foreign Policy I (1923-1930); Ataturk Principles II; Ataturk. Post Türkiye |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **English -II** | **C** | **4** | **0** | **4** | **5** |
| 1 a. Present Tense Affirmative-negative and question b. Adverbs of time in the Present Tense c. Past Tense (Introduction); 2 a. Present Tense Affirmative-negative and question b. Adverbs of time in the Present Tense c. Past tense; 3 a. Past Tense: positive, negative, question b. Adverbs of time in the Past Tense c. Regular-irregular verbs; 4- a. Past Tense: positive, negative, question b. Adverbs of time in the Past Tense c. Regular-irregular verbs; 5 a. Comparative Adjectives b. Regular adjectives c. Irregular adjectives e. Reading passage; 6- a. Comparative Adjectives b. Regular adjectives c. Irregular adjectives e. Reading passage; 7- a. Past Continuous Tense b. Adverbs of time c. Telling stories d. Reading passage; 8- a. Past Continuous Tense b. Adverbs of time c. Telling stories d. Reading passage; 9- a. Simple Future Tense (will) b. Planned Future Tense (be going to) c. Reading passage; 10- a. Simple Future Tense (will) b. Planned Future Tense (be going to) c. Reading passage; 11- a. Adjectives b. Verb + adjective c. Adverbs d. Adverbs of situation, place and time e. Reading passage; 12- Adjective Clauses (Relative Clauses): who, which, that, whose, whom b. Reading passage; 13- a. Adjective Clauses (Relative Clauses):  |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Basic Information Technology -II** | **C** | **2** | **1** | **3** | **3** |
| MS WORD - Objects (Table, Picture, Image, Graphic) and Printing; MS WORD - Objects (Table, Picture, Image, Graphic) and Printing; MS EXCEL - Home, Cells and Worksheets; MS EXCEL- Home, Cells and Worksheets; MS EXCEL - Formatting, Formulas and Functions; MS EXCEL - Formatting, Formulas and Functions; MS EXCEL - Formatting, Formulas and Functions; MS EXCEL - Preparing Graphics, Page Structure and Outputs; Designing a Web Page in Front Page. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **General Accounting** | **C** | **2** | **0** | **2** | **2** |
| Definition, objectives and basic concepts of accounting; General principles of accounting; Account concept and registration methods; Balance sheet and opening record at the beginning of the period; Journal ledger and end-of-period accounting transactions; Registration and operation of balance sheet active accounts; Recording and functioning of income statement accounts; Examination and processing of cost accounts. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Communication** | **C** | **2** | **1** | **3** | **4** |
| Basic elements of communication; Communication in terms of operation; Communication systems, formal communication, top-down communication, horizontal communication, cross-communication, extra-organizational communication; Communication between groups and organizations; Communication barriers, barriers that disrupt communication, limitations due to personal obstacles, limitations due to interruptions, language and expression difficulties; Verbal communication, effective speaking techniques, listening techniques, empathic interaction; Nonverbal communication, elements of nonverbal communication, body language, use of space, classification of body language; Written communication, written documents used in business life, positive and negative aspects of written communication; Information technologies in communication; Communication in the information society; Relationship between communication and ethics; Determining ethical principles and rules in communication. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Food and Beverage Management** | **C** | **2** | **1** | **3** | **4** |
| Introduction to the Food and Beverage Industry and Food and Beverage Management; Establishment Studies and Research in Food and Beverage Businesses; Food and Beverage Department and; Hygiene, Sanitation and Safety in Food and Beverage Businesses; Nutrition principles; Menu planning; Service types; Production (Kitchen); Bar-Beverage Information and Service; Food and Beverage Cycle and Cost Control; Dealing with Guest Relations and Complaints; Food and Beverage Services Marketing; Application and general repetition. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Cuisine Management** | **C** | **2** | **1** | **3** | **4** |
