

## FACULTY OF TOURISM

Anadolu University, School of Tourism and Hotel Management was established in 1993. After a one-year preparatory school, Anadolu University, School of Tourism and Hotel Management offers a Bachelor of Arts degree upon completion of an eight semester program. Students have the opportunity of studying in the laboratories and participate in various facilities of operations via highly widespread package programs; such as Fidelio, Amadeus and Galileo. A compulsory industrial training period of minimum 90 workdays is also a part of the study. As a principle, it is a great concern for the school that students should undergo the training period in 3-4-5 star hotels, 4-5 star holiday villages, tour operators and travel agencies.

While preparing the program, industrial needs are taken into consideration. Since the students are accepted as the candidate managers of the future, they both take the occupational courses of the school as well as courses similar in content to the ones in Faculty of Business Administration.

The school also offers programs leading to the Master of Arts and Philosophy of Doctorate degrees. Double major programs involving two departments within the university could be majored by the students who are allowed to according to their grades. Beside these degree programs, the school also houses the "e-Tourism Management" program for a Master's degree. Since 2003 EI-AH&LA American Hotel and Lodging Management Certificate Program is available for college level students to provide them with vocational scholastic abilities . The courses are carried in English.

Dean : Prof. Dr. Semra GÜNAY  
Vice Dean : Assoc. Prof. Dr. Erkan SEZGİN  
Vice Dean : Asst. Prof. Dr. Alev DÜNDAR  
Secretary of Faculty : Emine Emel ÜNAL

### STAFF

**Professors:** Semra GÜNAY, Celil KOPARAL, Nazmi KOZAK

**Associate Professors:** Dündar DENİZER, Murat EMEKSİZ, Erkan SEZGİN, Medet YOLAL

**Assistant professors:** Emre Ozan AKSÖZ, İnci Oya COŞKUN, Pembe Gül ÇAKIR, Alev DÜNDAR, Sibel GÜLER, Rıdvan KOZAK, Çağıl Hale ÖZEL, Hakan SEZEREL, Hakan YILMAZ, Gökçe YÜKSEK, Deniz YÜNCÜ, Hilmi Rafet YÜNCÜ, Ebru ZENCİR

**Lecturers:** Ufuk ÇEVİK, Serkan OLGAÇ, Duygu YETGİN, Aysel YILMAZ

**Instructors:** Recep GÖK

**Research Assistants:** Engin BAYRAKTAROĞLU, Seda BULDU, Barış ÇIVAK, Fuat ÇİFTÇİ, Burak DÜZ, Sema EKİNCEK, Merve KALYONCU, Burcu KAYA, Mune MOĞOL, Merve ÖZGÜR GÖDE, Barış SEYHAN, Pınar ŞENEL, Arzu TURAN

## DEPARTMENT OF GASTRONOMY AND CULINARY ARTS

Head : Assoc. Prof. Dr. Dündar DENİZER  
Deputy Head : Asst. Prof. Dr. Sibel GÜLER

## PROGRAM

<b>I. SEMESTER</b>				<b>II. SEMESTER</b>			
BİL 150	Fundamentals of Information Technology	4+0	5,0	GMS 102	Introduction to Nutrition	2+0	3,0
İKT 119	Introduction to Economics	3+0	5,0	HUK 151	Fundamental Concepts of Law	3+0	4,5
İŞL 101	Introduction to Business	3+0	4,5	İŞL 103	Business Management	3+0	3,5
İŞL 101 (Eng)	Introduction to Business	3+0	4,5	MAT 804	Mathematics	3+0	4,5
TRZ 101	Introduction to Tourism	3+0	4,5	MUH 151	Introduction to Accounting	3+0	4,5
TRZ 101 (Eng)	Introduction to Tourism	3+0	4,5	TÜR 126	Turkish Language II	2+0	2,0
TÜR 125	Turkish Language I	2+0	2,0		<i>Elective Courses (2)</i>	-	5,0
	<i>Elective Courses (2)</i>	-	6,0		<i>Foreign Language Courses (1)</i>	-	3,0
	<i>Foreign Language Courses (1)</i>	-	3,0				30,0
			30,0				
<b>III. SEMESTER</b>				<b>IV. SEMESTER</b>			
EST 201	Aesthetics and Philosophy	3+0	4,0	GMS 202	Basic Cooking Techniques II	3+3	6,0
GMS 201	Basic Cooking Techniques I	3+3	6,0	GMS 204	Food and Beverage Operations Management	3+0	4,0
GMS 203	Gastronomy	3+0	4,0	GMS 206	Food and Beverage Cost Control	3+0	4,0
İLT 107	Introduction to Communication	3+0	3,5	PZL 256	F&B Marketing	3+0	4,0
MUH 239	Cost Accounting	3+0	4,0	TAR 166	Atatürk's Principles and History of Turkish Revolution II	2+0	2,0
TAR 165	Atatürk's Principles and History of Turkish Revolution I	2+0	2,0		<i>Departmental Elective Courses (0)</i>	-	3,0
	<i>Departmental Elective Courses (0)</i>	-	3,5		<i>Elective Courses (0)</i>	-	7,0
	<i>Elective Courses (0)</i>	-	3,0				30,0
			30,0				
<b>V. SEMESTER</b>				<b>VI. SEMESTER</b>			
GMS 301	Cuisine Practices I	0+4	6,0	GMS 302	Cuisine Practices II	0+4	6,0
İŞL 301	Human Resources Management	3+0	4,0	HUK 356	Labor and Social Security Law	3+0	4,0
İŞL 301 (Eng)	Human Resources Management	3+0	4,0	KON 301	Cuisine Management	3+0	4,0
TRZ 106	Food and Beverage Management	3+0	4,0		<i>Departmental Elective Courses (0)</i>	-	9,0
	<i>Departmental Elective Courses (0)</i>	-	9,0		<i>Elective Courses (0)</i>	-	7,0
	<i>Elective Courses (0)</i>	-	7,0				30,0
			30,0				
<b>VII. SEMESTER</b>				<b>VIII. SEMESTER</b>			
TRZ 407	Research Methods and Project Development in Tourism	3+0	8,0	GMS 402	Gastronomy Graduation Project	3+0	8,0
	<i>Departmental Elective Courses (0)</i>	-	14,0		<i>Departmental Elective Courses (0)</i>	-	14,0
	<i>Elective Courses (0)</i>	-	8,0		<i>Elective Courses (0)</i>	-	8,0
			30,0				30,0
<b>DEPARTMENTAL ELECTIVE COURSES</b>							
BİL 468	Computer Applications in Food and Beverage Management	3+0	4,0	GMS 306	Technology of Drinks	3+0	3,0
ETK 204	Professional Ethics	2+0	3,0	GMS 307	Food Technology	3+0	3,0
FOT 403	Food Styling and Photography	3+0	4,0	GMS 308	Ottoman Culinary	3+3	6,0
GMS 205	Geography of Wood	3+0	3,0	GMS 309	Food Laws and Regulations	2+0	3,0
GMS 208	Banquet Management	2+0	3,0	GMS 310	Food Chemistry	3+0	3,0
GMS 303	Gastronomy Seminar I	3+0	4,0	GMS 311	Regional Cuisines I	3+3	6,0
GMS 304	Gastronomy Seminar II	3+0	4,0	GMS 312	Regional Cuisines II	3+3	6,0
				GMS 401	Human and Taste	2+0	3,0
				GMS 403	Culinary Arts of World I	3+3	6,0

GMS 404	Culinary Arts of World II	3+3	6,0	İNG 426 (Eng)	Academic English VI	3+0	3,0
GMS 405	Wine Industry	3+0	4,0	İSN 102	Public Relations	3+0	3,0
GMS 406	Bread and Pastry	3+3	6,0	İSP 151 (Spa)	Spanish I	4+0	4,0
GMS 408	Culinary Trends	3+0	3,0	İSP 152 (Spa)	Spanish II	4+0	4,0
GMS 410	Food, Culture and Community	3+0	3,0	İST 251	Statistics	2+0	3,0
KON 204	Bar Management	1+2	3,0	İŞL 421	Entrepreneurship	2+0	3,0
KON 211	Aliment Security and Hygiene	3+0	3,0	JAP 301 (Jap)	Japanese I	4+0	4,0
KON 312	Menu Planning	3+0	4,0	JAP 302 (Jap)	Japanese II	4+0	4,0
SAN 408	Creativity	3+0	3,0	KON 411	Hotel Management	3+0	4,0
TRZ 464	Restaurant Management	3+0	4,0	KÜL 101	History of Culture	2+0	3,5

### ELECTIVE COURSES

ALM 151 (Ger)	German I	3+0	3,0	RUS 151 (Rus)	Russian I	4+0	4,0
ALM 152 (Ger)	German II	3+0	3,0	RUS 152 (Rus)	Russian II	4+0	4,0
ALM 255 (Ger)	German I	3+0	4,0	SAN 155	Hall Dances	0+2	2,0
ALM 256 (Ger)	German II	3+0	4,0	SNT 155	History of Art	2+0	2,0
ANP 303	Cultural Antropology	2+0	3,0	SOS 336	Folklore	2+0	3,0
BEÖ 155	Physical Education	2+0	2,0	STV 404	Intercultural Communication	3+0	4,0
ERA 195 (Eng)	Cultural Heritage of Turkey	2+0	3,0	STV 404 (Eng)	Intercultural Communication	3+0	4,0
ERA 197 (Eng)	Culture and Tourism in Turkey	2+0	3,0	THU 205	Community Services	0+2	4,0
ERA 199 (Eng)	Cultural Diversity and Communication	2+0	3,0	TRZ 139 (Eng)	Technical English I	2+0	3,0
FRA 151 (Fra)	French I	3+0	3,0	TRZ 140 (Eng)	Technical English II	2+0	3,0
FRA 152 (Fra)	French II	3+0	3,0	TRZ 260	Corporate Identity	2+0	3,0
FRA 255 (Fra)	French I	3+0	4,0	TRZ 269	Ecology and Tourism	3+0	5,0
FRA 256 (Fra)	French II	3+0	4,0	TRZ 312	Tourism, Media, Communication	3+0	4,0
GMS 305	Career Opportunities in Food and Beverage Industry	3+0	4,0	TRZ 415	Institutionalization of Tourism	2+0	3,0
İKT 351	Tourism Economics	3+0	4,0	TÜR 120	Turkish Sign Language	3+0	3,0
İLT 201	Interpersonal Communication	3+0	4,5				
İNG 225 (Eng)	Academic English I	3+0	3,0				
İNG 226 (Eng)	Academic English II	3+0	3,0				
İNG 325 (Eng)	Academic English III	3+0	3,0				
İNG 326 (Eng)	Academic English IV	3+0	3,0				
İNG 425 (Eng)	Academic English V	3+0	3,0				

### FOREIGN LANGUAGE COURSES

İNG 177 (Eng)	English I	3+0	3,0
İNG 178 (Eng)	English II	3+0	3,0
İNG 179 (Eng)	Advanced English I	3+0	3,0
İNG 180 (Eng)	Advanced English II	3+0	3,0

## DEPARTMENT OF TOUR GUIDING

Head : Assoc. Prof. Dr. Medet YOLAL

Deputy Head : Asst. Prof. Dr. Gökçe YÜKSEK

### PROGRAM

I. SEMESTER				II. SEMESTER			
BİL 150	Fundamentals of Information Technology	4+0	5,0	İŞL 103	Business Management	3+0	3,5
İKT 119	Introduction to Economics	3+0	5,0	MAT 804	Mathematics	3+0	4,5
İŞL 101	Introduction to Business	3+0	4,5	PSİ 111	Introduction to Psychology	3+0	4,5
İŞL 101 (Eng)	Introduction to Business	3+0	4,5	SNT 104	Introduction to Art History	3+0	4,0
TAR 165	Atatürk's Principles and History of Turkish Revolution I	2+0	2,0	TAR 166	Atatürk's Principles and History of Turkish Revolution II	2+0	2,0
TRZ 101	Introduction to Tourism	3+0	4,5	TRR 102	Introduction to Tour Guidance	3+0	4,0
TRZ 101 (Eng)	Introduction to Tourism	3+0	4,5	TÜR 126	Turkish Language II	2+0	2,0
TÜR 125	Turkish Language I	2+0	2,0		<i>Elective Courses (0)</i>	-	1,5

<i>Elective Courses (0)</i>	-	3,0
<i>Foreign Language Courses (1)</i>	-	4,0
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		30,0

<i>Foreign Language Courses (1)</i>	-	4,0
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		30,0

### III. SEMESTER

ARK 151	Anatolian Civilization I	2+0	4,0
ARK 245	Archeology I	3+0	4,0
İKT 351	Tourism Economics	3+0	4,0
İKT 351 (Eng)	Tourism Economics	3+0	4,0
İLT 107	Introduction to Communication	3+0	3,5
İST 251	Statistics	2+0	3,0
	<i>Elective Courses (0)</i>	-	7,5
	<i>Foreign Language Courses (1)</i>	-	4,0
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			30,0

### IV. SEMESTER

ARK 152	Anatolian Civilization II	2+0	4,0
ARK 246	Archeology II	3+0	4,0
PZL 251	Tourism Marketing	3+0	4,0
PZL 251 (Eng)	Tourism Marketing	3+0	4,0
TAR 232	History of Civilization	2+0	3,0
TRZ 316	Tourism Law	3+0	4,0
	<i>Elective Courses (0)</i>	-	7,0
	<i>Foreign Language Courses (1)</i>	-	4,0
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			30,0

### V. SEMESTER

MİT 309	Ancient Greek and Roman Mythology	3+0	4,0
TAR 331	Turkish History	2+0	3,0
TRR 301	Tour Planning and Management	3+0	4,0
TRR 301 (Eng)	Tour Planning and Management	3+0	4,0
TRZ 305	Sociology of Tourism	3+0	5,0
	<i>Departmental Elective Courses (0)</i>	-	4,0
	<i>Elective Courses (0)</i>	-	6,0
	<i>Foreign Language Courses (1)</i>	-	4,0
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			30,0

### VI. SEMESTER

MİT 312	Anatolian Mythology	3+0	4,0
TRZ 259	Geography of Tourism	3+0	4,0
TRZ 308	Travel Management	3+0	5,0
TRZ 308 (Eng)	Travel Management	3+0	5,0
	<i>Departmental Elective Courses (0)</i>	-	4,0
	<i>Elective Courses (0)</i>	-	9,0
	<i>Foreign Language Courses (1)</i>	-	4,0
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			30,0

### VII. SEMESTER

SOS 336	Folklore	2+0	3,0
SOS 437	Social Behaviours and Protocol Rules	0+2	2,0
TAR 205	History of Religion	2+0	4,0
TRR 405	Museum and Historical Sites in Turkey	2+1	4,0
	<i>Departmental Elective Courses (0)</i>	-	4,0
	<i>Elective Courses (0)</i>	-	9,0
	<i>Foreign Language Courses (1)</i>	-	4,0
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			30,0

### VIII. SEMESTER

SAĞ 408	Basic Health Information and First Aid	1+1	3,0
SAN 402	Byzantine Iconography	1+1	2,0
TRR 402	Graduation Project in Guidance	2+4	8,0
	<i>Departmental Elective Courses (0)</i>	-	4,0
	<i>Elective Courses (0)</i>	-	9,0
	<i>Foreign Language Courses (1)</i>	-	4,0
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			30,0

### DEPARTMENTAL ELECTIVE COURSES

FRA 353 (Fra)	French I	4+0	4,0
FRA 354 (Fra)	French II	4+0	4,0
FRA 455 (Fra)	French III	4+0	4,0
FRA 456 (Fra)	French IV	4+0	4,0
İSP 151 (Spa)	Spanish I	4+0	4,0
İSP 152 (Spa)	Spanish II	4+0	4,0
İSP 453 (Spa)	Spanish III	4+0	4,0
İSP 454 (Spa)	Spanish IV	4+0	4,0
JAP 301 (Jap)	Japanese I	4+0	4,0
JAP 302 (Jap)	Japanese II	4+0	4,0
JAP 403 (Jap)	Japanese III	4+0	4,0
JAP 404 (Jap)	Japanese IV	4+0	4,0
RUS 151 (Rus)	Russian I	4+0	4,0

RUS 152 (Rus)	Russian II	4+0	4,0
RUS 455 (Rus)	Russian III	4+0	4,0

### ELECTIVE COURSES

ANP 303	Cultural Anthropology	2+0	3,0
BEÖ 155	Physical Education	2+0	2,0
ERA 195 (Eng)	Cultural Heritage of Turkey	2+0	3,0
ERA 197 (Eng)	Culture and Tourism in Turkey	2+0	3,0
ERA 199 (Eng)	Cultural Diversity and Communication	2+0	3,0
İLT 201	Interpersonal Communication	3+0	4,5
İNG 225 (Eng)	Academic English I	3+0	3,0
İNG 226 (Eng)	Academic English II	3+0	3,0
İNG 325 (Eng)	Academic English III	3+0	3,0

İNG 326 (Eng) Academic English IV	3+0	3,0	TRZ 269	Ecology and Tourism	3+0	5,0
İNG 425 (Eng) Academic English V	3+0	3,0	TRZ 310	Destination Management	3+0	5,0
İNG 426 (Eng) Academic English VI	3+0	3,0	TRZ 310 (Eng) Destination Management		3+0	5,0
İŞL 421	2+0	3,0	TRZ 424	Tourism Transportation	3+0	5,0
KON 411	3+0	4,0	TRZ 457	Ethics in Tourism	3+0	4,0
KÜL 101	2+0	3,5	TÜR 120	Turkish Sign Language	3+0	3,0
KÜL 199	0+2	2,0	TÜR 405	Diction	1+1	2,0
PZL 306	2+0	3,0				
PZL 306 (Eng) Consumer Behavior	2+0	3,0				
REK 412	3+0	5,0				
SAN 155	0+2	2,0				
SAN 213	1+2	4,0				
SAN 404	2+0	3,0				
SAN 409	2+0	3,0				
STV 404	3+0	4,0				
STV 404 (Eng) Intercultural Communication	3+0	4,0				
THU 205	0+2	4,0				
TİY 423	1+1	2,0				
TRR 403	2+2	5,0				
TRR 404	2+2	5,0				
TRR 407						
	3+0	4,0				
TRZ 241	2+2	3,0				
TRZ 255	3+0	4,0				
TRZ 260	2+0	3,0				
TRZ 262						
	3+0	4,0				

#### FOREIGN LANGUAGE COURSES

ALM 123 (Ger) German I	4+0	4,0
ALM 124 (Ger) German II	4+0	4,0
ALM 225 (Ger) German III	4+0	4,0
ALM 226 (Ger) German IV	4+0	4,0
ALM 327 (Ger) German V	4+0	4,0
ALM 328 (Ger) German VI	4+0	4,0
ALM 429 (Ger) German VII	4+0	4,0
ALM 430 (Ger) German VIII	4+0	4,0
İNG 137 (Eng) English I	4+0	4,0
İNG 138 (Eng) English II	4+0	4,0
İNG 239 (Eng) English III	4+0	4,0
İNG 240 (Eng) English IV	4+0	4,0
İNG 341 (Eng) English V	4+0	4,0
İNG 342 (Eng) English VI	4+0	4,0
İNG 443 (Eng) English VII	4+0	4,0
İNG 444 (Eng) English VIII	4+0	4,0

### DEPARTMENT OF TOURISM MANAGEMENT

Anadolu University, School of Tourism and Hotel Management was established in 1993. After a one-year preparatory school, Anadolu University, School of Tourism and Hotel Management offers a Bachelor of Arts degree upon completion of an eight semester program. Students have the opportunity of studying in the laboratories and participate in various facilities of the university. Front Office, Food and Beverage and Travel Agency Operations are taught via highly widespread package programs; such as Fidelio, Amadeus and Galileo. A compulsory industrial training period of minimum 90 workdays is also a part of the study. As a principle, it is a great concern for the school that students should undergo the training period in 3-4-5 star hotels, 4-5 star holiday villages, tour operators and travel agencies.

While preparing the program, industrial needs are taken into consideration. Since the students are accepted as the candidate managers of the future, they take both the occupational courses of the school as well as courses similar in content to the Faculty of Business Administration.

Double major programs involving two departments within the university could be majored by the students who are allowed to according to their grades. The school also offers programs leading to the Master of Arts and Philosophy of Doctorate degrees. Beside these degree programs, the school also houses the "e-Tourism Management" program for a Master's degree. Since 2003 EI-AH&LA American Hotel and Lodging Management Certificate Program is available for college level students to provide them with vocational scholastic abilities. The courses are carried in English.

Head : Prof. Dr. Nazmi KOZAK

Deputy Head : Asst. Prof. Dr. Çağıl Hale ÖZEL

## PROGRAM

<b>I. SEMESTER</b>				<b>II. SEMESTER</b>			
BİL 150	Fundamentals of Information Technology	4+0	5,0	HUK 151	Fundamental Concepts of Law	3+0	4,5
İKT 119	Introduction to Economics	3+0	5,0	İŞL 103	Business Management	3+0	3,5
İŞL 101	Introduction to Business	3+0	4,5	MAT 804	Mathematics	3+0	4,5
İŞL 101 (Eng)	Introduction to Business	3+0	4,5	MUH 151	Introduction to Accounting	3+0	4,5
TRZ 101	Introduction to Tourism	3+0	4,5	TÜR 126	Turkish Language II	2+0	2,0
TRZ 101 (Eng)	Introduction to Tourism	3+0	4,5		<i>Elective Courses (2)</i>	-	8,0
TÜR 125	Turkish Language I	2+0	2,0		<i>Foreign Language Courses (1)</i>	-	3,0
	<i>Elective Courses (2)</i>	-	6,0				30,0
	<i>Foreign Language Courses (1)</i>	-	3,0				
			30,0				
<b>III. SEMESTER</b>				<b>IV. SEMESTER</b>			
İKT 351	Tourism Economics	3+0	4,0	HUK 356	Labor and Social Security Law	3+0	4,0
İKT 351 (Eng)	Tourism Economics	3+0	4,0	KON 411	Hotel Management	3+0	4,0
İLT 107	Introduction to Communication	3+0	3,5	PZL 251	Tourism Marketing	3+0	4,0
İST 251	Statistics	2+0	3,0	PZL 251 (Eng)	Tourism Marketing	3+0	4,0
TAR 165	Atatürk's Principles and History of Turkish Revolution I	2+0	2,0	TAR 166	Atatürk's Principles and History of Turkish Revolution II	2+0	2,0
TRZ 106	Food and Beverage Management	3+0	4,0	TRZ 290	Hospitality Services in Hotel Business	2+2	4,0
	<i>Elective Courses (4)</i>	-	13,5		<i>Elective Courses (4)</i>	-	12,0
			30,0				30,0
<b>V. SEMESTER</b>				<b>VI. SEMESTER</b>			
İŞL 301	Human Resources Management	3+0	4,0	TRZ 308	Travel Management	3+0	5,0
İŞL 301 (Eng)	Human Resources Management	3+0	4,0	TRZ 308 (Eng)	Travel Management	3+0	5,0
İŞL 315	Strategic Management	3+0	5,0	TRZ 310	Destination Management	3+0	5,0
TRZ 305	Sociology of Tourism	3+0	5,0	TRZ 310 (Eng)	Destination Management	3+0	5,0
	<i>Elective Courses (4)</i>	-	16,0	TRZ 459	Conference and Event Management	3+0	4,0
			30,0		<i>Elective Courses (4)</i>	-	16,0
							30,0
<b>VII. SEMESTER</b>				<b>VIII. SEMESTER</b>			
TRZ 407	Research Methods and Project Development in Tourism	3+0	8,0	TRZ 408	Industrial Tourism Project	2+4	8,0
	<i>Elective Courses (6)</i>	-	22,0		<i>Elective Courses (6)</i>	-	22,0
			30,0				30,0
<b>ELECTIVE COURSES</b>							
ALM 203 (Ger)	German I	6+0	6,0	ERA 195 (Eng)	Cultural Heritage of Turkey	2+0	3,0
ALM 204 (Ger)	German II	6+0	6,0	ERA 197 (Eng)	Culture and Tourism in Turkey	2+0	3,0
ALM 303 (Ger)	German III	6+0	6,0	ERA 199 (Eng)	Cultural Diversity and Communication	2+0	3,0
ALM 304 (Ger)	German IV	6+0	6,0	FİN 352	Financial Management in Hotels	3+0	4,0
ALM 453 (Ger)	Tourism German I	2+0	3,0	FRA 153 (Fra)	French I	4+0	3,5
ALM 454 (Ger)	Tourism German II	2+0	3,0	FRA 154 (Fra)	French II	4+0	3,5
ARK 105	Anatolian Civilizations	2+0	4,0	GRA 208	Web Design	2+2	4,0
BEÖ 155	Physical Education	2+0	2,0	İNG 225 (Eng)	Academic English I	3+0	3,0

İNG 226 (Eng)	Academic English II	3+0	3,0	TRZ 255	E-Commerce in Tourism	3+0	4,0
İNG 325 (Eng)	Academic English III	3+0	3,0	TRZ 269	Ecology and Tourism	3+0	5,0
İNG 326 (Eng)	Academic English IV	3+0	3,0	TRZ 271	Special Interest Tourism	3+0	4,0
İNG 425 (Eng)	Academic English V	3+0	3,0	TRZ 273	Spatial (Interior) Design in Tourism Areas	3+0	5,0
İNG 426 (Eng)	Academic English VI	3+0	3,0	TRZ 292	Industrial Applications in Tourism I	2+2	5,0
İSN 102	Public Relations	3+0	3,0	TRZ 294	Thermal and SPA Services	3+0	4,0
İSP 151 (Spa)	Spanish I	4+0	4,0	TRZ 296	Individual Outdoor Activities	2+2	3,0
İSP 152 (Spa)	Spanish II	4+0	4,0	TRZ 304	Tourism Policy and Planning	3+0	4,5
İŞL 421	Entrepreneurship	2+0	3,0	TRZ 307	Support Services in Hospitality	3+0	5,0
İTA 151 (İta)	Italian I	4+0	5,0	TRZ 309	Environmental Management in Tourism Businesses	3+0	4,0
İTA 152 (İta)	Italian II	4+0	5,0	TRZ 311	Service Design	3+0	5,0
JAP 301	Japanese I	4+0	4,0	TRZ 312	Tourism, Media, Communication	3+0	4,0
JAP 302	Japanese II	4+0	4,0	TRZ 314	Investment and Project Analysis	3+0	4,0
JAP 403 (Jap)	Japanese III	4+0	4,0	TRZ 316	Tourism Law	3+0	4,0
JAP 404 (Jap)	Japanese IV	4+0	4,0	TRZ 415	Institutionalization of Tourism	2+0	3,0
KON 204	Bar Management	1+2	3,0	TRZ 416	Industrial Applications in Tourism II	2+2	5,0
KON 301	Cuisine Management	3+0	4,0	TRZ 417	Performance and Career Management	3+0	5,0
KÜL 199	Cultural Activities	0+2	2,0	TRZ 418	International Destinations	3+0	4,0
MUH 237	Cost Accounting	3+0	3,0	TRZ 419	Public Relations Campaigns in Tourism	2+2	5,0
MUH 311	Auditing and Financial Analysis	3+0	4,0	TRZ 420	Mass Food Production	3+0	5,0
MÜZ 151	Short History of Music	2+0	3,0	TRZ 421	National Destinations	3+0	4,0
PSİ 104	Social Psychology	3+0	3,0	TRZ 423	Rooms Division Management	3+0	4,0
PZL 306	Consumer Behavior	2+0	3,0	TRZ 424	Tourism Transportation	3+0	5,0
PZL 306 (Eng)	Consumer Behavior	2+0	3,0	TRZ 425	Restaurant Management	3+0	4,0
REK 412	Recreation Management	3+0	5,0	TRZ 426	Tourism and Globalization	3+0	4,0
RUS 151 (Rus)	Russian I	4+0	4,0	TRZ 457	Ethics in Tourism	3+0	4,0
RUS 152 (Rus)	Russian II	4+0	4,0	TRZ 467	Tourism Seminars I	3+0	4,0
RUS 455 (Rus)	Russian III	4+0	4,0	TRZ 468	Tourism Seminars II	3+0	4,0
RUS 456 (Rus)	Russian IV	4+0	4,0	TÜR 120	Turkish Sign Language	3+0	3,0
SAN 155	Hall Dances	0+2	2,0				
SAN 213	Argentine Tango	1+2	4,0				
SNT 155	History of Art	2+0	2,0				
SOS 128	Introduction to Behavioral Sciences	3+0	4,0				
SOS 312	Organizational Behavior	3+0	4,5				
SOS 336	Folklore	2+0	3,0				
STV 404	Intercultural Communication	3+0	4,0				
THU 205	Community Services	0+2	4,0				
TİY 152	Theatre	2+0	2,5				
TİY 308	Republic Era Turkish Theatre	2+0	3,0				
TRZ 139 (Eng)	Technical English I	2+0	3,0				
TRZ 140 (Eng)	Technical English II	2+0	3,0				

#### FOREIGN LANGUAGE COURSES

İNG 177 (Eng)	English I	3+0	3,0
İNG 178 (Eng)	English II	3+0	3,0
İNG 179 (Eng)	Advanced English I	3+0	3,0
İNG 180 (Eng)	Advanced English II	3+0	3,0

#### COURSE CONTENTS

##### ALM 123 German I

4+0 4,0

Greeting Friends; Introductory Speech; Asking for Directions; Farewell; Introducing People; Asking and Telling the Place of Origin; Requests; Asking for Price; Asking about Types of Food and Beverage; Courtesy Phrases Used at Restaurants and Other Places; Asking and Telling Time; Asking or Telling Preferences; Asking the Quantity of Things; Learning the Phrases Used in Telephone Speeches; Using Grammar Relevant to Given Situations.

##### ALM 124 German II

4+0 4,0

Modal Verbs: Können, Müssen, Wollen, Dürfen, Sollen, Mögen; Tenses: Present tense, Future Tense; Nouns: Types of nouns; Articles: Definite articles, Indefinite articles, Negative and indefinite articles; Singular and Plural Nouns: Singular nouns and plural nouns, Types of plurality, Plural form of indefinite articles; Types of Nouns: Nominative, Accusative, Genitive, Possessive; Grammar Exercises.

**ALM 151 German I 3+0 3,0**

Making Sentences in German: Determining Subject and Object; Articles: Der, Die, Das, Plural Die; Akkusativ; Conjugation of Articles; Prepositions used with Akkusativ and Dativ; Conjugation of Articles, Their New Forms and Usages; Prepositions used with Dativ; Use of Akkusativ and Dativ in a Sentence; Sentences with Wenn and Wo; Subordinate Clauses with Nachdem and Bevor; Phrases Used in Telephone Calls and Shopping; Introduction to Subordinate Clauses and Basic Rules.

**ALM 152 German II 3+0 3,0**

Prepositions used with Akkusativ and Dativ; Identifying Cases with Wo and Wohin; Formation of Genitiv; Relative Sentences; Personal Pronouns; Conjugation of Adjectives; Subordinate Clauses; Sentences with Modal Verbs; Tenses: Simple Past and Present Perfect Tense; Präteritum, Perfekt and Plusquamperfekt; Active and Passive Sentences; Passive Sentences With Verbs; Usage of Konjunktiv I and Konjunktiv II; Business German; Making Telephone Calls; Asking Questions on the Telephone, Taking Orders; Taking Messages and Notes; Patterns of Correspondence: Forms of Addressing in a Letter, Writing Business and Private Letters; Being in a Restaurant: Ordering Meals, Types of Meals and Paying Bill.

**ALM 203 German I 6+0 6,0**

Basic Verbs; Words and Sentence Structures Used in Daily Speech: Greetings, Meeting someone new, Introducing oneself, Asking for price, Time concept; Verb Conjugations; Personal Pronouns; Adjectives; Interrogative Pronouns; Singular and Plural Nouns and Articles; Simple Imperative Form; Accusative; Numbers; Verbs and Words about Traveling by Train and by Bus; Verbs with Prefixes; Preposition; Possessive Pronouns.

**ALM 204 German II 6+0 6,0**

Introducing Oneself and One's Family; Ordering Meal and Drink in a Restaurant or Cafe; Solving Problems about Paying the Bill; Enrichment of Daily Speech with Words used with Accusative and Dative; Expressions use in the Description of Meals; Talking on the Phone; Possessive Pronouns; Connecting Words; Conjunctions; Modal Verbs/Auxiliary Verbs; Noun Phrases; Three Cases of Verbs; Future and Past Tenses; Words Used Both with Accusative and Dative.

**ALM 225 German III 4+0 4,0**

Asking a Request; Expressing a Request; Expressing Regrets; Accusing People and Apologizing; Talking about Physical Attributes; Asking about Health and Replying These Questions; Expressing Regrets about Health; Identifying Illnesses and Human Body; Expressing Astonishment; Responding to Misunderstandings; Explaining Topics; Requesting; Expressing Ideas about Furniture, Pictures, Clothes and People; Explaining Given Grammar Rules.

**ALM 226 German IV 4+0 4,0**

General Review of Noun Cases: Strong and weak inflection, Mixed inflection, Inflection groups, Inflection of borrowed

words; Adjectives: Use of adjectives, Adjective phrases, Use of adjectives depending on the verb, Adjectives and cases of nouns; Types of Adjectives; Comparing Adjectives; Verbs; Groups of verbs, Verb forms, Regular verbs; Tenses: Present continuous tense, Past perfect tense, Future tense, Future perfect tense.

**ALM 255 German I 3+0 4,0**

Greeting Friends; Asking for Someone's Health; Asking for Directions; Asking Where People are From; Making Requests; Asking for Prices; asking for Prices; Asking for Different Kinds of Food and Drink; Formal Sentences Used in Restaurants and Formal Places; Asking For and Telling People about Preferences; Likes and Dislikes; Asking for the Amount of Something and Telling the Amount of Something; Structures Used in Telephone Conversations; Using Appropriate Grammar Forms for the Given Situations.

**ALM 256 German II 3+0 4,0**

Modal verbs: Können, Müssen, Wollen, Dürfen, Sollen, Mögen; Tenses: Simple Present Tense, Future Tense; Nouns and Types of Nouns; Articles; Singular and Plural Forms: Words that are used as Singular or Plural only, Plural Form of the Indefinite Article; Cases of a Noun: Uninflected Case, Accusative, Dative, Possessive Cases; Exercises about these Grammar Points.

**ALM 303 German III 6+0 6,0**

Talking about a Subject on the Telephone; Making Appointments; Making Sentences Using Perfect Tense; Talking about Morning and Evening Activities; Conversations in a Post Office; Writing Letters; Shopping in the Market; Reading and Understanding the Advertisements; Giving Directions; Reading News from a Newspaper by the Help of a Dictionary; Imperfect and Perfect Structures; Reflexive Verbs; Imperatives; Prefixes Used with Genitive; Verbs Used as Model Verbs; Verbs with Prefixes; Interrogative Pronouns with Prefixes; Adjectives and their Conjugations; Interrogative Pronouns for Adjectives; Past Perfect Tense; Subordinate Clauses of ?weil? and ?dass?.

**ALM 304 German IV 6+0 6,0**

Writing Business Letters; Reading Advertisements which Include Abbreviations; Communicating in a Foreign Police Station; Talking about Sports; Speaking and Writing about Important Educational Issues; Translation Using a Dictionary; Adjectives Conjugation without an Article; Subordinated Clauses of ?wenn? and ?wie?; Newspaper Advertisements; Relative Clauses; Forming Nouns from Adjectives; Comparative and Superlative Forms of Adjectives; Verbs Used as Modals; Subjunctive.

**ALM 327 German V 4+0 4,0**

Time Clauses: Nachdem, Bevor, Als, Wenn, Immer wenn, Seitdem, Solange, Sobald, Bis, Indem; Clauses Expressing Reason: Weil, Damit; Conditional Statements: Wenn, Falls; zu Infinitive in Auxiliary Verbs; Sentences Structured with Ob; Indirect Questions; Complementary Statements; Statements with Subjects; Prepositional Statements; Infinitive Statements with Um zu, Ohne zu, Anstatt zu.