| Historical Development of Cuisine; Kitchen management and Organization (Kitchen's relations with other departments, Small-medium-large kitchen organizations; Kitchen Management and Organization (Job descriptions of employees working in kitchen organizations; Basic Kitchen Production Information (Kitchen Plan, Physical features of the Kitchen); Basic Kitchen Production Information (Kitchen materials, Kitchen equipment and tools, Kitchen safety; Cleaning, Health, Hygiene and Food Safety Systems in the Kitchen (Hygiene and Sanitation, Equipment cleaning and health, Food cleaning and health); Cleaning, Health, Hygiene and Food Safety Systems in the Kitchen (Do not cause food pollution). Factors that cause and impair safety, Guda poisoning and first aid); Cleaning, Health, Hygiene and Food Safety Systems in the Kitchen (Food safety systems; HACCP, GMP); Menu (Menu planning, Presentation of the menu, content of the menu); Menu (classic menu, Modern menu); Food Production Costs; Nutrition, Food Groups and the Importance of Nutrition; Basic Cooking Methods Used in International Cuisines. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **House Keeping Management** | **C** | **2** | **1** | **3** | **4** |
| Diagnosis and organization of the housekeeping department; Personnel affairs in the housekeeping department; Management functions in the housekeeping department; Planning in the housekeeping department; Information flow in the housekeeping department; Control in the housekeeping department; Budgeting in the housekeeping department; Materials used in the housekeeping department; Cleaning and hygiene in the housekeeping department; Decoration of customer rooms in the housekeeping department; Hygiene and Safety; Laundry management in the housekeeping department. |

**THIRD SEMESTER**

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Hotel Automation Systems -I** | **C** | **2** | **1** | **3** | **4** |
| The importance of automation relationships between front office and housekeeping; Basic concepts about package programs and Fidelio; General examination of menus and submenus in the Fidelio program; Creating a guest profile in the Fidelio program; Tabs on the profile (More field, marketing, linked profile, family tab); Tabs on the profile (More field, marketing, linked profile, family tab); Agency/company profile creation |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Management and Organization** | **C** | **3** | **0** | **3** | **4** |
| Importance of Management and Organization in Business Administration; Concepts of management and organization; Evolution of management thought: Classical Management Thought; Evolution of management thought: Neo-classical Management Thought; Evolution of management thought: Modern Management Thought; Organization and its environment and modern management thought; Management Functions: Planning and Decision Making; Management Functions: Organizing; Management Functions: Directing; Management Functions: Leadership, Motivation, Communication, Decision making; Change and conflict management. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Travel Agency** | **C** | **2** | **1** | **3** | **4** |
| Historical Development of Travel and Travel Businesses (WorldAndTurkey); Distribution System in Tourism and the Place and Importance of Travel Businesses; Organizational Structure and Legal Legislation in Travel Businesses; Travel Agencies and Their Functions from Travel Industry Businesses; Activities of Travel Agencies (Types of Reservation Transactions); Activities of Travel Agencies (Ticketing Transactions); Package Tour, Tour Types and Staff Working in Tours; Activities of Travel Agencies (Passport Procedures, Customs and Visa Procedures; Tour Planning (Preparation); Destination Selection, Purchasing Transactions, Determination of Complementary Services and Price; Tour Operators and Tour Wholesaling Tour Operators and Tour Wholesaling; Homework Application and Presentation. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Tourism Marketing** | **C** | **2** | **1** | **3** | **4** |
| Marketing in general; Marketing in the tourism industry; Marketing environment; Marketing information system and marketing research; Market analysis and market segmentation; Marketing strategies in the tourism sector; Marketing tools- Marketing plan; Marketing tools - Organization of sales; Marketing tools-Sales development; Marketing tools-Pricing; Sales development in the Tourism Industry; Homework Application and presentation |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **English for Job -I** | **C** | **4** | **0** | **4** | **5** |
| Alphabet; spelling names; word stress Questions and answers: names, jobs and countries; Confirmation letter; check-in dialogue. Dealing with changes in reservations; checking in; The check-in. Confirmation letter; check-in dialogue. Dealing with changes in reservations; checking in; The hotel bedroom. Describing a standard and luxury hotel bedroom. Describing differences in hotel bedrooms; designing a hotel bedroom; The hotel bedroom. Describing a standard and luxury hotel bedroom; Bathroom & porter. Describing a hotel bathroom; dialogue between porter and guests; Dialogue between porter and guests. Designing a hotel bathroom; Services in the hotel. Questions and answers: services in the hotel; Giving opening and closing times of hotel services; Location of facilities. Giving directions inside and outside the hotel; Room services. Dealing with room services in the hotel.  |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Congress and Fasir Management** | **O** | **2** | **1** | **3** | **3** |