**ALM 328 German VI 4+0 4,0**

Possessive Statements: Possessive pronouns, Use of possessive pronouns; Minimizing Nouns; Creating Nouns from Adjectives and Nouns with Suffixes of -e, -heit, -keit, -igkeit, -er, -in, -ling, -ung, -el, -ei, -schaft, -tum; German Used in Business: Writing official letters, Replying (e-mails, faxes and letters); Writing Petitions; Job Application; Dialogues Used in Job Interviews.

**ALM 429 German VII 4+0 4,0**

Improvement and Evaluation of German Speaking Skills; Pronunciation, Diction, Stress, Intonation; Errors in Speaking and Correction of Errors: Elements of Speech Related to Body Language, Factors Affecting Speaking; Text-Based Exercises; Vocabulary Teaching, Film and Picture Descriptions; Dialogue and Monologue Exercises, Listening Comprehension; Discussions.

**ALM 430 German VIII 4+0 4,0**

Developing German Speaking Skills; Role Plays; Discussion on Topics such as Smoking, Football, Marriage, Films, Newspapers, Books, Advertisement, Youth, Theatre; Teaching Different Daily Speech Structures; Suggesting Different Uses of Language in Different Environments and Colloquial Stereotypes of Everyday Language: Use of communicative videotapes; German Sociolects; Language Use in Professional Contexts; Using Role Plays to Improve Speaking Skills.

**ALM 453 Tourism German I 2+0 3,0**

Dialogues; Analysis of Written and Spoken Texts; Comprehension and Production of Written and Spoken Texts; Asking and Answering Questions about Travel Plans: Train, Bus Airplane Departures and Arrivals; Buying Tickets and Making Reservations, Writing a Postcard; Weather Report.

**ALM 454 Tourism German II 2+0 3,0**

Developing Use of German in Different Sectors of Tourism Industry such as Travel Agencies and Hotels: Applying Effective Reading Strategies to Analyze Texts About Tourism Industry, Writing Effectively and Accurately in Social and Academic Contexts About Tourism Industry, Participating More Confidently and Effectively in Situations in Tourism Industry; Using Fluent and Accurate Language and Making Presentations.

**ANP 303 Cultural Anthropology 2+0 3,0**

Definition of Anthropology; Sub-fields of Anthropology; History of Anthropology; Human Evolution; Research Areas in Social Anthropology; Primitive Society; Theories of Social Anthropology: Evolutionary School, Diffusionist School, Functionalist School, Structuralist School; Concept and Theory of Culture: Cultural Processes; Lineage, Family and Kinship Relations; Modes of Marriage, Kinship Systems; Religion: Worship, Magic, Taboo, Rituals, Totem, Mythology.

**ARK 105 Anatolian Civilizations 2+0 4,0**

Review of Anatolian Civilizations; Paleolithic Age: Caves and hunters; Mesolithic Age; Neolithic Age: Villages; Chalcolithic Age: Organized villages; Early Bronze Age: Fortresses and chiefs; Middle Bronze Age: Princes and merchants; Late Bronze Age: The Hittite Empire; Iron Age: Neo ? Hittite States, Urartian Kingdom, Phrygian Kingdom, Lydian Kingdom; Persian Hegemony over Anatolia; The Hellenistic Age: Alexander the Great and his successors; Roman Age: Asian Province.

**ARK 151 Anatolian Civilization I 2+0 4,0**

Biological Evolution of Human; Hunter-Gather societies in Paleolithic and Epipaleolithic periods and their culture; Aceramic settlements and their cultures of Neolithic Settlements and their culture; Cayönü, Çatalhöyük; Settlements of Chalcolithic period in Anatolia and their cultures: Hacilar, Beycesultan; Early Bronze Age in Anatolia and settlements; Troia, Alacahöyük; Metal and Ceramic Art; Middle Bronze Age; Activities of Assyrian Trade Colonies in Anatolia: Kültepe; Emergence of the Alphabet, Social life.

**ARK 152 Anatolian Civilization II 2+0 4,0**

The social structure of Anatolia until the end of the Middle Bronze Age: Hattian, Luvies and Hittites; political, social and religious environments in the Hittite Period; Hittite settlements and architecture: Hattusa, Alacahöyük, Alisar; Hittite Art; Aegean Migrations and Dark Ages; Anatolian Civilizations in the Iron Ages; Late Hittite city-states; Zincirli, Karkami?; Urartian Kingdom, Phrygian Kingdom and their Arts; Lydian Kingdom; Lycians; Ionian city-states in Western Anatolia; Art, Social and Philosophical Structure; Hellenistic Kingdoms in Anatolia and their settlements; Relations between Rome and Anatolia; Romanization and cities of Roman Imperial period in Anatolia.

**ARK 245 Archeology I 3+0 4,0**

Anatolia Before the Classical Ages: Hittite Empire and Migrations to Anatolia; New Land Names-New People; The Classical Asia Minor: Geographical Areas and City Names; Relations with the Aegean Cultures: Minoan and Mycenaean Relics; Migrations to the Western Anatolia; Ionia and Ionians: Settlements of Ionia, Ephesus, Miletus and Priene; Other Settlements in Ionia; Aeolia and Aeolians: Settlements of Aeolia; Lydian Region: Caria and Carians, Leleges, Pelasgians, Dorians; Settlements in Caria: Bodrum (Halicarnassus) Peninsula, Cnidus; Southern Carian Settlements: Cauno; Inner Caria: Aphrodisia; Laodicea, Hierapolis.

**ARK 246 Archeology II 3+0 4,0**

General Chronology and Overview of the Archaic Period; History of Geometric and Archaic Era: Peloponnese (Corinth, Argolis, Laconia, Arcadia, Elis, Achaia); Middle and Northeast Greece (Athena and Attica, Megara, Aetolia, Akarnaia and Epeiros, Ithaca, Kerkira); North of Greece (Thessaly, Macedonia, Thracian, Samothrace); Aegean Islands (Cyclades, Crete, Rhodes); Colonies.

**BEÖ 155 Physical Education 2+0 2,0**

Definition of Physical Education and Sports; Aims, Disadvantages of Inactive Life; Various Activities for Physical Education; Recreation; Human Physiology; First Aid; Sports Branches: Definition, Rules and Application; Keep Fit Programs.

**BİL 150 Fundamentals of Information Technology 4+0 5,0**

Introduction to Computer: History of Computer; Operating Systems: Introduction to operating systems; Office Software-Word Processors and Document Systems: General Characteristics of the Office Software; Office-Software-Spreadsheets Programs: Spreadsheets Programs; Office Software-Presentation Programs: Presentation Programs; E Mail-Personal Communication Management: General Characteristics of the E Mailing System; Effective use of the Internet and Internet Security; Network Technologies. Computer Hardware and Error Detection: Types of Computers; Social Networks and Social Media: Social Media and Introduction to Social Media; Special Application Software: Multimedia; Law and Ethics of Informatics: Intellectual Property and Informatics Law; E-Learning: Developments in E-Learning; E-Government Applications; Computer and Network Security; Latest Strategic Technologies of Informatics: Factors Affecting Technological Developments.

**BİL 468 Computer Applications in Food and Beverage Management 3+0 4,0**

Use of Computers in Food and Beverage Management; Hardware; Software; Recipe Management; Purchase Analysis; Menu Management; Efficient management; Beverage and Food Control Systems; Fidelio Packet Program for Food and Beverage Module; calculation of food and beverage costs; stock control; sales; stock; purchase; sale; applications.

**ERA 195 Cultural Heritage of Turkey 2+0 3,0**

Prehistorical Ages; Historical Ages; Aegean Immigrations; Hellenistic and Roman Heritages in Anatolia; Jewish and Christianity Heritages in Anatolia; Otoman Heritage in Anatolia; Foundation of Modern Turkey; Lausanne Pact; Turkey and European Union; Minorities in Turkey; Ethnic Problems of Turkey; Laicism and Islam; General Discussion.

**ERA 197 Culture and Tourism in Turkey 2+0 3,0**

An Overview of Cultural Formation of Turkey; The Prehistoric and Historic Times; Hittites; Aegean Migration, Phrygians, Lydian's and Persians ; The Oratation Kingdom; Helen and Roman Civilization; The Byzantine Empire; Turkish Period in Asia Minor; Foundation of Turkish Republic; Art and Culture in Anatolia; Social Life; Ancient Ruins of Anatolia.

**ERA 199 Cultural Diversity and Communication 2+0 3,0**

Introduction, Anthropological View; Definition of Culture, Diversity; Globalization, Identity & Affinity; Language and Culture; Religion and Culture; Class in countries; Gender and Society; Prejudices and Stereotypes; European Culture;

Media and Culture; Media and Representations; Cultural stereotypes in Media

**EST 201 Aesthetics and Philosophy 3+0 4,0**

Scope and Methods of Aesthetics; Concept of Beauty and Aesthetic Judgment; Main Philosophical Perspectives; Concept of Art; Classification of Art; Requirements for Artistic Creativity; Types of Art; Accurate Determination of Evaluation Criteria in Arts; Methods of Criticizing Artworks and Philosophical Criticism; Platos Reflection Theory; Aristotles Substance and Essence Concepts, Mimesis Concept; Aesthetics in the Islam, Christianity and Renaissance; Philosophers in the Age of Enlightenment (Baumgarten, Kant and Hegel) and Expressionism; Formalism, Theory of Art for Art.

**ETK 204 Professional Ethics 2+0 3,0**

Ethics in Gastronomy; Ethics and Related Concepts; Ethics Theories; Basic Principles of Ethics; Types of Ethics: Individual ethics, Business ethics; World Tourism Organizations Code of Ethics; Ethical Problems in Gastronomy Organizations; Sources of Ethical Problems; Ethical Problems in Food & Beverage Organizations; Ethics and Customer Complaints; Customer Rights in Tourism Sector.

**FİN 352 Financial Management in Hotels 3+0 4,0**

Financial Management: Financial management in hotels, Importance, Aims, and Organization; Ratios and Fund Movement Tables in Financial Analysis; Management of Working Capital; Investment and Capital Budgeting in Hotels; Short Term Financing Sources: Bank credits, Commercial credits, Factoring; Middle Term Financing Sources: Forfeiting, Leasing, Revolving credits; Long Term Financing Sources: Auto Finance, Stocks, Bond; Risk Management in Hotels: Spot, Forward, Future markets, Option, Swap.

**FOT 403 Food Styling and Photography 3+0 4,0**

Artistic Interventions in Photography; Food Photography: Composition I; Food Photography: Composition II; Special Effects; Projecting the Images; Camera Effects I; Camera Effects II; Effects with Filter; Motion; Darkroom Effects I; Darkroom Effects II.

**FRA 151 French I 3+0 3,0**

Language Functions: introducing oneself, Greetings, Definitions, Asking for Things and Responding, inviting People, Talking about Likes and Preferences, Apologizing; Vocabulary: Jobs and Nationalities, Describing People; Grammar: Conjugation of Group I Verbs in Present Tense, Conjugation of the Verbs 'Aller?', 'Venir?', 'Faire?', in Present Tense, Definitions, Question Words: Qui, Que, Quand, Qu, Est-Ce que, Comment, Combien et Pourquoi.

**FRA 152 French II 3+0 3,0**

Language Function: Asking for information, Giving advice, Prohibition, Expressing wishes, Making reservations, Making phone calls; Grammar: Passé Composé and Imparfait, Demonstratives, Expressing quantity: Un peu de, Beaucoup de, Plus de, Moins de, Numbers, Imperatives,

Passé Recént, Futur Proche; Pronouns: Qui, Que, Ou; Comparatives.

**FRA 153 French I** 4+0 3,5  
Language Functions; Introducing Oneself, Greetings, Definition, Asking for Things and Responding, Inviting People, Talking about Likes and Preferences, Apologizing; Vocabulary: Jobs and Nationalities, Describing People; Grammar: Conjugation of Group I verbs in Present Tense, Conjugation of the verbs 'Aller?', 'Venir?', 'Faire?', in Present Tense, Definitions, Question Words: Qui, Que, Quand, Qu, Est-Ce que, Comment, Combien and Pourquoi.

**FRA 154 French II** 4+0 3,5  
Language Function: Asking for Information, Giving Advice, Prohibition, Expressing Wishes, Making Reservations, Making Phone Calls; Grammar: Passé Composé and Imparfait, Demonstratives, Expressing Quantity: Un peu de, Beaucoup de, Plus de, Moins de, Numbers, Imperatives, Passé Recént, Futur Proche, Pronouns: Oqi, Que, Qu; Comparatives.

**FRA 255 French I** 3+0 4,0  
Language Functions: Greetings, Invitations, accepting or refusing invitations; Vocabulary Knowledge: Nourishment, Accommodation, Clothing and colors, Bairams and activities; Grammar: Expressions showing quantity, Demonstrative and possessive adjectives, Prepositions and time indicators, Stressed personal pronouns, Imperatives, Verbs with double pronouns; Learning About French Culture: An area in France: La Bourgogne; Pronunciation, Semi-vowels, Gliding.

**FRA 256 French II** 3+0 4,0  
Language functions: Imperatives and wishes; Evaluation, Proving and Thanking; Vocabulary: Nourishment, Accommodation, Clothing and colors, Bairams and activities; Ordinal Numbers; Grammar: Expressions showing quantity, Demonstrative and Possessive Adjectives, Prepositions and Time indicators, Stressed personal pronouns: Imperative moods, Verbs with double pronouns; Learning about Target Culture: An Area in France: La Bourgogne; Pronunciation: Intonation, Semi-Vowels, Gliding.

**FRA 353 French I** 4+0 4,0  
Language Functions; Introducing oneself, Greetings, Asking for something and responding to a demand, Inviting people, Talking about likes and preferences, Apologizing; Vocabulary: Jobs and nationalities, Describing people; Grammar: Conjugation of group I verbs in present tense, Conjugation of the verbs 'Aller?', 'Venir?', 'Faire?', in present tense; Question Words: Qui, Que, Quand, Qu, Est-Ce que, Comment, Combien and Pourquoi.

**FRA 354 French II** 4+0 4,0  
Language Function: Asking for Information, Giving Advice, Prohibition, Expressing wishes, Making reservations, Making phone calls; Grammar: Passé Composé and Imparfait, Demonstratives, Expressing quantity: Un peu de, Beaucoup de, Plus de, Moins de, Numbers, Imperatives,

Passé Recént, Futur Proche, Pronouns: Oqi, Que, Qu; Comparatives.

**FRA 455 French III** 4+0 4,0  
Language Functions: Meeting, Invitations, Responding to invitations, Describing people; Lexicology: Jobs, Nationalities, Daily life and leisure, Describing people in terms of personality and psychology; Grammar: Definite and Indefinite Articles; Type and Quantity in Pronouns and Adjectives; Question and Negative Forms; Present Tenses; Numbers; Recognizing French Culture: Paris and the Historical sites; Pronunciation: Intonation, Vowel and consonant sounds.

**FRA 456 French IV** 4+0 4,0  
Language Functions: Meeting, Greeting, Introducing self, Asking for directions, Informing, Making appointments, Reservation; Grammar: Conjugation of First, Second and Third Group Verbs in all Tenses; Definite and Indefinite Articles; Possessive Adjectives; Demonstrative Adjectives; Feminine and Masculine Forms of Nouns and Adjectives; Question Words; Pronouns; Adverbs; Comparison; Possessive Pronouns; Active-Passive Voice; Lexicology: Words in hotels, restaurants, transportation, travel and shopping; Courtesy; Pronunciation: Accent, rhythm and intonation.

**GMS 102 Introduction to Nutrition** 2+0 3,0  
Fundamentals of Personal Nutrition: Energy requirements and calculations, Carbohydrates, Lipids, Fats and oils, Proteins, Vitamins and minerals; Nutrition in Life Cycle; Weight Management and Exercising; Nutrition and Health; Nutrition Topics Relevant to Foodservices: Nutrition and Menu Planning; Developing Healthy Recipes; Marketing Healthy Menu Options; Impact of Nutrient Retention.

**GMS 201 Basic Cooking Techniques I** 3+3 6,0  
Food and Beverage Industry; Organization of Kitchens and Job Descriptions; Tools and Equipment Used in Kitchen: Cooking equipment, Processing equipment, Holding and storage equipment, Pots, pans and containers, Measuring devices, Knives, Hand tools, Small equipment; Mise en Place.

**GMS 202 Basic Cooking Techniques II** 3+3 6,0  
Basic Cooking Principles; Stocks and Sauces; Soups; Cooking Meats; Cooking Game; Cooking Fish; Vegetables and Cooking Vegetables; Salads and Salad Dressings; Hors D'oeuvres; Sandwiches; Breakfast Preparation; Dairy Products; Sausages and Cured Foods: Garlic sausage, Bologna type sausage, Bacon; Food Presentation and Garnish; Organization of Modern Kitchens.

**GMS 203 Gastronomy** 3+0 4,0  
History of Cuisine: Ancient Greek cuisine, Roman cuisine; Food: Use of food, Food habits; Physical Changes: Kitchen structures, Kitchen equipment and utensils, Ways of use; Methods Used: History of cooking, storing, serving food; Food in Human Life: Daily life, Special occasions, Holy food; History of Food Trends: Classic, Neo-Classic, Modern; Other Trends: Fast food, Slow food; Featured Countries in

Gastronomy; France, Italy, USA; New Applications: New cooking techniques, Technology.

**GMS 204 Food and Beverage Operations Management** 3+0 4,0

Introduction to Management: Definition of management, Management levels, Manager, Managerial skills, Managerial functions; Evolution of Management Thinking: Classical perspective, Humanistic perspective, Systems approach, Contingency approach; The Environment of Management: Environment and corporate culture, Managing in a global environment, Managing small businesses; Functions of Management: Planning: Managerial planning and goal setting, Strategy formulation and execution, Managerial decision making; Organizing: Organizing defined, Organizational structures; Leading: Power and influence, Motivation, Leadership, Communication; Control.

**GMS 205 Geography of Wood** 3+0 3,0

Basic Concepts of Foods and Geography; Tea: History of tea, Tea around the world and in Turkey, Production of tea; Coffee: History of coffee, Coffee around the world and in Turkey, Production of Coffee; Olive: History of olive, Olive around the world and in Turkey, Production of olive; Hazelnut: History of hazelnut, Hazelnut around the world and in Turkey, Production of hazelnut; Yogurt: History of yogurt, Yogurt around the world and in Turkey, Production of yogurt; Turkish Bagel: History of Turkish bagel, Turkish bagel around the world and in turkey, Production of Turkish bagel.