| Congress Country and City Selection, Congress Time and Venue Selection; Pre-Congress Activities, Location of the Congress Department in the Hotel, Congress Budget and Financial Management; Increasing the Number of Congress Participants and Slogan Selection, Promotional Activities, Personnel Needs; Pre-Congress Meetings, Procedures and Documents Between the Meeting Date and the Reservation Date; Reservation Transactions, Studies on Room Allocation, Studies to be carried out in No-Show and Overbooking Situations; Meeting Layouts, Food and Beverage Services, Congress Technology; Emergencies and Precautions That May Occur During the Congress; Calculation and Invoicing of the Main Account of the Congress and Other Expenses; Studies to be carried out for Congress Technology and Documents, Evaluation Meeting; Fair Concept, Basic Functions of Fairs, Fair Types, Fair Organization; Budgeting in Fair Organizations, Fair Participation Procedure, Services Provided in Fair  |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Industrial Food Production** | **O** | **2** | **1** | **3** | **3** |
| The Art of Cooking and Historical Development; International Cuisines; Turkish cuisine; Food Preparation; Tools Used in Food Production; Joinery Forms; Food Production Systems; Food Cooking Methods; Heat transfer method; Dry cooking; Juicy cooking; Broths-Sauces-Soups; Spices. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Cost Analysis in Tourism Enterprises** | **O** | **2** | **1** | **3** | **3** |
| Definition of Cost Analysis, Its Objectives and Relationship with Other Accounting Branches; Classification of Costs; Cost Accounting Record Scheme - 7/A Cost Accounts and Operation; Cost Accounting Record Scheme - 7/B Cost Accounts and Operation; Cost of Sales Statement and Income Statement Relationship and Applications; Material Costs (Stock Control and Stock Valuation Methods); Labor Costs and General Production Costs; Cost Centers and Cost Allocation; Cost Distribution Methods; Unit Cost Calculation According to Full, Normal and Variable Cost Methods; Determining Unit Cost According to Standard Cost System; Determining Unit Cost According to Order Cost System; Determination of Unit Cost According to the Phase Cost System |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Accounting in AccomidationEnterprises** | **O** | **2** | **1** | **3** | **3** |
| General concepts and tourism business types and departments related to the tourism and accommodation sector; Accounting systems and documents in accommodation establishments; Relationships between accounting and other departments in accommodation establishments; Accounting for revenues and expenses; Accounting for material expenses; Applications (Monograph); Accounting for labor expenses, room and portion cost calculations; Stock Tracking Methods (FIFO-FLEET); Fixed assets; Depreciations, Foreign source; End of period inventory transactions; End of Period Inventory Applications; Application (Monograph). |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Digitalization in Tourism Enterprises** | **O** | **3** | **0** | **3** | **3** |
| Concept of Digital Tourism; Basic concepts of digital transformation and smart tourism technologies in the tourism sector; Digital marketing; Big data, internet of things; Digital Tourism Market; Digital Transformation in Tourism Destinations; Digital Transformation in Tourism Businesses; Virtual Reality Applications in Digital Tourism; Augmented Reality Applications in Digital Tourism; The Future of Digital Tourism. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Special Interst Torurism** | **O** | **3** | **0** | **3** | **3** |
| Tourism and Development Process; Factors Effective in Participating in Tourism; Marketing and Tourism Marketing; Product Development in Tourism; Sustainability and Alternative Tourism; Sustainability and Alternative Tourism; Special Interest Tourism; Culturally Based Special InterestTourism Types; Nature-Based Special Interest Tourism; Education-based special interest tourism; Hobby-Based Special Interest Tourism. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Costumer Relation Management** | **O** | **3** | **0** | **3** | **3** |
| Introduction to customer relationship management (CRM); Relationship marketing approach; Customer concept and customer demands and needs; Economic aspect of customer relations; Components of CRM; Relationship types and ways to create customer relationships; Customer acquisition and retention; Customer complaints management; Customer information and customer pyramid analysis; Customer value management; CRM measurement approaches; Evaluation of CRM technologies and systems; Criticisms of CRM and the future of CRM. |