**GMS 206 Food and Beverage Cost Control** 3+0 4,0

Basic Concepts Related to Cost: Types of costs, Fixed costs, Variable costs, Mixed costs, Semi-variable costs; Cost-Volume-Profit Analysis, Break-even Analysis; Food Cost Control Process: Purchasing, Receiving, Storing, Production; Management of Beverage Costs; Pricing of Food and Beverage: Budgets, Budgeting operations of food and beverage activities; Menu Analysis; Yield Management; Contemporary Costing Approaches: Activity-based costing, Target costing, Kaizen costing, Product life cycle costing.

**GMS 208 Banquet Management** 2+0 3,0

Meaning and Scope of Banquet; Importance of Banquet for Hotels and Independent Restaurants; Planning in Banquet Organizations; Organizing in Banquet Organizations; Leading in Banquet Organizations; Coordination in Banquet Organizations; Controlling in Banquet Organizations; Banquet Menus; Buffet Cocktail and Conference Organization; Marketing of Banquet Organizations and Banquet Budget; Protocol Rules; Food and Beverage Related Special Events: Food festivals, Cooking contests.

**GMS 301 Cuisine Practices I** 0+4 6,0

Winter Vegetables (Leeks, Onion, Carrots, Broccoli, Cauliflower, Cabbage, Celery): Mise en Place: Picking out, Washing, Chopping; Winter Vegetable Cooking; Garnishing; Fish and Shellfish: Dressing and Filleting, Cutting; Coking Fish and Shellfish: Grilling, Broiling, Moist-heating, Cooking methods; Soups; Desserts; Artistic Plate Presentation.

**GMS 302 Cuisine Practices II** 0+4 6,0

Meat Composition: Structure and basic quality factors; Aged Meat; Basics of Beef, Lamb, Veal Cutting (Beef Rib, Beef Loin, Beef T-Bone Steak); Preparations for Cooking (Marinating, Flavor, and Tenderness); Poultry: Preparations for Cooking (Marinating, Flavor, and Tenderness); Summer Vegetables and Herbs: Picking out, Washing, Chopping; Cooking Winter Vegetables; Garnishing; Flavoring, Seasoning and Spices; Plate Portioning and Menu Planning.

**GMS 303 Gastronomy Seminar I** 3+0 4,0

Kitchen Planning; Kitchen Management; Regional Cuisines; New Trends in the Kitchen; Food Technologies; Kitchen Equipment; Molecular Gastronomy; Fusion Kitchen; Preparing Meat; French Cuisine; Italian Cuisine; Chinese Cuisine; Mexican Cuisine; Spanish Cuisine; Turkish Cuisine; Discussions, Conferences and Seminars Held in Various Topics of Gastronomy.

**GMS 304 Gastronomy Seminar II** 3+0 4,0

Importance of Food & Beverage Department in Hotel Management, Restaurant Management, Bar Management, Fast Food Management, Catering Management, Banquet Organizations; New Trends in Food & Beverage Industry; Interior Design in Restaurants; Wheat Production and Bakery in Turkey; Pulse Regions in Turkey; Types of Milk and Cheese Production in Turkey; Importance of Oils in Diet; Vegetarian Nutrition; Fisheries in Turkey; Use of Game Animals in Hotel Kitchens; Discussions, Conferences and Seminars Held in Various Topics of Gastronomy.

**GMS 305 Career Opportunities in Food and Beverage Industry** 3+0 4,0

Definitions of Career-related Concepts: Career, Career management, Career development; Career Approaches and Stages: Traditional perspectives of career, Contemporary perspectives of career: Boundless career, Protean career, Stages of career development; Career Planning: Individual career planning, Organizational career planning; Career Paths; Career Opportunities in Food and Beverage Industry: Career opportunities in caterings and fast foods, Career opportunities in restaurants and bars; Career opportunities in hotel businesses.

**GMS 306 Technology of Drinks** 3+0 3,0

Nonalcoholic Drinks: History, Customs, Sensual evaluation of drinks; Preparation of drinks; Juices: Definition, Types, Production; Fizzy drinks: Definition, Types, Production, Preparation of mixtures, Addition of carbon dioxide; Tea: Definition, History, Types, Preparation; Coffee: Definition, History, Types, Preparation; Other nonalcoholic drinks: Ayran, Boza, Kımız.

**GMS 307 Food Technology** 3+0 3,0

Food Technology Definition; Ready Food Technology Raw Materials and Components; Factors and Control of Food Spoilage; Physical Methods of Food Preserving: Cooling, Freezing, Sterilization, Pastörizyon, Radiation, Gas pressure, Vacuuming, Filtration; Chemical Methods of Food Preserving: Salting, Fumigation, Biological methods of food

preserving; Grain, Fruit, Vegetable, Meat, Milk, Butter and Quality Control.

**GMS 308 Ottoman Culinary 3+3 6,0**

Definition of Food Technology; Raw Materials and Components in Convenience Food Technology; Factors and Control of Food Spoilage; Physical Methods of Food Preserving: Cooling, Freezing, Sterilization, Pasteurization, Radiation, Gas pressure, Vacuuming, Filtration; Chemical Methods of Food Preserving: Salting, Fumigation; Biological Methods of Food Preserving; Quality Control Principles for Grain, Fruit, Vegetable, Meat, Milk, Butter and Convenience Food.

**GMS 309 Food Laws and Regulations 2+0 3,0**

Turkish Food Regulations; Turkish Food Codex Regulation: Food additives and ingredients, Flavorings, Leftovers, Rules related to food processing, Control of food-production areas, Qualifications of production companies, Packaging and labeling; Different Regulations in the World: FDA, European Union, Other codes.

**GMS 310 Food Chemistry 3+0 3,0**

Chemical Composition of Food: Water, Carbohydrates, Proteins, Lipids, Vitamins, Minerals, Pigments; Chemical Transformations of Food; Transformation Products: Qualitative and quantitative analysis of carbohydrates, proteins and fats; Principles of Quality Controls of Food; Quality Control Analysis of Various Foods.

**GMS 311 Regional Cuisines I 3+3 6,0**

Dishes of Marmara Region: Soups, Salads, pickles and meze, Egg dishes, Seafood, Meat dishes, Offal dishes, Meatball dishes, Fowl and ground game animals, Vegetable dishes, Pilafs, Pastries and breads, Compotes, sherbets and jams, Desserts; Dishes of Central Anatolia Region: Soups, Salads, pickles and meze, Egg dishes, Seafood, Meat dishes, Offal dishes, Meatball dishes, Fowl and ground game animals, Vegetable dishes, Pilafs, Pastries and breads, Compotes sherbets and jams, desserts; Aegean Dishes; Mediterranean Dishes.

**GMS 312 Regional Cuisines II 3+3 6,0**

Dishes of Western Black Sea Region: Soups, Salads, pickles and meze, Egg dishes, Seafood, Meat dishes, Offal dishes, Meatball dishes, Fowl and ground game animals, Vegetable dishes, Pilafs, Pastries and breads, Compotes, sherbets and jams, desserts; Dishes of Eastern Black Sea Region: Soups, Salads, pickles and meze, Egg dishes, Seafood, Meat dishes, Offal dishes, Meatball dishes, Fowl and ground game animals, Vegetable dishes, Pilafs, Pastries and breads, Compotes, sherbets and jams, desserts; Eastern Anatolian Dishes; Southeastern Anatolian Dishes.

**GMS 401 Human and Taste 2+0 3,0**

Concept of Taste; Definition, Perceptions, Conceptualization, Chemical dimension, Physiological dimension; Sense of taste: Bitter, Sweet, Sour; Psychology of Human Beings; Human Beings and Taste; Food Neophobia; Prejudices; Variety Seeking; Food Addiction; Alcoholism.

**GMS 402 Gastronomy Graduation Project 3+0 8,0**

Identifying a Project Topic; Identifying Aim and Importance of the Project; Identifying the Methodology; Literature Review; Developing a Data Collection Method for Research; Discussing Analysis Techniques; Preliminary Research; Carrying out the Research; Result Collection; Analysis of Research Results; Interpreting Findings; Reporting of the Research; Submission of the Project.

**GMS 403 Culinary Arts of World I 3+3 6,0**

Culinary History of Turkey; Dishes in Turkish Cuisine: Soups, Vegetables with olive oil and meze, Kebabs, Dolmas, Mantu and other pasta dishes, Desserts; Culinary History of France; Dishes in French Cuisine: Soups; Cold starters, Hot starters, Main courses, Desserts; Culinary History of Italy; Dishes in Italian Cuisine: Soups, Cold starters, Hot starters, Main courses, Desserts; Culinary History of Spain; Dishes in Spanish Cuisine: Soups, Cold starters, Hot starters, Main courses, Desserts; Culinary History of Mexico; Dishes in Mexican Cuisine; Culinary History of British Isles; Dishes in British Isles Cuisine.

**GMS 404 Culinary Arts of World II 3+3 6,0**

Culinary History of Germany; Dishes in German Cuisine: Soups, Cold starters, Hot starters, Main courses, Desserts; Culinary History of Scandinavia; Dishes in Scandinavian Cuisine; Culinary History of Russia and Eastern Europe; Dishes in Russian and Eastern European Cuisine; Culinary History of China; Dishes in Chinese Cuisine; Culinary History of Japan and Korea; Dishes in Japanese and Korean Cuisine; Culinary History of Vietnam, Thailand, Indonesia, and Philippines; Dishes in Vietnamese, Thai, Indonesian and Philippine Cuisine; Culinary History of India; Dishes in Indian Cuisine; Culinary History of Portugal; Dishes in Portuguese Cuisine.

**GMS 405 Wine Industry 3+0 4,0**

Wine: Definition, History, Types; Wine Production: Process of red wine production, Process of white wine and rose wine production; Wine Grapes; Wine Industry in the World; Wine Industry in Turkey; Wine Tasting; Wine and Food Harmony.

**GMS 406 Bread and Pastry 3+3 6,0**

Bread: Definition, History, Types, Production techniques, Usage of equipment, Measures, Four main mixing methods, Twelve processes of bread production; Dough Shaping; Techniques of Dough Cutting; Pastry; Sponge Cake; Sauce with Cream; Production of Fruit Sauces and Jelly; Cold and Hot Desserts: Ice creams, Sorbets, Candy; Garnish, Decoration, Presentation.

**GMS 408 Culinary Trends 3+0 3,0**

Technological Innovation: Equipment, Material, Automation; Equipment Innovation; Contemporary Cooking Techniques: Cook-chill, Cook-freeze, Sous-vide; New Applications in Menu Design; New Applications in Service and Presentation; Globalization and Localization; New Applications in Restaurants; New Trends: Fusion cuisine, Molecular cuisine; Problems in the New World Cuisine; Future Prospects.

**GMS 410 Food, Culture and Community 3+0 3,0**

Food Culture; Social Dimensions of Food Culture; Intercultural Relationships; Food Consumption and Its Interaction with Religious and Cultural Identity; Food Choice and Its Relationships with Cultural and Social Developments; Effects of Technological Developments on Food Production.

**GRA 208 Web Design 2+2 4,0**

Basic Concepts of Web Design; Webpage-Website Architecture: Principles of web design, Web design browsers, Web development tools; HTML: Structure of HTML, Programming, HTML and page configuration, HTML tags: Use of Text, Table, Color, Form, Frame, Link, Banner; CSS: Structure and programming of CSS, Page configuration with CSS; Editor Programs: Frontpage, Dreamweaver, Webpage Maker, Web Templates; Web Page Hosting: Domain, Hosting, File transfer protocol, Updating.

**HUK 151 Fundamental Concepts of Law 3+0 4,5**

Rules of Social Order and the Law; Rules of Law and Sanctions; Sources of Law; Statutes, Regulations, By-laws; Types of Legal Rules; Precedent Law; Turkish Judicial Systems; Branches Law: Public law; Private Law; Branches of Private Law; Branches of Public Law; Implementation and interpretation of Law; Concept of Legal Relationship and the Parties; Concept and Types of Rights; Persons: Real Persons, Legal Persons; Acquiring, Losing and Protection of Rights.

**HUK 356 Labor and Social Security Law 3+0 4,0**

Labor Law: Its subject; Fundamental principles; Fields of Application of Labor Law: Employment contract; Debt emerging from employment contracts; Paying off debts; Arranging the work in terms of time; Wages and vacation; Security and Health of Laborers; Law of Unions: Collective agreement; Law of strike and lockout.

**İKT 119 Introduction to Economics 3+0 5,0**

Definition and Basic Concepts of Economics; Scarcity, Preference and Utility; Supply and Demand; Elasticity; Supply and Demand Applications; Production and Costs; Markets with Perfect Competition; Markets for Factors of Production and Factor Incomes; Public Goods and Externalities; From Microeconomics to Macroeconomic; National Income Accounting; Calculation of National Product; Macroeconomic Equilibrium; Fiscal Policy and Aggregate Expenditures; Money and Banking; Monetary Theory and Policy; Aggregate Demand- Aggregate Supply Analysis and Inflation; International Trade and Finance; Economic Growth and Development.

**İKT 351 Tourism Economics 3+0 4,0**

Economics and Tourism: Basic economic theories; Tourism Product; International Tourism; Tourism Supply: Tourism supply and its characteristics; Tourism Demand: Tourism demand and its characteristics; Equilibrium in Tourism Market: Partial equilibrium, Factors affecting equilibrium; Development of Tourism and National Economies: National economy and tourism, Economic results of tourism; Monetary Economic Effects of Tourism; Tourism and Foreign Exchange Income; Effects on External Payment

Equilibrium; Effects on Public Income and Expenses; Effects on Product and Service Prices; Real Economic Effects of Tourism; Measuring Economic Effects of Tourism: Multiple effects of tourism income, Input-output analysis.

**İKT 351 Tourism Economics 3+0 4,0**

Economics and Tourism: Basic economic theories; Tourism Product; International Tourism; Tourism Supply: Tourism supply and its characteristics; Tourism Demand: Tourism demand and its characteristics; Equilibrium in Tourism Market: Partial equilibrium, Factors affecting equilibrium; Development of Tourism and National Economies: National economy and tourism, Economic results of tourism; Monetary Economic Effects of Tourism; Tourism and Foreign Exchange Income; Effects on External Payment Equilibrium; Effects on Public Income and Expenses; Effects on Product and Service Prices; Real Economic Effects of Tourism; Measuring Economic Effects of Tourism: Multiple effects of tourism income, Input-output analysis.

**İLT 107 Introduction to Communication 3+0 3,5**

Defining communication; The place and importance of communication in social life; Development of communication as a science; The process of communication and its elements: Source, message, channel, receiver, encoding-decoding, framework of reference, feedback, noise, feedforward, and selective perception; System approach to the process of communication; Types of communication; Comparison of various kinds of communication; Communication models in general; Basic communication skills; Contemporary theoretical approaches communication.

**İLT 201 Interpersonal Communication 3+0 4,5**

Verbal Communication; Speaking Skills As Dimension of Interpersonal Communication; Listening Capabilities As Dimension of Interpersonal Communication; Non-Verbal Communication; Signs And Meanings; Stress And Stress Management; Group; Group Dynamics; Small Group Characteristics; Persuasion; Speaking And Listening; Time And Time Management; Interpersonal Communication; History of Communication Research.

**İNG 137 English I 4+0 4,0**

English Alphabet; Pronunciation; Objects: Classroom objects; Pronouns: Personal pronouns, Possessive pronouns; Phrases of Greetings; Statements: Affirmative and negative sentence structure, Orders; Subject-Verb Relations; Tenses: Present tenses, Past tenses, Verb to be; Interrogatives; Yes-no questions, Wh- questions; Nouns: Countable and uncountable nouns; Modals: Can, Must, Have; Prepositions; Prepositions of place: In, On, At, Between, Above, Over, Below; Quantifier Adverbs: Often, Always, Never.

**İNG 138 English II 4+0 4,0**

Modals: Should, Ought to, Had better, May, Might, Could, Can; Writing: Organization of ideas, Writing paragraphs; Reading: Reading and understanding, Answering text-related questions, Textual word study, Learning textual words; Tenses: Present perfect tense, Past progressive tense;

Questions: Interrogatives and negative questions; Passive Voice: Simple present tense, Simple past tense; Adjectives.

**İNG 177 English I 3+0 3,0**

Using the Simple Present; Talking about Yourself, Your Family, and Your Favourite Things; Using the Simple Present and Present Continuous; Using 'if and when'; Talking about Health, Remedies, Sleep Habits and Stress; Using going to and the Present Continuous to Talk about the Future; Talking about Birthdays, Celebrations, and Favourite Holidays; Using the Simple Past; Using 'all', 'most', 'a lot of', 'a few'; Talking about Childhood, School, and Your Teenage Years; Using 'Is there?' and 'Are there?' to Ask about Places in a Town; Using Location Expressions like 'across from' and 'outside'; Talking about Stores and Favourite Places in Your City or Town.

**İNG 178 English II 3+0 3,0**

Using Infinitives; Asking for and Giving Advice and Suggestions; Responding to Suggestions; Using 'Do you mind .?' to Ask for Permission and 'Would you mind....?' to Make Requests; Using the Past Continuous for Events in Progress in the Past; Making Comparisons with Adjectives; Using more and less with Nouns and Verbs; Talking about Different Ways of Communicating; Managing Phone Conversations; Using 'have' and 'have got to' to Describe People; Talking about What People Look Like; Using will, may and might to Talk about the Future; Using 'if' and 'when' and the Present Tense to Refer to the Future; Talking about Plans and Organizing Events; Using 'will' to Make Offers and Promises.

**İNG 179 Advanced English I 3+0 3,0**

Using Manner Adverbs and Adjectives to Talk about People's Behaviour and Personality; Adding Prefixes to Make Opposites; Using the Present Perfect; Talking about Experiences; Using the Superlative Form of Adjectives; Talking about Rules and Discipline; Using 'used to' and 'would' to Talk about Memories; Talking about Family, Relatives and Childhood; Talking about Eating Habits and Different Ways to Cook Food; Responding to Suggestions; Refusing Offers Politely; Using 'will, going to, the Present Continuous and the Simple Present' to Talk about the Future; Talking about Future Plans, Facts, Predictions and Schedules; Using Expressions with 'make' and 'do'.

**İNG 180 Advanced English II 3+0 3,0**

Making Sentences with Relative Clauses; Using Phrasal Verbs; Talking about Imaginary Situations or Events in the Present and Future; Giving Advice; Including Questions within Questions and Statements; Talking about Problems with Technology; Using the Present Perfect Continuous to Talk about Recent Activities; Talking about Social Life and Different Kinds of Movies; Using Adjectives ending '-ing' and '-ed'; Showing You Understand another Person's Feelings or Situation; Using the Simple Past Passive in News Stories; Talking about Local and International News Events; Talking about Extreme Weather and Natural Disasters.

**İNG 225 Academic English I 3+0 3,0**

Reading Skills for Academic Study: Understanding key vocabulary, Getting the gist of the text, Skimming and scanning, Understanding text organization, Developing basic vocabulary knowledge; Listening Skills for Academic Study: Listening for main idea, Listening for detailed information, Listening to short daily conversations, Listening for key ideas; Speaking Skills for Academic Study: Introducing oneself, Maintaining everyday conversations, Giving descriptions of events, Asking and answering questions; Writing Skills for Academic Study: Writing simple sentences, Writing notes, Writing basic descriptions of events, Writing informal letters.

**İNG 226 Academic English II 3+0 3,0**

Reading Skills for Academic Study: Exposure to simple academic texts, Developing reading fluency, Identifying text type, Improving academic vocabulary knowledge, Distinguishing key ideas from supporting details; Listening Skills for Academic Study: Distinguishing main idea from the detailed information, Listening to short texts on different topics, Noticing intonation; Speaking Skills for Academic Study: Asking for information, Giving detailed information on relevant topics, Asking for and giving directions; Writing Skills for Academic Study: Writing simple and compound sentences, Writing simple biographies, Writing brief reports, Writing short paragraphs.

**İNG 239 English III 4+0 4,0**

Personal Introduction; Past Tenses: Expressing past habits, Used to structure; Telling Directions; Orders; Comparative Adjectives; Giving Directions; Future Tenses: Going to and Will; Request Phrases: Would and could; Writing Appreciation and Apology Letters; Participles, Masters, Compound Nouns; Countable and Uncountable Nouns; Clauses: Adjectives of time; Adverbial Sentences: Adverbials denoting time.

**İNG 240 English IV 4+0 4,0**

Talking About Possibilities; Past and Future Tenses; Conditional Sentences; Use of Will and May in Conditionals; Adjectives and Adverbs Used to Express Personal Characteristics; Defining and Creating Meaning; Indirect Speech; Use of Could, Would and Might in Conditionals; Talking About Likes and Dislikes; Passive Voice.

**İNG 325 Academic English III 3+0 3,0**

Reading Skills for Academic Study: Developing reading fluency, Adapting reading style to different text types, Practicing critical reading skills; Listening Skills for Academic Study: Listening to longer texts, Listening to short authentic texts, Recognizing stress and intonation; Speaking Skills for Academic Study: Asking for clarification, Asking for confirmation, Giving reasons and explanations, Giving short presentations on familiar topics; Writing Skills for Academic Study: Identifying different styles of paragraphs, Paraphrasing ideas in short texts, writing academic paragraphs, Writing formal and informal academic texts, Writing summaries.

**İNG 326 Academic English IV 3+0 3,0**

Reading Skills for Academic Study: Adjusting speed and reading style to different genres and tasks, Reviewing and analyzing material, Focusing on critical reading skills, Recognizing biases in written works; Listening skills for academic study: Listening to longer authentic texts, Taking notes, Distinguishing facts from opinions, Drawing inferences; Speaking Skills for Academic Study: Participating in group discussions, Expanding opinions, Giving longer presentations on familiar topics; Writing skills for academic study: Expressing opinions in well-organized academic essays, paraphrasing ideas in texts, writing summaries of longer texts.

**İNG 341 English V 4+0 4,0**

Tense and Verb Structure; Regular and Irregular Verbs: Past forms of verbs, Noun phrases (That, Whether, Question Words); Modals: Permission, Advice, Imperative, Prohibition Would, Could, Had better, Must/Mustnt; Conditionals: Zero, First, Second, Third and mixed types; Adjectives and Adverbs; Use of As and Like; Active and Passive Voices in all Tenses.

**İNG 342 English VI 4+0 4,0**

Time Clauses: As soon as, Until, By the time, When; Anacoluthon; Comparatives: Regular and irregular adjectives; Affirmative and Negative Comparisons; Re-expression of a Given Sentence with Different Words and Phrases Paraphrasing; Sentence Conjunctions; Participle Clauses: Countable and uncountable nouns; Phrasal Verbs; Revision of Tenses.

**İNG 425 Academic English V 3+0 3,0**

Reading Skills for Academic Study: Analyzing texts, Drawing conclusions and identifying implied meaning, Developing the vocabulary in the field of study; Listening Skills for Academic Study: Drawing inferences from the theme, Taking notes during a lecture, Interpreting what is heard, Following lectures on familiar topics; Speaking Skills for Academic Study: Participating in discussions, Summarizing, Interviewing, Applying turn-taking rules, Giving presentations on a variety of topics, Commenting on classmates presentations; Writing Skills for Academic Study: Writing various forms of academic writing, Building effective arguments using evidence.

**İNG 426 Academic English VI 3+0 3,0**

Reading Skills for Academic Study: Drawing conclusions based on the information in the text, Comparing and contrasting main ideas, Summarizing extracts from various sources, Evaluating information; Listening Skills for Academic Study: Following lectures, Synthesizing, Evaluating and transferring what was heard; Speaking Skills for Academic Study: Participating in discussions, Justifying point of view, Using strategies to achieve comprehension, Carrying out interviews, Summarizing discussions, Giving longer presentations on academic topics; Writing Skills for Academic Study: Writing well-researched essays and reports, Writing commentaries.

**İNG 443 English VII 4+0 4,0**

Presentation of Elements of Communicative Competence; Modeling and Practicing for Effective Use of These Elements in Oral Communication; Skills and Strategies Required for Accurate and Appropriate Communication in a Variety of Subjects; Practice in Reading and Listening for Improving Language Comprehension and Production.

**İNG 444 English VIII 4+0 4,0**

Presentation of Elements of Communicative Competence; Modeling and Practicing for Effective Use of These Elements in Oral Communication; Skills and Strategies Required for Accurate and Appropriate Communication in a Variety of Subjects; Practice in Reading and Listening for Improving Language Comprehension and Production.

**İSN 102 Public Relations 3+0 3,0**

Fundamentals of Public Relations; Historical Development of Public Relations in Turkey and in the World; Development of Public Relations in Private and Public Sector; Career Development in Public Relations; Place of Public Relations Department in an Organization; Interdepartmental Public Relations; Research in Public Relations; Planning a Public Relations Campaign; Identifying problems, Determining objectives, Application and evaluation; Materials Used in Public Relations: Written, Audio-visual and other materials.

**İSP 151 Spanish I 4+0 4,0**

Introduction: Greeting, Giving information; Gender in Nouns and Adjectives; Verbs in the Present Tense; Demonstrative Adjectives and Pronouns; Plural Forms of Nouns and Adjectives; Description: House, Objects, Numbers; Asking Questions; Asking for Directions and the Time; Verbs in the Present Progressive Tense; At a Restaurant: Ordering, Asking for the Bill, Talking about Preferences; Describing People; Reflexive Verbs; Shopping: Cost, Likes and Dislikes, Quantity; Invitation: Accepting, Refusing; Gerunds; Seasons.

**İSP 152 Spanish II 4+0 4,0**

The Past: Near and remote past, Prepositions, Indefinite pronouns; The Future: Future plans, Making a phone call, Comparison; The Future Perfect Tense; Habits in the Past; Regular and Irregular Verbs; Senses; Some Grammar Rules: Obligation, Personal pronouns, Passive construction, conjunctions; Reading Texts: Biography, Narration, Picture stories.

**İSP 453 Spanish III 4+0 4,0**

Regular and Irregular Verb Conjugation in Imperative; Verb Conjugation in Negative Forms of Imperatives; Simple Past Tense; Past Perfect Tense; Present Perfect Tense; Conjugation of Regular and Irregular Verbs in Past Tenses; Future Tense; Future Tense with Ir a+ Infinitive; Travelling: Important phrases; Talking about Weather and Geography; Verbs Gustar-Encantar-Odiar-Pref; Tambien-Tampoco; Ordering at Restaurants; Conjunctions; Vocabulary Exercises.

**İSP 454 Spanish IV 4+0 4,0**

Introduction to Subjunctives; Verb Forms of Presente de Subjuntivo; Use of Presente de Subjuntivo; Verb Forms in Future Tenses; Use of Future Tense; Asking for Opinions; Expressing Opinions; Comparison of Past Tenses; Forms and Use of Imperfecto de Subjuntivo; Forms and Use of Preterito perfecto de Subjuntivo; Forms and Use of Pluscuamperfecto de subjuntivo.

**İST 251 Statistics 2+0 3,0**

Statistics; Definition; Subject and Importance: Basics; Unit, Variable: Types of variable; Data: Collecting data, Classification of data, Grouping the data: Series: Its definitions and types, Showing with graphic: Histogram; Averages, Measurement of variability, Co efficiency of variability, Standard deviation and variance; Random Variables; Discontinuous Distribution; Introduction to Sampling: Types of sampling, Statistical estimation, Chi-square analysis.

**İSL 101 Introduction to Business 3+0 4,5**

Concept of business: Economic systems, Production factors, Needs and wants, Demand, Goods and services, Consumption and consumer; Success criterion: Efficiency and related concepts; Characteristics of Businesses: Goals and functions of businesses, Relationships with the environment and responsibilities of businesses, Grouping of businesses; Foundation of businesses: Foundation decision, Determining plant location; Extending Businesses; Business ethics and social responsibility ( Ethical and moral rules); Concept of management; Functions of management; Human resources management; Functions of human resources management; Principles of marketing.

**İSL 101 Introduction to Business 3+0 4,5**

Concept of business: Economic systems, Production factors, Needs and wants, Demand, Goods and services, Consumption and consumer; Success criterion: Efficiency and related concepts; Characteristics of Businesses: Goals and functions of businesses, Relationships with the environment and responsibilities of businesses, Grouping of businesses; Foundation of businesses: Foundation decision, Determining plant location; Extending Businesses; Business ethics and social responsibility ( Ethical and moral rules); Concept of management; Functions of management; Human resources management; Functions of human resources management; Principles of marketing.

**İSL 103 Business Management 3+0 3,5**

Management: Basic Concepts, Significance of Management for Business Enterprises; Comparison of Management with Similar Concepts; Development of Management Science: Classical, Behavioral, and Modern Theories; Management System: Fundamentals and Significance of Management System for Business Enterprises; Planning and Decision Making: Planning process , Types of Plans; Organization: Fundamentals, Organization Process, Comparison of organization and planning processes; Authority and Power: Characteristics and Importance of Authority and Power, Delegation of Authority; Controlling: Characteristics, Controlling process.

**İSL 301 Human Resources Management 3+0 4,0**

Human Resources Management: Development, Goals and Principles; Functions of Human Resources Management: Human resources planning; Recruitment, Performance Appraisal, Training, Orientation and Development; Wage and Salary Administration; Career Management; International Human Resources Management; Technology in Human Resources Management.

**İSL 301 Human Resources Management 3+0 4,0**

Human Resources Management: Development, Goals and Principles; Functions of Human Resources Management: Human resources planning; Recruitment, Performance Appraisal, Training, Orientation and Development; Wage and Salary Administration; Career Management; International Human Resources Management; Technology in Human Resources Management.

**İSL 315 Strategic Management 3+0 5,0**

Environmental Analysis; SWOT Analysis; Business Valuation; Analysis of Robustness and Weaknesses; Strategic Alternatives for Businesses or Strategic Business Units (SBUs); Business or SBU Strategies; Selection Analysis; Selecting Strategies in Diversified Businesses: Strategic utility and portfolio analyses; Functional Level Strategies and Policies; Globalization and Global Strategies; Strategy Implementation; Organizational Structure and Distribution of Resources; Organizational Culture and Leadership; Assessment and Control of Strategies.

**İSL 421 Entrepreneurship 2+0 3,0**

Importance and Evolution of Entrepreneurship: Entrepreneurship within the framework of Manager, Concepts of Entrepreneur, Employer, Boss and Investor; Leadership in Entrepreneurship and Importance of Management Characteristics; Characteristics of Entrepreneurship; Changing Views of Entrepreneurship; General Evaluation of Entrepreneurship in Turkey: Change and Entrepreneurship; Entrepreneurship before and after the Republic; Female Entrepreneurs.

**İTA 151 Italian I 4+0 5,0**

Italian Alphabet; Italian Sound System; Masculine and Feminine Definite Articles; Masculine and Feminine Indefinite Articles; Feminine and Masculine Singular and Plural Forms of Nouns; Subjective Pronouns; Present Tense; Conjugation of Regular and Irregular Verbs In 'Are' 'Ere' 'Ire'; Use and Conjugation Of Verbs 'Essere' and 'Avere' Cardinal and Ordinal Numbers; Modal Auxiliaries; Interrogatives; Negative Expressions and Qualitative Adjectives.

**İTA 152 Italian II 4+0 5,0**

Characteristic Of Verbs 'Conoscere' and 'Sapere'; Idiomatic Expressions of Verbs 'Avere', 'Fare' , 'Dare' , 'Stare' ; Reflexive and Reciprocal Verbs; Simple and Articulated Prepositions; Passato Prossimo (Present Perfect) and The Conjugation of Regular and Irregular Verbs in This Tense ; Days Of Week; Months; Years; Asking Time; Characteristics Of Verbs 'Dire' 'Raccontare' 'Parlare'; Narration Of Past Events.

**JAP 301 Japanese I 4+0 4,0**

Basic Verbs; Words and Sentence Structures Used In Daily Speech; Greetings; Meeting Someone new; Introducing Oneself; Asking For Price; Time Concept; Numbers; Verbs And Words About Traveling By Train And By Bus; Likes And Dislikes; Apologizing.

**JAP 301 Japanese I 4+0 4,0**

Basic Verbs; Words and Sentence Structures Used In Daily Speech; Greetings; Meeting Someone new; Introducing Oneself; Asking For Price; Time Concept; Numbers; Verbs And Words About Traveling By Train And By Bus; Likes And Dislikes; Apologizing.

**JAP 302 Japanese II 4+0 4,0**

Introducing Oneself And One's Family; Ordering Food And Beverages In A Restaurant Or Cafe; Asking for the Bill; Meals And Expressions Used for Ordering Meals; Making A Reservation; Talking On The Phone; Asking For Information; Quantifiers; Demonstrative Adjectives; Talking About Past And Future.

**JAP 302 Japanese II 4+0 4,0**

Introducing Oneself And One's Family; Ordering Food And Beverages In A Restaurant Or Cafe; Asking for the Bill; Meals And Expressions Used for Ordering Meals; Making A Reservation; Talking On The Phone; Asking For Information; Quantifiers; Demonstrative Adjectives; Talking About Past And Future.

**JAP 403 Japanese III 4+0 4,0**

Requests and orders for something, giving directions to a taxi driver, asking permission, refusal situations, family terms, giving advice, negative positions of like and dislike at simple present tense and past tense, desire-preference-like and dislike at adjectives and verbs, verbs used for public transportation.

**JAP 404 Japanese IV 4+0 4,0**

Guessing, expressing feeling about something, writing letter, situations at traffic, talking about business trip; direct and indirect verbs, modal of ability, basic conjunctions, negative positions at simple present tense, differences of -niwa and -dewa, -ta form at verbs, -te/de and -ku/ni form at adjectives.

**KON 204 Bar Management 1+2 3,0**

The Definition of a Bar; The History of Bar and Bar Concept; Bar Organization Techniques; Specification of Bars; Stocks of Bar; The Equipment and Tools Used in a Bar; The Construction of a Bar in Hospitality Businesses; Staff at a Bar: Job descriptions; Types of Bars; The Mise En Place of Bar Operations; Regulations at a Bar; Beer Making: Beer ingredients, History of beer, Types of beer, Serving beer; Wine Making: Wine ingredients, History of wine, Types of wine, Serving wine; Wine Production in Turkey; Types of Grapes Used in Wine Making; Making of Gin and Vodka; Types of Gin and Vodka; Mixes with Gin and Vodka; How to Serve Raki, Rum and Tequila; Raki , Rum and Tequila Making; Types Mixes with Raki, Rum and Tequila; Liqueurs and Serving Liqueurs; Non-Alcoholic Beverages in The Bar.

**KON 211 Aliment Security and Hygiene 3+0 3,0**

Hygiene; Definition and Importance; Nutrition: Aliment Materials, Causes of food poisoning, Nutritional materials, Nutrition elements; Nutriment Contaminations; Substances Hazardous to Human Health: Microbiological parasites, Biological materials; Aliment hygiene, Toxic and chemical materials that contaminate Food; Food Degeneration; Kitchen Hygiene; Staff Hygiene; Disinfectants; Hygiene control and Management.

**KON 301 Cuisine Management 3+0 4,0**

Kitchen Organization; Kitchen Culture; Kitchen Staff; Kitchen Set; Kitchen Equipment; Security In Kitchen; Kitchen Organization: Purchasing And Storage; Planning Work Process; Kitchen Planning; Functional Relations In Kitchen; Physical Characteristics of Kitchen; Main Functions.

**KON 312 Menu Planning 3+0 4,0**

Food and Beverage Industry: Historical development, Classification, Developing; The concept of Menu; Definition, Developing, Functio100 ns, Structure, Types of Menus; The planning and Improving menu; Definition of Menu planning, Menu planning process; Front services and back services of menu planning; Menu pricing, Subjective methods, Objective methods; Menu representation; Menu cards, Menu notes, Menu cover, Menu graphics; Menu analysis.

**KON 411 Hotel Management 3+0 4,0**

Hotel Administration: Description of hotel administration, Development of hotel administration, Site selection for the hotel investment, Classification of hotels; Hotel Management: Concept of management, Description of hotel manager and responsibilities, Management theories, Functions of management; Hotel Organization: Structure and analysis of organization; Management of Front Office Operations; Management of Housekeeping Operations; Service Management; Accounting; Marketing Management; Human Resources Management in Hotels.