**FOURTH SEMESTER**

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Hotel Automation Systems -II** | **C** | **2** | **1** | **3** | **4** |
| Entering agency/company price codes and expenses; Creating, searching, canceling reservations; Check-in, check-out and cashier transactions; Check-in, check-out and cashier transactions; Financial account (PM Account creation); Finacial account (PM Account creation) –Continue; Quick Keys; Night Audit Transactions. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Research Techniques and Directed Study** | **C** | **2** | **1** | **3** | **4** |
| Distribution of study topics to students; General introduction of research methods and planning of research; Accessing primary and secondary sources in research; The process of compiling the sources accessed, text transfer and transfer types; Developing the project / organizing a survey / sample surveys / sample projects; Preparation of the contents and sections of the study; Preparation and display of foreword, summary, tables, figures and graphs; Editing the bibliography; Checking compliance with spelling rules and correcting errors; Evaluation of the results obtained in the study; Ethics in scientific studies; Presentation Techniques / Preparation of work presentation; Group presentation of the works. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **TürkiyeTourism Geography** | **C** | **3** | **0** | **3** | **4** |
| The relationship between geography and tourism in general, definition of tourism geography; Types of tourism in Turkey; Examining the touristic values (natural beauties, historical and cultural values) of the Marmara region; Examining the touristic values (natural beauties, historical and cultural values) of the Aegean Region; Examining the touristic values (natural beauties, historical and cultural values) of the Mediterranean Region; Examining the touristic values (natural beauties, historical and cultural values) of the Central Anatolia region; Examining the touristic values (natural beauties, historical and cultural values) of the Western Black Sea Region; Examining the touristic values (natural beauties, historical and cultural values) of the Eastern Black Sea region; Examining the touristic values (natural beauties, historical and cultural values) of the Eastern Anatolia region; Examining the touristic values (natural beauties, historical and cultural values) of the Southeastern Anatolia region; Alternative tourism types and their distribution according to Turkey's geographical regions; New trends in tourism and Turkey's potential in this regard; Visual presentations showing Turkey's tourism assets. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Room Division Management** | **C** | **2** | **1** | **3** | **4** |
| Accommodation industry; Hotel and front office organization; Front office operations, guest cycle and front office systems; Reservations and estimates; Registration; Responsibilities in the front office department; Front office accounting; Guest exit and termination; Night inspections; Evaluation and planning processes; Statistics and reports; Productivity management; Human resources management. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **English for Job -II** | **C** | **4** | **0** | **4** | **5** |
| Location of facilities. Giving directions inside and outside the hotel; Room services. Dealing with room services in the hotel; Alphabet; spelling names; word stress. Questions and answers: names, jobs and countries; Alphabet; spelling names; word stress. Questions and answers: names, jobs and countries; Confirmation letter; check-in dialogue. Dealing with changes in bookings; checking in; The check-in. Confirmation letter; check-in dialogue. Dealing with changes in bookings; checking in; The hotel bedroom. Describing a standard and luxury hotel bedroom. Describing differences in hotel bedrooms; designing a hotel bedroom; The hotel bedroom. Describing a standard and luxury hotel bedroom; Bathroom & porter. Describing a hotel bathroom; dialogue between porter and guests; Dialogue between porter and guests. Designing a hotel bathroom; Services in the hotel. Questions and answers: services in the hotel; Giving times of hotel services; Giving directions inside and outside the hotel.  |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Enterpreneurship** | **O** | **2** | **1** | **3** | **3** |