**KÜL 101 History of Culture 2+0 3,5**

Concept of Culture: Etymology and origin; Methodology of Cultural History Research; Culture and Civilization; History of Culture as a Science; Culture and Society; Concept of Culture and Social Development; Culture and Thought; Critical Thinking in the Intellect of the Middle Ages; Renaissance in the Cultural History; The Age of Enlightenment; The West and Ottoman/Turkish World in the 19th Century; Enlightenment in Turkish Cultural History; Mile Stones in Transition from Ottoman to the Turkish Republic; History of Modern Turkish Culture; Education and Culture in the Turkish Republic.

**KÜL 199 Cultural Activities 0+2 2,0**

Participating Actively or as a Spectator in Sports Activities; Participating in Activities Arranged by the Counseling Center; Participating in Workshops in Art; Education on Museums; Participating in Art Trips; Participating in Cultural Trips; Participating in and Taking Duty in activities such as Cinema, theatre, scientific Meeting etc.; Taking duty

in Clubs; Being a Student Representative and Participating in Environmental Activities.

**MAT 804 Mathematics** 3+0 4,5  
Coordinate Plane; Line and Parabola Equations; Functions; Limits and Continuity; Derivatives; Derivative Applications; Exponential and Logarithmic Functions; Indefinite Integral; Definite Integral and Applications; Systems of Linear Equations; Matrices; Determinants; Linear Programming.

**MİT 309 Ancient Greek and Roman Mythology** 3+0 4,0  
Basic Concepts: Mythology, Notion of religion in Ancient Greek and Roman Empire; Genesis: Creation of gods and the universe, Creation of man; Recognition of Mutual Myths in the Frame of Cultural Heritage: Heroes and regional myths and legends; Ancient Greek Theogony: 12 Olympians and related terms; Ancient Greek and Roman Empire: Society, civilization; Ancient Greek Heroes: Perseus, Theseus, Hercules and Dodekathloi; Trojan Wars and Its Heroes: Aineas, Odysseus, Achilles, Agamemnon, Argonauts: Eason and Medea.

**MİT 312 Anatolian Mythology** 3+0 4,0  
Basic Concepts in Mythology; Sumerian Mythology: Gilgamesh legend, Mythological Flood, Effect of Sumerian mythology on Western mythology; Hittite Mythology: Religion, Huri and Sumer mythology interactions; Phrygian Mythology: Religion, Mythological heroes, Mythological interactions of Phrygians; Turkish Mythology: Concept of God; Shamanism: Definition, Historical progress; Ancient Turk Legends: Saka legends, Alpher-Tunga legend and Shu legend, Their contributions to Anatolian culture.

**MUH 151 Introduction to Accounting** 3+0 4,5  
Concepts of Business and Accounting; Financial Transactions; Balance of Assets-Liabilities; Balance Sheet and Income Statement; Accounts: Concept of account, Types of accounts, Account chart; Document and Books; Accounting Process; Follow up Goods Transactions: Inventories and transactions of the purchase and sale of goods, Periodic inventory system, Perpetual inventory system; Liquid Assets: Cash, Banks, Checkups; Marketable Securities: Share certificates, Bonds; Receivables: Trade receivable, Other receivable; Long Term Assets; Liabilities; Shareholders Equity; Transactions of Income and Expenses; End of Period Transactions; Preparing Financial Statements and Closing Transactions.

**MUH 237 Cost Accounting** 3+0 3,0  
Introduction to Cost Accounting; Raw Material Cost; Labor Cost; Overhead Cost; Distribution of Costs; First and Second Distribution; Activity Based Costing and Distribution of Joint Cost; Job Order Costing System; Calculating Product Costs in Process Costing: Single operation, Multiple operations; Determining Production Losses and Accounting Procedures; Cost ? Volume ? Profit Analysis; Budgets as a Tool of Planning and Controlling; Controlling of Costs and Variance Analysis; Using Standard Costs; Using Cost Data in Evaluation of Decision Alternatives; Controlling of Responsibility Centers.

**MUH 239 Cost Accounting** 3+0 4,0  
Introduction to Cost Accounting; Raw Material Cost; Labor Cost; Overhead Cost; Distribution of Costs, First and Second Distribution; Activity-Based Costing and Distribution of Joint Cost; Job Order Costing System; Calculating Product Cost in Process Costing: Single operation, Multiple operations; Determining Production Losses and Accounting Procedures; Cost - Volume Profit Analysis; Budgets as a Tool of Planning and Controlling; Controlling of Costs and Variance Analysis; Using Standard Costs; Usage of Cost Data in Evaluation of Decision Alternatives; Controlling of Responsibility Centers.

**MUH 311 Auditing and Financial Analysis** 3+0 4,0  
Reliability of Information and Independent External Auditing; Generally Accepted Auditing Standards; Materiality; Audit Risk, Audit Evidence and Working Papers; Internal Control, Types of Audit Tests and Audit Planning; Auditing Balance Sheet Items and Income Statement Items; Sampling in Accounting Auditing; Completing the Audit and Reporting on Audited Financial Statements; Financial Statements and Financial Analysis; Horizontal Analysis; Vertical Analysis; Trend Analyses; Fund Flows Analysis and Fund Flows Statement; Adjusting the Financial Statements by Inflation.

**MÜZ 151 Short History of Music** 2+0 3,0  
Mile Stones in the History of Music; Music of the Antique Period; Music of Far East; Music of Anatolia; Music of the Middle Ages: Gregorian Chants; Music of Renaissance: Bach and Handel; Music of the Classical Age; Pianoforte in the Classical Age; Romantic Age; Nationalist Movement; Contemporary Music; Nationalism and Universality.

**PSİ 104 Social Psychology** 3+0 3,0  
Theory and Research in Social Psychology; Interpersonal Influence and Social Power; Collective Influence on Individual Behavior; Lonely Individual; Attribution Theory; Social Perception; Attitudes and Attitude Change; Interpersonal Attraction; Social Influence and Conformity; Helping Behavior: Hostility and aggression; Group Dynamics and Leadership; Effects of Social and Physical Environment on Behavior; Human Sexuality.

**PSİ 111 Introduction to Psychology** 3+0 4,5  
Definition of Psychology as a Field of Social Sciences; Essential Concepts; Historical Background and Scope of Psychology; Research Methods in Psychology; Essential Theories in Psychology: Psycho-analytic, Behaviorist, Cognitive, Humanistic, Constructivist theories or approaches; Relations of Psychology with Other Disciplines; Senses and Perception; Human as a Social Being; Emotions, Impulses, Personality, Mental health and Mental Health Disorders.

**PZL 210 Customer Relations** 2+0 3,0  
Concept of Customer Relations Management; Customer Value and Customer Classification; Customer Relations Process; Customer Services Quality and Control; Customer Complaints; Customer Loyalty: Reaching customers and customer retention programs; Role of information

technology: Using information, Database marketing, Sale force automation; Customer Relations Management and Internet; Analysis and Planning Process in Customer Relations Management; Integrating Customer Relations Management and Company Strategies; Management of Customer Oriented Change.

**PZL 251 Tourism Marketing** **3+0 4,0**  
Concept of Tourism Marketing; Tourism Markets; Differences Between Tourism Marketing and Service Marketing; Similarities and Differences Between Tourism Marketing and Service Marketing; Fundamentals of Tourism Marketing; Purpose of Tourism Marketing; Pricing in Tourism Marketing; Distribution Channels in Tourism Enterprises; Sales Promotion Decisions in Tourism Enterprises; Market Research in Tourism Marketing.

**PZL 251 Tourism Marketing** **3+0 4,0**  
Concept of Tourism Marketing; Tourism Markets; Differences Between Tourism Marketing and Service Marketing; Similarities and Differences Between Tourism Marketing and Service Marketing; Fundamentals of Tourism Marketing; Purpose of Tourism Marketing; Pricing in Tourism Marketing; Distribution Channels in Tourism Enterprises; Sales Promotion Decisions in Tourism Enterprises; Market Research in Tourism Marketing.

**PZL 256 F&B Marketing** **3+0 4,0**  
Marketing Function and Management in Food and Beverage Sector; Marketing-related Concepts; Approaches to Marketing Problems; Markets and Consumer Behaviors; Uses and Limitations of Various Promotional Forces such as Advertising; Merchandising and Sales Promotion in F&B Sector; Importance of Menu as a Marketing Tool; Case Studies in Food and Beverage Business.

**PZL 306 Consumer Behavior** **2+0 3,0**  
Introduction to Consumer Behavior; Concept of Consumer; Social Factors Effecting Consumer Behavior: Culture and subcultures, Social class, Social Groups, Family; Psychological Factors Effecting Consumer Behavior: Personality and self-concept, Motivation, Learning, Perception Attitude, Beliefs; Consumer Decision Process; Consumerism.

**PZL 306 Consumer Behavior** **2+0 3,0**  
Introduction to Consumer Behavior; Concept of Consumer; Social Factors Effecting Consumer Behavior: Culture and subcultures, Social class, Social Groups, Family; Psychological Factors Effecting Consumer Behavior: Personality and self-concept, Motivation, Learning, Perception Attitude, Beliefs; Consumer Decision Process; Consumerism.

**REK 412 Recreation Management** **3+0 5,0**  
Concept of Leisure and Recreation; Leisure and Recreation Industry; Relationship between Recreation and Management; Place and Importance of Management in Recreation Services; Description of Recreation Management; Requirement of Recreation Management; Functions of Recreation Management: Planning, Organizing,

Coordinating, Directing, Controlling; Leadership in Recreation Management; Human Resources Management in Recreation; Leisure and Recreation Marketing; Service Management in Recreation; Contemporary Trends in Recreation Management.

**RUS 151 Russian I** **4+0 4,0**  
Russian Alphabet; Phonetic Transcription of Russian Sounds; Russian Orthography; Phonetic Perception of Sounds, Consonants; Intonation and Stress, Nouns; Greeting Structures; Asking for Directions; Introducing Oneself and Introducing Other People; Telling the Time, Shopping; Patterns Used in Phone Calls, Adjectives; Numbers; Verbs: Types and Conjugation of Verbs, Infinitives; Tenses: Present Continuous Tense, Past Tense, Future Tenses, Action Verbs.

**RUS 152 Russian II** **4+0 4,0**  
Verbs; Modal Verbs; Prepositions, Conjunctions; Days, Months and Seasons; Russian Culture: Russian People; Russian Regime; Time-Zone Differences in Russia; Adverbs; Pronouns; Punctuation Marks; Sentence Formation in Russian; Comparatives; Reading Comprehension and Writing Exercises; Narration; Stress and Intonation; Directions; Russian Cultures; Country and Nationality Names; Working on Russian Grammar on Different Texts; Improving Listening Comprehension Skills Via Audio-Visual Materials, Listening and Note Taking; Speaking Activities.

**RUS 455 Russian III** **4+0 4,0**  
Cases in Actions: Completed and Uncompleted Actions; Participles; Gerund; Syntax; Components of Sentences; Secondary Components of Sentences: Adjectives, Adverbs, Statements; Addressing; Middle word; Sentence Stress and Intonation; Health and Care Terms; Sports and Leisure; Russian Cultures; Countries and Nationality Names; Analyzing Russian Grammar by the Use of Different Texts; Listening Skills Development by the Use of Audio-Visual Materials.

**RUS 456 Russian IV** **4+0 4,0**  
Syntax: Compound sentences, Complex sentences, Conjunctions; Direct and Indirect Speech; Exclamation; Education in Russia; Russian Cuisine; Russian Traditions and Customs; Text Analysis; Listening Skills Development by the Use of Audio-Visual Materials: Taking notes, Expressing the topic by the use of different statements.

**SAG 408 Basic Health Information and First Aid** **1+1 3,0**  
Basics of First Aid; Patient, Injury and On-Site evaluation; Basic Life Support; First Aid for Bleeding; First Aid for Injuries; First Aid in Burning, Freezing and Hot Shocks; First Aid in Fractures, Dislocations and Sprains; First Aid in Consciousness Disorder; First Aid in Poisoning; First Aid in Animal Bites; First Aid in Case of Foreign Bodies in Ear, Eye and Nose; First Aid in Drowning; Transportation of Patients and Injured Persons.

**SAN 155 Hall Dances 0+2 2,0**

Basic concepts. The ethics of dance, Dance Nights, Dance Costumes, National International Competitions and rules/grading, Basic Definitions, Classifications of Dances: Social Dances; Salsa, Cha Cha, Samba, Mambo, Jive, Rock'n Roll, Jazz, Merenge; Flamenko, Rumba, Passa -Doble, Argentina tango, Vals, Disco, Quickstep, Foxtrot, Bolero, European Tango: Ballroom Dances; Sportive Dances; Latin American Dances; Samba, Rumba, Jive, Passa-Doble, Cha Cha, Standart Dances; European Tango, Slow vals (English), Viyana vals, Slow foxtrot, Quickstep.

**SAN 213 Argentine Tango 1+2 4,0**

Foundation and history of Argentine Tango; General information about the music and its types; Culture of milonga; Tourism of tango and festivals; History of Tango in Turkey and its evaluation. Introduction to dance of Tango: General information about dance; Posture, embrace, balance; Exercises; Change of weight; Walking (solo and couple); Energy transfer; Stopping; Parallel system; Cross system; Forward-Back-Lateral Step Exercises; Basic 8 steps; Alternatives for entrance and exits to basic 8 steps; Pivots; Forward and Back ochos; Block; Sandwich; Gancho.

**SAN 402 Byzantine Iconography 1+1 2,0**

Basic Concepts in Iconography; Iconography: Issues and techniques; Christian Art: The birth of Christian art; The Bible: Virgin Mary, St. John the Baptist, the Twelve Apostles, and the life of Jesus; Byzantine Art: Similarities and differences in works of art with religious themes in Early, Middle and Late Byzantine ages; Iconographic Examples: Gabriels annunciation to Mary about Jesusbirth, Birth of Jesus, Baptism of Jesus, Overview of Byzantine iconography in the Cappadocia region, Istanbul; Councils: Christian councils and II. Council of Nicaea.

**SAN 404 Turkish and Islamic Art 2+0 3,0**

Concept of Islamic Art; Problem of Geographical and Cultural Environment; Historical Processes and Changes; Early Islamic Tradition; Urbanization and Architecture; Changing Geography and the Influence of Architectural Traditions; Religion and Art; Development of Turkish Art; Internal Factors Affecting the Turkish Art; External Factors Affecting the Turkish Art; Study Fields in the Turkish Art; Bibliographic Studies in the Turkish Art; Shape and Form Studies in the Turkish Art; Technical and Material Studies in the Turkish Art.

**SAN 408 Creativity 3+0 3,0**

Concept of Creativity; Concepts Related to Creativity; Innovation and Change; Creativity Processes; Creative Intelligence; Creative Activity; Personal Creativity; Creativity Conditions; Characteristics of Creative Individuals; Relationships Between Art and Creativity; Organizational Creativity; Creativity Management.

**SAN 409 Byzantine Art 2+0 3,0**

Early Centuries of Christianity and Early Temples; Pre-Constantine I Era and the Era of Constantine I; Eastern Roman Empire during the Reign of Constantine I; Western Roman Empire after Constantine I; The Era of Constantine I;

Public and Social Buildings in the Early Byzantine Era: Cities, Agoras, Monuments, Palaces, Houses, Hydro-Buildings; Terminology: Housing style of early Byzantine era and architectural aesthetics; Art of Early Byzantine Era: Monumental art (mosaic-fresco), Calligraphy, Icons; Crafts in the Early Byzantine Era: Ceramic, Metal, Ivory, Glassware, Textile.

**SNT 104 Introduction to Art History 3+0 4,0**

Concept of Art History: Definition and Types; Art History Terminology: Architecture, Painting, Sculpture and Craftwork; Islamic Art: Birth of Islam and Umayyad Dynasty; Turkish Architecture: Mosques, Madrasahs, Caravanserais, Mausoleums, Palaces and other masterpieces of Kara-Khanid, Ghaznavid and Great Seljuqs; Antique Art: Archaic, Classical and Hellenistic era Ancient Greek architecture: Painting, Sculpture and Small arts; Sultanate of Seljuq Architecture: Mosques, madrasahs and masjids; Ottoman Empire Architecture: Mosques, masjids and madrasahs; Classical Ottoman Era Architecture: Baroque and Empirical style.

**SNT 155 History of Art 2+0 2,0**

History of Civilization and Evolution of Art: Prehistory to Present; Concepts and Terminology in Art with Samples; Interrelation among Art-Religion and Society; Effects of Religion on Artistic Development; Reflections and Interpretations of Judaism, Christianity and Islam on Art; Renaissance: Emergence, Effects, Artists, Works of Art; Architecture and Plastic Arts; Art in the 19th and 20th Centuries: Relevance of the main historical events of the period.

**SOS 128 Introduction to Behavioral Sciences 3+0 4,0**

Introduction to Sociology and the Methodology; Emergence of Science of Sociology and Sociological Theories; Society and Social Structure; Culture; Socialization; Social Groups; The Family; Social Stratification and Social Change; Introduction to Psychology; Psychology of Lifelong Development; Motives and Emotions; Sensation and Perception; Learning; Psychology of Personality Theories; Social Effects on Behavior and Attitudes.

**SOS 312 Organizational Behavior 3+0 4,5**

Fundamentals of Organizational Behavior; Historical Perspective; Research Techniques; Individual Organizations and Personality; Attitudes and Job Satisfaction; Personal Differences: Biographical characteristics, Abilities, Learning; Organizational Culture; Social Groups and Group Dynamics in Organizations; Participative Management; Motivation Process and Theories of Motivation; Leadership and Leadership Theories in Organizations; Conflict in Organizations; Stress and Stress Management; Organization, Environment and Technology; Organizational Change; Organizational Development; Team Work in Organizations; Power and Politics.

**SOS 336 Folklore 2+0 3,0**

Terms: Folk, Culture, Tradition, Anonymous; History: First studies in Europe, First studies in Turkey; Multiculturalism: Political approach, Cultural hybridization, Acculturation

process; Elements of Folk Culture: Classification of the elements; Oral Culture Elements: Legend, Folk tale; Material Culture Elements: Hand crafts, Folk architecture; Folk Knowledge: Food Culture; Social Practices: Festivals and ceremonies; Intangible Cultural Heritage: Definition, Introduction of intangible cultural heritage elements.

**SOS 437 Social Behaviours and Protocol Rules 0+2 2,0**

Basic Concepts: Protocol, Manners; Behavior Basics: Breeding, Courtesy; Protocol Rules: Meaning and importance of protocol, Fundamental principles of protocol, History, Legislation; Protocol in Social Life and Business Environment: Protocol and rules of conduct, Respect rules; Protocol Types: Ceremonial protocols, National holidays, Corporate ceremonies; Corporate Protocol Events: Meeting, Transportation, Flag; Guest and Visiting: Invitation protocols, Banquet protocols; Types of Protocol in Official Correspondence: Protocol rules, Official letter writing.

**STV 404 Intercultural Communication 3+0 4,0**

Introduction to Intercultural Communication; Importance of Intercultural Communication; Cultural System's on Intercultural Communication; Impact of Intercultural Communication; Values and Intercultural Communication; Intercultural Communication and Language; Intercultural Communication and Mass Media; Intercultural Communication and Nonverbal Messages; Intercultural Communication and Culture Shock; Intercultural Communication and Communicator; Intercultural Communication and Opinion Leadership; Innovation and Change.

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Introduction to Intercultural Communication; Importance of Intercultural Communication; Cultural System's on Intercultural Communication; Impact of Intercultural Communication; Values and Intercultural Communication; Intercultural Communication and Language; Intercultural Communication and Mass Media; Intercultural Communication and Nonverbal Messages; Intercultural Communication and Culture Shock; Intercultural Communication and Communicator; Intercultural Communication and Opinion Leadership; Innovation and Change.

**TAR 165 Atatürk's Principles and History of Turkish Revolution I 2+0 2,0**

Reform efforts of Ottoman State, General glance to the stagnation period, Reform searching in Turkey, Tanzimat Ferman and its bringing, The Era of Constitutional Monarchy in Turkey, Policy making during the era of first Constitutional Monarchy, Europe and Turkey, 1838-1914, Europe from imperialism to World War I, Turkey from Mudros to Lausanne, Carrying out of Eastern Question, Turkish Grand National Assembly and Political construction 1920-1923, Economic developments from Ottomans to Republic, The Proclamation of New Turkish State, from Lausanne to Republic.

**TAR 166 Atatürk's Principles and History of Turkish Revolution II 2+0 2,0**

The Restructuring Period; The Emergence of the fundamental policies in the Republic of Turkey (1923-1938 Period); Atatürk's Principles, and Studies on Language, History and Culture in the period of Atatürk; Turkish Foreign Policy and Application Principles in the period of Atatürk; Economic Developments from 1938 to 2002; 1938-2002 Period in Turkish Foreign Policy; Turkey after Atatürk's period; Social, Cultural and Artistic Changes and Developments from 1938 to Present.

**TAR 205 History of Religion 2+0 4,0**

Primitive Religions: Dinka, Maori, Ga, Ainu; Chinese Religions: Confucianism, Taoism, Buddhism; Indian Religions: Hinduism, Buddhism, Jainism, Persianism, Sikh; Judaism; Christianity; Islam; Other Faiths: Batnilik, Brahmanism, Dineveriyye, Karmatlık, Kerramis, Manicheanism, Mecusilik, Nasturilik, Milkailik, Jacobilik, Arianism, Paganism, Sabiilik, Samirilik, Sufilik, Shamanism, Shiizm, Alevilik, Bektashilik, Vishnuism, Zoroastrianism.

**TAR 232 History of Civilization 2+0 3,0**

Generation of the World and Prehistoric Ages; Paleolithic Era; Mesolithic Era; Neolithic Era; Chalcolithic Era; Birth of Civilization; Ancient Mesopotamian Civilization and History; Ancient Egyptian Civilization and History; Ancient Anatolian Civilizations; Middle Asia and Iran; Ancient Greek Civilization and History: Minos civilization, Myken civilization; Roman Civilization and History; Roman Imperialism and Republic Era; Roman Empire; Roman Culture and Civilization.

**TAR 331 Turkish History 2+0 3,0**

Basic Concepts: Etymology of Turk; Homeland of Turks: Middle Asia; First Civilizations in the Homeland: Anav, Afanasyevo, Andronova, Karasuk, Tagar cultures; Lifestyle of Turks Before Huns: Steppe culture; The Migration of Middle Asian Turks Tribes: Migration of Turks BC, Migration of Turks AD; New Homeland After the Migration: Middle Asian Huns, Gokturks, Kuthluks, Uighurs; Overall Consequences of Middle Asian Turkic Migrations: Cultural results, Political results; History of Seljuks: Foundation of Seljuks, Rise of Seljuks, Fall and collapse of Seljuks.

**THU 205 Community Services 0+2 4,0**

The course aims to integrate the students with the community and enable them to utilize the knowledge they have accumulated in their courses. The students participate in different community projects such as helping young students at their study periods or after school study sessions, aiding the elderly in nursing homes, helping disabled individuals with various tasks, helping Social Services and aiding children with their education etc. The students also try to work in projects which raise environmental awareness.

**TİY 152 Theatre 2+0 2,5**

Theatre as a Cultural Institution: Relation of culture and theatre; The Place and Importance of Theatre in Culture; Theatre as a Communication Art: Definition of theatre,

Origin and evolution of theatre, Aesthetic communication; Elements of Communication in Theatre: Decor, Costume, Stage, Actor, Director; Theatre Management: Historical development, Administration and Organization; Art Sociology: Theatre and society; Reflections of Cultural Issues in Turkish Plays. Reflections of Cultural Issues in Turkish Plays.

**TİY 308 Republic Era Turkish Theatre 2+0 3,0**

Republic Era Turkish Theatre: Political, Social, Cultural Art Life; Theatre Concepts; Western Theatre; Theatre Perception; Effects of Western Theatre on Turkish Theatre; Dramatic Types; Acting Methods, Directing, Playwriting, Dramatic Styles; Theatre Buildings; Directing Techniques; Analyzing Developments of Theatre; Theatre Education; State Theatres; Private Theatre Companies.

**TİY 423 Drama 1+1 2,0**

Drama as a Means of Creativity: Drama techniques and uses of drama; Harmony and Trust; Imaginative Thinking and Expression; Development of Verbal and Non-verbal Communication Skills; Development of Social Awareness; Teamwork Planning; Decision making with the group, Problem solving with the group; Social Development and Improvement of Teamwork Skills; Improvisation; Animation; Group Exercises and Practices.

**TRR 102 Introduction to Tour Guidance 3+0 4,0**

History of Travel; Development of Tourism; Development of Tour Guidance; Tours: Tour types, Classification of tours; Tour Management: Tour planning, Implementation of tours, Pricing; Personnel of Tour; Tour Guiding: Current professional issues, Time and stress management, Roles of tourist guides, Social responsibility, Health issues for tourist guides, Tourist guidance codes of conduct; Qualifications of Tourist Guides: Leadership and social skills, Presentation and speaking skills, Animation; National and International Tour Guide Organizations.

**TRR 301 Tour Planning and Management 3+0 4,0**

Basic Concepts in Tour Planning; Types and Characteristics of Tours: Inclusive tour, Types and characteristics of inclusive tours; Characteristics of Tour Demand: Tourism demand and inclusive tour demand; Agreements with Suppliers: Decision-making processes and Models of industrial buying; Tour Operations: Operation processes of different tour types; Tour Costs: Factors affecting costs in tour operations, Cost elements, Cost calculation; Pricing of Tours: Pricing methods, Cost-based pricing; Marketing of Tours: Market research, Market segmentation and target market selection, Positioning.

**TRR 301 Tour Planning and Management 3+0 4,0**

Basic Concepts in Tour Planning; Types and Characteristics of Tours: Inclusive tour, Types and characteristics of inclusive tours; Characteristics of Tour Demand: Tourism demand and inclusive tour demand; Agreements with Suppliers: Decision-making processes and Models of industrial buying; Tour Operations: Operation processes of different tour types; Tour Costs: Factors affecting costs in tour operations, Cost elements, Cost calculation; Pricing of

Tours: Pricing methods, Cost-based pricing; Marketing of Tours: Market research, Market segmentation and target market selection, Positioning.

**TRR 402 Graduation Project in Guidance 2+4 8,0**

Selecting a Project Theme and Tourism Area; Research about the Project Theme; Explaining Importance of the Area; Research about Historical, Cultural and Socio-Economical Structure of the Area; Determining Historical and Cultural Places in the Area; Preparations for the Project; Drawing up a Report about the Area; Preparing a Presentation about the Area; Presenting to Audience; Submitting the Project.

**TRR 403 Travel Sector Practices I 2+2 5,0**

Basic Terminology of Manual Ticketing; One-Way Trips and Ticketing Procedures; Return Trips and Ticketing Procedures; Prepaid Ticket Advice (PTA) and Virtual-Multi Purpose Document (V-MPD); Concept of Pricing Unit; Special Rate Calculations; ADD-ON; Combination Procedures; Mixed Class Procedures: Rerouting, reissue and refund procedures; Child-Infant Rates.

**TRR 404 Travel Sector Practices II 2+2 5,0**

Sign-in Entries; Encoding and Decoding Entries; Timetable Entries; Flight Availability; Options; Selling from Carrier; Passenger Name Record (PNR) Entries: Name entries, Phone entries, Ticketing entries, Other service information (OSI); Special Service Requests (SSR); Seat Reservations; Reservation Files; Segment Entries; Fare Display; Ticketing; Hotel Entries; Car Entries and Fares.

**TRR 405 Museum and Historical Sites in Turkey 2+1 4,0**

Establishment of Museums and Private Collections; Museology in Turkey; Osman Hamdi Bey Period; Museology in the Republic Period; Types of the Museums; Designs of Museums and Galleries; Management of Museums and Staff; Exhibition and Storage Conditions in Museums; Preparation of Inventory Records; Environmental Exposure of Archaeological Findings; Visit to the Archaeology Museum in Eskişehir; Problems of Museology in Turkey.

**TRR 407 Quality Management in Service Sector 3+0 4,0**

Concept of Service: Characteristics of service, Classification of service, Service sector; Accommodation Services; Food and Beverage Services; Concept of Quality: Definition, features and importance of quality, Factors affecting quality; Total Quality Management: Definition, objectives and features; Quality Circles: Objectives and features; Measurement of Service Quality in Tourism: Service quality, Dimensions, Measurement of service quality, International Quality Management Systems: ISO 9001 Quality management system, ISO 22000 Food safety management systems, ISO 14001 Environmental management systems.

**TRZ 101 Introduction to Tourism 3+0 4,5**

The Terms 'Tourism?' and 'Tourist?'; Definition of Tourism; Basic Approaches in Tourism Research; Types of Tourism; Factors Affecting Tourism Development; Tourism Industry; Tourism Supply and Demand; Tourism Product and Its

Components; Interrelation of Tourism with Economy; Social and Physical Environments; Tourism in Turkey; Trends in Tourism.

**TRZ 101 Introduction to Tourism 3+0 4,5**

The Terms 'Tourism?' and 'Tourist?'; Definition of Tourism; Basic Approaches in Tourism Research; Types of Tourism; Factors Affecting Tourism Development; Tourism Industry; Tourism Supply and Demand; Tourism Product and Its Components; Interrelation of Tourism with Economy; Social and Physical Environments; Tourism in Turkey; Trends in Tourism.

**TRZ 106 Food and Beverage Management 3+0 4,0**

Significance of Food and Beverage Departments in Hospitality Industry; Organizational Structure of Food and Beverage Departments; Budgeting; Menu Planning and Pricing; Kitchen planning; Cost Control in Food and Beverage; Labor Organization and Costs in Food and Beverage; Banquet Organization.

**TRZ 139 Technical English I 2+0 3,0**

Developing Use of English in Different Sectors of Tourism Industry such as Travel Agencies and Hotels; Reading, Understanding and Writing Formal Letters, Booking, Making Different Kinds of Calls, Check-in and Check-out Procedures, Note Taking, Replying to Orders and Request Orally, Guiding Visitors to Different Kinds of Appealing Places and Activities, Giving Advice.

**TRZ 140 Technical English II 2+0 3,0**

Developing Use of English in Different Sectors of Tourism Industry such as Travel Agencies and Hotels; Applying Effective Reading Strategies to Analyze Texts About Tourism Industry, Writing Effectively and Accurately in Social and Academic Contexts About Tourism Industry, Participating More Confidently and Effectively in Situations in Tourism Industry; Using Fluent and Accurate Language and Making Presentations.

**TRZ 241 Special Interest Tourism 2+2 3,0**

Basic Concepts and Features of Special Interest Tourism; Groups of Special Interest; Features of Groups Joining Special Interest Tours; Scopes of Special Interest Group Activities; Types of Special Interest Tourism: Sports Tourism, Cultural Tourism, Ecological Tourism and Nature Tourism.

**TRZ 255 E-Commerce in Tourism 3+0 4,0**

General Information About The Internet And The WWW; The Beginning of The Internet And Its Development; Creating and Designing Web Sites; Web Site Quality; How to Evaluate Web Sites?; Methods And Practices; Security Problems on The Internet; Search Engines; E-Trade; E-Trade in Developed Economies and Turkey; Use of the Internet in Turkish Tourism; On-Line Travel Market and Future Trends;

**TRZ 259 Geography of Tourism 3+0 4,0**

Tourism and Recreation Geography; Tourism and Geography; Demand on Tourism; Supply on Tourism,

Attractiveness, Transportation, Accommodation; Using Sources for Tourism Purposes: Natural Sources, Historical Sources, Cultural Sources; Effects of Tourism, Economic Effects, Social and Cultural Effects, Environmental Effects, Tourism Improvement Policies; Planning on Tourism; Improvement of Tourism; Structure of World Tourism; Tourism of Turkey.

**TRZ 260 Corporate Identity 2+0 3,0**

Conceptual framework of corporate identity; historical development of corporate identity; conceptual limitations of corporate identity; structure and elements of corporate identity; interaction between corporate identities other fields (disciplines): corporate communications, corporate image, corporate reputations, corporate culture corporate brands; the process of forming corporate identity strategy; effects of corporate identity strategy, corporate philosophy, corporate design, implementing and evaluating the strategy.

**TRZ 262 Natural Tourism Resources of Turkey 3+0 4,0**

Tourism guidance of natural resources; Hydrographic resources of tourism: Beaches, Yacht tourism, Thermal springs, Lakes, Rivers, Mountains on tourism: Winter tourism, Alpinism; Mountain pasture tourism; Other geomorphologic units of Turkey: Peribacaları (badlands topography), Pamukkale travertines, Caves, Canyons, Ponders, Craters, Other volcanic units; Floras of Turkey, National park, Natural conservation areas.

**TRZ 269 Ecology and Tourism 3+0 5,0**

Fundamental Concepts: Ecology, Environment, Community; Ecological Factors: Abiotic and biotic factors; Ecosystem: Biogeochemical cycle, Major ecosystems; Factors Affecting Quality of the Environment: Population, Urbanization, Industrialization, Natural source, Energy, Tourism; Environmental Pollution: Air, water, soil pollution, Global warming, Solid waste; Environmental Protection: Biological Diversity, Protection of wetlands, Conservation areas, Environmental legislation; Ecological Economics: Ecological planning, Environmental impact assessment, Ecological design and agriculture, Permaculture, Ecological and carbon footprint; Ecology and Sustainable Tourism: Sustainable development, Ecological approaches to the tourism industry, Ecotourism.

**TRZ 271 Special Interest Tourism 3+0 4,0**

Tourism and Development of Tourism; Factors Affecting Involvement in Tourism Activities; Marketing and Tourism Marketing; Product Development in Tourism; Sustainability and Alternative Tourism; Special Interest Tourism; Types of Special Interest Tourism based on Culture; Special Interest Tourism based on Nature; Special Interest Tourism based on Education; Special Interest Tourism based on Hobbies.

**TRZ 273 Spatial (Interior) Design in Tourism Areas 3+0 5,0**

Relationship between Sustainable Tourism and Environment: Sustainability, Tourism, Environment management; Design and Spatial Design; Concept of Space in Tourism Areas; Interior Design in Hospitality Units; Hospitality Operations and Functional Relations: Design in

Hotels; Thematic Design in Hospitality Units; Use of Historical Areas for Tourism Purposes: Cultural heritage management.

**TRZ 290 Hospitality Services in Hotel Business 2+2 4,0**

Hospitality Services and Organization; Communication in Hospitality Services; Information Systems and Reservation Process: External information systems in hospitality services, Internal information systems in hospitality services, Reservation; Accommodation Process and Customer Accounts: Registration procedures of individual customers, Registration procedures of groups, Services in the accommodation process, Front cashier and customer accounts, Departure procedures and billing; Night Audit and Operation Reports; Cleaning Operations; Cleaning Equipment; Cleaning Chemicals: pH value in cleaning, Cleaning chemicals, Green cleaning.

**TRZ 292 Industrial Applications in Tourism I 2+2 5,0**

Hardware Software and Invoice Management; Sales Analysis and Menu Management; Food Control System; Food and Beverage Module of Fidelio Software; Stock Control; Purchasing and Sales; Introduction to Front Office Module Opera; Reservation: Profiles, New reservation, Update reservation, Waitlist, Component groups, Room plan, Floor plan; Front Desk: Arrivals, In house guests, Queue reservation, Room assignment; Cashiering: Billing, Fast posting, Cashier functions; Rooms Management: Housekeeping, Out of order/service; Miscellaneous: Reports, Registration card; End of Day.

**TRZ 294 Thermal and SPA Services 3+0 4,0**

Recreation and Healthy Life: Thermal and SPA services in recreation, Motivation, Stress; Scope of Thermal and SPA Services: Definition, Development, Types of SPA, Thermal and SPA trends; Thermal and SPA Tourism in Turkey and Europe; Importance of Thermal and SPA Services in Tourism; Thermal and SPA Services Management: Management functions in thermal and SPA tourism, Quality, Safety; Thermal and SPA Therapies: Concept of therapy, Types of therapies; Thermal and SPA Practices: Bath, Turkish bath, sauna; Massage Practices and Types.