| Basic Concepts of Entrepreneurship; Entrepreneurship Approaches; Entrepreneurship Culture; Types of Entrepreneurship; Functions of Entrepreneurship; Entrepreneurship Fields; Entrepreneurship Process; Definition of the business idea and its sources; Business idea development; Business plan and its elements; Preparing a business plan; Local, national and international context of entrepreneurship. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Ethics in Tourism Enterprises** | **O** | **3** | **0** | **3** | **3** |
| Definition of the concept of ethics; Social factors of ethical behavior; Differences between morality and ethics; Ethical principles; Culture, values, norms, etiquette are among the social factors of ethical behavior; Ethical systems; The intended outcome of ethical systems is ethics; Rule ethics from ethical systems; Among the ethical systems, social contract ethical system; Social responsibilities of tourism businesses; Ethical aspects of tourism businesses; Unethical behavior in tourism businesses; Ethical responsibilities of managers in tourism businesses  |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Furniture and Room Design** | **O** | **2** | **1** | **3** | **3** |
| Promotion of Places - user relations; Criteria for outdoor furniture; Color and texture criteria; Color and texture criteria; Measurements-criteria of outdoor furniture. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Tourism and Enviroment** | **O** | **3** | **0** | **3** | **3** |
| Definition and increasing importance of the concept of environment; Historical development of environmental awareness. Scaling of environmental problems; Air pollution: climate change; Wastewater and wastewater disposal resulting from tourist facilities; Basic wastewater treatment methods: physical chemical treatment, biological treatment; Water use, sludge treatment and discharge in accommodation establishments; Definition of solid wastes, types and soil pollution; Noise problem in accommodation establishments; Environmental impact assessment; Environmental saving measures that can be taken in accommodation facilities. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Financial Management in Accomidation Enterprises** | **O** | **2** | **1** | **3** | **3** |
| Definition of finance, its nature and finance function in businesses; Time value of money; Financial resources; Break-even point and leverage analysis; Working capital management; Receivables and cash management; Stock management; Financial analysis; Short and long term financial planning; Capital budgeting; Cost of capital and optimum capital structure; Capital market; Special Financial Problems in Business. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Labor and Social Security Low** | **O** | **3** | **0** | **3** | **3** |
| Historical Development of Labor Law; Basic Principles of Labor Law; Sources of Labor Law; Field of Application of Labor Law; Employment Contract and Employment Contract Types; Mutual Debts of the Labor Contract Parties; Working Hours and Holidays; Regulations Regarding Child and Female Workers andDisabled Workers; Termination of Employment Contracts; Severance pay; Principles of Collective Labor Law and Social Security. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Human Resourses Management** | **O** | **3** | **0** | **3** | **3** |
| Introduction and emergence of human resources management; Establishment of the HRM department and introduction of HR functions; Job analysis and job design; HR planning; HR recruitment and selection; Training and development; Performance evaluation; Career planning; Compensation Management; Business Valuation; International HRM.; Adaptation of Employees to Business Life; Human Resources Information Systems. |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Recreation and Animation** | **O** | **2** | **1** | **3** | **3** |
| Giving general information about the course and distributing homework topics; The concept of utilizing time and free time; Basic functions of leisure time and affecting factors; Definition and characteristics of recreation; Classification of recreation activity areas; Reasons for the need for recreation; Recreation planning and organization of programs; Relationship between recreation and sports; Animation theory; Management of animation services; Management processes; Preparation and implementation of animation programs; Applied animation activities |

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| **Cources** | **C/O** | **Theory** | **Practice** | **Credit** | **ECTS** |
| **Reservation Systems in Tourism Enterprises** | **O** | **2** | **1** | **3** | **3** |
| Use of clothing appropriate to the task; Preparing tools and equipment to the task; Reservation Concept; Reservation in Hotels; Catalog Reading; Preparing Work Plan; Normal Hotel Reservation Procedures; Last Minute Reservation; Out of Quota Reservations; Guests' reservation-related problems; Relationship with Other Units; StatisticalData. |