**TRZ 296 Individual Outdoor Activities 2+2 3,0**

Introduction to Individual Outdoor Activities; Principles and Practice of Trekking; Principles and Practice of Bird and Botanic Observation; Principles and Practice of Hobby Gardens; Principles and Practice of Mountaineering and Speleology; Principles and Practice of Air Sports; Principles and Practice of Amateur Fishing; Principles and Practice of Tree and Seed Planting; Principles and Practice of Geocaching; Principles and Practice of Bicycle Sports.

**TRZ 304 Tourism Policy and Planning 3+0 4,5**

Fundamentals of Tourism; Characteristics and Definition of Tourism Policy: Components of tourism policy, Objectives of tourism policy; Tourism Planning: Objectives of planning, Important components of planning and application phase; Necessities of Being a Tourism City; Life-cycles of Tourism Regions in Terms of Tourism Planning; Investments in Tourism Industry; Legal Regulations about Tourism in

Turkey; Tourism Marketing Inclinations for 2000 and beyond; Problems of Policy and Planning in Tourism; Entrance Process into European Union: Its effects on Turkish tourism.

**TRZ 305 Sociology of Tourism 3+0 5,0**

An Overview of Sociology of Tourism: Emergence, development and main frame of sociology of tourism; Historical Development of Tourism and Holiday; Tourism, Leisure and Recreation; Socio-cultural impacts of the Development of Tourism; Relationship between Tourism and Culture; Labor Market in the Tourism Sector; Globalization and Tourism; Environmental Impacts of the Development of Tourism.

**TRZ 307 Support Services in Hospitality 3+0 5,0**

Concept of Support Services; Budgeting: Budget preparation process, Elements of general budget of the hotel administration, Budgetary control; Customer Relations: Customer relations concepts related to management, Customer loyalty, Customer complaints, Customer relations process; Public Relations: Process, Media; Animation: Leisure, Recreation, Management of animation services; Security Services: Security equipment, Emergency situations and measures; Banquet Management: Types of banquet, Banquet admission, Preliminary works, Organization, Menu; Laundry: Laundry inventory, Equipment, Laundry operations, Fabric structure, Water quality, Cleaning chemicals, Laundry efficiency and environmental sensitivity.

**TRZ 308 Travel Management 3+0 5,0**

Travel Industry: History of Travel; Understanding Tourist Motivations; Content of Travel Industry; Tour Operators: Classification of tour operators, Functions of tour operators; Types of Tour and Tour Packages: Independent tours, Hosted tours, Conducted tours, Package tours; Destination Selection by Tour Operators; Tourism Distribution Systems: One-level distribution channels, Two-level distribution channels, Three-level distribution channels; Travel Agencies and Other Intermediaries: Activities of travel agencies, Organisation of travel agencies; Travel and Transportation: Land transportation, Sea transportation, Air transportation.

**TRZ 308 Travel Management 3+0 5,0**

Travel Industry: History of Travel; Understanding Tourist Motivations; Content of Travel Industry; Tour Operators: Classification of tour operators, Functions of tour operators; Types of Tour and Tour Packages: Independent tours, Hosted tours, Conducted tours, Package tours; Destination Selection by Tour Operators; Tourism Distribution Systems: One-level distribution channels, Two-level distribution channels, Three-level distribution channels; Travel Agencies and Other Intermediaries: Activities of travel agencies, Organisation of travel agencies; Travel and Transportation: Land transportation, Sea transportation, Air transportation.

**TRZ 309 Environmental Management in Tourism Businesses 3+0 4,0**

Sustainable Tourism; Sustainable Hotel Construction; Legislations on Environmental Management; Standards of Environmental Management; Volunteer Environmental

Management Prizes; Environmental Management and Personnel; Environmental Management and Guests; Establishment of the Environmental Management Policy; Buying; Reducing; Reusing; Recycling; Public and Local Administrations in Environmental Management.

**TRZ 310 Destination Management 3+0 5,0**

Definition and Features of Destination; Destination Development and Planning: Importance of planning, Carrying capacity, Analysis of touristic attractions and demand; Destination Marketing: Destination marketing strategies, Market segmentation, Marketing mix; Destination Management Organisations: Public organisations, Private sector organisations; Total Quality Management for Destination; Destination Management and Benchmarking; Destination Product Development: Destination product life cycle, New product development; Destination Brand Management: Brand development process, Benefits of branding.

**TRZ 310 Destination Management 3+0 5,0**

Definition and Features of Destination; Destination Development and Planning: Importance of planning, Carrying capacity, Analysis of touristic attractions and demand; Destination Marketing: Destination marketing strategies, Market segmentation, Marketing mix; Destination Management Organisations: Public organisations, Private sector organisations; Total Quality Management for Destination; Destination Management and Benchmarking; Destination Product Development: Destination product life cycle, New product development; Destination Brand Management: Brand development process, Benefits of branding.

**TRZ 311 Service Design 3+0 5,0**

Concept of Service and Types of Services at Hotels; Service Purchasing Process; Concepts of Design and Service Design; Main Components of Service Design; Service Design Strategies: Improving products/services, Diversification of the products/services, Changing products/services, Creating new services, Copying competitors' products/services; Stages of Service Design; Value Analysis in Service Design; Process Analysis in Service Design; Service Design Techniques: Quality function deployment, Service blueprinting, Failure mode and effect analysis, Theory of inventive problem solving, Robust design, Information technologies.

**TRZ 312 Tourism, Media, Communication 3+0 4,0**

Basic Concepts: Tourism, media and communication; Mass Communication and Tourism: Mass communication tools, Fundamentals of mass communication; Tourism-related Publishing and Tourism Media: Television, Newspapers, Magazines, Online publishing; Corporate Publishing in Tourism Sector: Publications of association and trade unions, Hotel magazines; Social Media Applications in Tourism: Facebook, Twitter; Communicating in Virtual Communities and Tourism: Travel blogs, Opinion leaders; Message Contents in Tourism Media: News stories, Corner posts, Interviews, Television programs and Other tourism related publications; Tourism Advertising.

**TRZ 314 Investment and Project Analysis 3+0 4,0**

Concepts of Investment and Project; Importance of Investment Project in Business Economy and National Economy; Factors That Affect Investment Decision; Process of Preparing an Investment Project; Determination of Fixed Capital Investment Amount and Operational Capital Need; Static and Dynamic Techniques Used in Assessing an Investment Project in Terms of National Economy.

**TRZ 316 Tourism Law 3+0 4,0**

Introduction to Tourism Law; Liberty of Travel; Law for the Encouragement of Tourism; Regulation on Licensing and Qualifications of Tourism Facilities; Regulation on the Relations of Tourism Establishments with the Ministry of Tourism and with Other Tourism Establishments and Customers; Regulation on the Use of Thermal Bath Sources in Tourism Centers; Regulation on Yacht Tourism; Travel Agencies and Law on the Union of Travel Agencies; Regulation on Travel Agencies; Regulation for Professional Tourist Guides; Law on the Foundation of the Ministry of Culture and Tourism and Related Regulations; Bylaw of World Tourism Organisation.

**TRZ 407 Research Methods and Project Development in Tourism 3+0 8,0**

Research Methodology in Tourism Sector; First Hand and Secondary Data in Tourism Research; Research Design: Problem and definition of the problem, Sampling, Questionnaire, Interview, Observation, Experiment, Preparing questionnaire, Data analysis, Preparing final report; Qualitative Research Techniques; Preparing Final Project in a Field of Interest: Tourism politics, marketing destinations, culture tourism, hospitality business, food and beverage business, travel business, transportation systems, customer preferences and behaviour.

**TRZ 408 Industrial Tourism Project 2+4 8,0**

Identifying the Project Topic; Identifying the topic, aim and importance of the project; Identifying the Methodology; Literature Review; Developing the Data Collection Instrument; Discussing Analysis Techniques; Preliminary Research; Implementation of the Research; Data Collecting; Analysis of Research Results; Interpreting the Findings; Reporting the Research; Submitting the Project.

**TRZ 415 Institutionalization of Tourism 2+0 3,0**

Fundamental Concepts; Institution, Institutionalization, Expectations, Consequences, Isomorphism; Institutionalization Theory: Old and modern institutionalization approaches; Institutionalization in Contemporary Approaches; Institutionalization of Tourism Business; Institutionalization Factors of Tourism Businesses: Formalization, Professionalization, Organizational culture, Transparency, Consistency, Social responsibility; Institutionalization Process; Case Examples: Hotel/ Restaurant/ Travel Agencies.

**TRZ 416 Industrial Applications in Tourism II 2+2 5,0**

Basic Ticketing: Concepts; One-Way Flights and Ticketing; Return Flights and Ticketing; PTA and V-MPD Operations; Pricing Unit and Special Fares Applications; ADD-ON

Applications; Combinations; Mixed-Class Applications; Rerouting, Reissue, and Refund Applications; Child and Infant Fares; Introduction to Global Distribution Systems.

**TRZ 417 Performance and Career Management 3+0 5,0**

Performance Appraisal and Performance Management in Human Resource Management; Establishing the Performance Management System: Elements of the performance management system, Performance appraisal methods; Implementation of the Performance Management System: Evaluation of performance, Performance interviews, and feedback; Performance Management System Development; Career Concept and Basic Dimensions of Career for Human Resource Management: Career stages, Career problems, Career barriers; Career Management: Career management process, Career paths and career maps; Career Planning; Career Development.

**TRZ 418 International Destinations 3+0 4,0**

Introduction to Destination Development; Supply Structure of an International Destination; Demand Structure of an International Destination; Management Structure of an International Destination; International Destinations Life Cycle; Marketing and Management of International Destinations; Image at International Destinations; Samples of Destinations in the World: France, Spain, Greece, United States, Egypt, etc.

**TRZ 419 Public Relations Campaigns in Tourism 2+2 5,0**

Public Relations and Marketing Communications: Advertising, Direct marketing; Tourism and Public Relations: Public relations in hospitality and travel sectors; Project I: Project briefs and project groups; Determining Strategies: Determining problem, Situation analysis, Message and media strategies; Planning the Campaign: Execution plans, Measuring; Campaign Presentation: Preparing the campaign report; Project II: Project briefs, Composing project groups; Determining Strategies: Determining problem, Situation analysis, Message and media strategies; Planning the Campaign: Preparing execution plans, Measuring; Presenting the Campaign: Preparing the campaign report.

**TRZ 420 Mass Food Production 3+0 5,0**

Food and Beverage Industry and Development of Industry; Types of Food and Beverage Business: Concept of Mass Food Production (Catering); Organizations of Mass Food Production; Mass Food Production Business in Turkey: Menu planning, Purchasing, Receiving, Storing and Control; Marketing in Mass Food Production Organizations; Concept of Mass Food Production Systems; Conventional Production Systems: Receiving, Preparing and Cooking, Distributing, Advantages and Disadvantages; Cook-Chill System: Supplying, Preparing and Cooking, Distributing, Chilling, Storing, Advantages and Disadvantages; Cook-Freezer System: Supplying, Preparing and Cooking, Distributing, Freezing, Storing, Advantages and Disadvantages.

**TRZ 421 National Destinations 3+0 4,0**

Introduction to Destination Development; Supply Structure of a Destination; Demand Structure of a Destination; Management Structure of a Destination; Destination Life Cycle; Destination Marketing and Management; Destination Image; City Marketing and Management; Image and Image Creating in Cities; Samples of National Destinations in Turkey: Cappadocia, Safranbolu, Alanya, Seferihisar, Beypazarı, Mardin, Istanbul, Urfa, etc.

**TRZ 423 Rooms Division Management 3+0 4,0**

Rooms Division: Organizational structure, Duties, Front office, Uniformed services, Housekeeping; Customer Types and Room Types; Coordination and Communication: Coordination in rooms division, Communication in rooms division; Pricing: Pricing on the basis of costs, Pricing on the basis of profits, Pricing on the basis of competition, Pricing on the basis of markets; Yield Management: Yield management in hotels, Yield management and performance evaluation; Water and Energy Management in Hotels: Green star project, White star project; Rooms Division and Information Technologies: External information systems, Internal information systems, Internet, Room automation.

**TRZ 424 Tourism Transportation 3+0 5,0**

Tourism and Transportation; Highway Transportation: Development of highway transportation, Relationship between highway transportation and tourism, Car rental; Railway Transportation: Development of railway transportation: Railway transportation in Turkey, Railway projects in Turkey; Sea Transportation; Yacht Tourism; Airway Transportation; Tour Operators and Transportation; Airway Businesses and Distribution Systems; Airports and Airfields; Future of Transportation Businesses.

**TRZ 425 Restaurant Management 3+0 4,0**

Food and Beverage Industry; Organization of Restaurants in Hospitality Industry; Types of Restaurants; Organizing Restaurants; Staff Uniforms, Staff Characteristics and Behavior; Equipment and Tools in Restaurants; Service Utensils in Restaurants; Mise en Place in Restaurants; Service Methods; Classical and Modern French Service and Silver Service; Types of Service; American and Russian Services; Breakfast and Buffet Services; Service Flow in Restaurants; Sanitation and Hygiene in Restaurants.

**TRZ 426 Tourism and Globalization 3+0 4,0**

International Tourism and Characteristics of International Tourism Demand; International Tourism: International tourism in Mediterranean Basin, International tourism in Mainland of Europe, International tourism in Mainland of Asia; Importance of Turkey in International Tourism; Tourism Policy of the European Union; Developments in Lodging and Travel Establishments; Effects of Economic and Political Crises on International Tourism; Effects of Technological Improvements on International Tourism; Evaluation of International Integrations in terms of Tourism Activities; Customer Rights in International Tourism.

**TRZ 457 Ethics in Tourism 3+0 4,0**

Ethics in Tourism; Ethics and Related Concepts; Ethics Theories; Basic Principles of Ethics; Types of Ethics: Individual ethics, Business ethics; World Tourism Organization's Code of Ethics; Ethical Problems in Tourism Organizations; Sources of Ethical Problems; Ethical Problems in Lodging Industry; Ethical Problems in Food & Beverage Organizations; Ethical Problems in Travel Agencies; Ethics and Customer Complaints; Customer Rights in Tourism Sector.

**TRZ 459 Conference and Event Management 3+0 4,0**

Introduction to Meeting Services; Management of Meeting Services from Congress Organizers? Perspective; Marketing of Meeting Services from Congress Organizers? Perspectives; Destination Management Organizations; Information Technology and Meeting Management; Meeting Organizations in Hospitality Businesses; Special Event Management; Exhibition and Fair Services Management; Human Resources Management in Meeting Services.

**TRZ 464 Restaurant Management 3+0 4,0**

The Food and Beverage Industry; Organizing of Restaurants in Hospitality Industry; Types of Restaurants; Organizing Restaurants; Staff Uniforms, Staff Characteristics and Behavior; Equipment and Tools in Restaurants; Service Utensils in Restaurants; Mise en Place In Restaurants; Service Methods; Classic and Modern Franch Service and Silver Service; Service Methods; American and Russian Services; Breakfast and Buffet Service; Services Flow in Restaurants; Sanitation and Hygiene in Restaurants.

**TRZ 467 Tourism Seminars I 3+0 4,0**

Tourism Management; Effects of Globalization Trends on Tourism Industry; Contemporary Tourism Marketing; Foreign Tour Operators and Turkish Tourism; Problems of Tourism Establishments; Tourist Guidance; Problems in Travel Sector; Problems in Hospitality Sectors; Problems in Food and Beverage Sector; Recreation; Further meeting, workshops, conferences and seminars on similar subjects related to tourism.

**TRZ 468 Tourism Seminars II 3+0 4,0**

Political, Economic, Social, Technological and Environmental Factors in Tourism; Political Factors: Deregulation, Privatization, Globalization and Political change; Economic Factors: Economic growth and the trade cycle, Geographical distribution of demand, Globalization of the world economy; Social Factors: Ageing, Population, Changing family structures, Changing tastes and fashion in Holidays; Deregulated Labor Market; Technological Factors

**TÜR 120 Turkish Sign Language 3+0 3,0**

Overview of Sign Language: Characteristics of sign language; History of Sign Language in the World: Emergence of language and sign language, Verbal education and approaches to sign language; History of Turkish Sign Language: Early period, Ottoman period, Period of the Republic of Turkey; Introduction to Turkish Sign Language: Finger alphabet, Pronouns, Introducing oneself and family, Greetings, Meeting, Relationship words; Showing Basic Words: Adjectives: Adjectives of quality, Adjectives of quantity; Verbs: Present tense, Past tense, Future tense, Time adverbs, Antonyms; Healthy Living: Expression of health-related problems, Sports terms, Expressing requirements; In a Bank: Expressions required to carry out basic procedures in a bank; Vacation: Basic words about vacation.

**TÜR 125 Turkish Language I 2+0 2,0**

Language: Characteristics of language, Relationship between language and thought and language and emotion, Theories about the origin of languages, Language types, The position of Turkish Language among world languages; Relationship Between Language and Culture; Historical Progress of the Turkish Language; Alphabets Used for Writing in Turkish; Turkish Language Studies; Turkish Language Reform; Phonetics; Morphology and Syntax; The Interaction of Turkish Language with Other Languages; Wealth of Turkish Language; Problems Facing Turkish Language; Derivation of Terms and Words; Disorders of Oral and Written Expression.

**TÜR 126 Turkish Language II 2+0 2,0**

Composition: Written composition, Paragraph and ways of expression in paragraphs; Punctuation; Spelling Rules; Types of Written Expression and Practices I: Expository writing; Types of Written Expression and Practices II: Narrative writing; Academic Writing and Types of Correspondence; Reading and Listening: Reading, Reading comprehension strategies, Critical reading; Listening; Relationship between Listening and Reading; Oral Expression: Basic principles of effective speech; Body Language and the Role of Body Language in Oral Expression; Speech Types; Principles and Techniques of Effective Presentation; Some Articulatory Features of Oral Expression.

**TÜR 405 Diction 1+1 2,0**

Development and Evaluation of Speaking Skills; Text-Based Applications; Speech Defects and Rectification; Dialogue; Techniques Assisting a Good Speech; Factors Influencing the Conversation; Using the Turkish Language Effectively and Accurately in a Conversation: Pronunciation, Intonation, Speed; Using Voice and Breath in the Best and Most Effective Way.