

## ESKİŐEHİR VOCATIONAL SCHOOL

Eskiőehir Vocational School opened in 1990 and is located at Yunusemre Campus of Anadolu University. Eskiőehir Vocational School with 2-year associate degree education has the oldest and deepest vocational college title of Anadolu University. Eskiőehir Vocational School is continuing education with Cooking, Tourism and Hotel Management, Office Management and Executive Assistance, Foreign Trade, Real Estate and Property Management and Marketing programs. It provides high quality education with its rich academic staff. On the basis of the program, the aim is to train qualified human resources in the sector to increase the competitiveness of industrial, commercial and service sectors and to be in a communication and business association based on the principle of mutual benefit with business community and society. Competitiveness, productivity and quality are the basis for providing training services.

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Deputy Director : Dr. Lecturer İlkay BADURLAR  
Deputy Director : Dr. Lecturer Hüseyin ÖNEY  
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### STAFF

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## DEPARTMENT OF FOREIGN TRADE

### PROGRAM IN FOREIGN TRADE

Today, international trade emerges as a constantly changing dynamic structure. This fast and dynamic activity, which plays a crucial role in the economic life of the states, trying to adapt to changing technology at the same pace, is also influential in the development of the countries and the prosperity. Increasing the share of Turkey in the growing world trade is very important in terms of the development and development of our country. For this reason, it is important to train qualified and qualified personnel in the field of foreign trade. Our students who graduate from the Foreign Trade Program will reach the skills to work easily in the fields related to foreign trade. Within this scope, they have possibilities of working in foreign trade related departments of firms engaged in foreign trade, in customs consultancy, in public institutions related to foreign trade.

### PROGRAM

I. SEMESTER			II. SEMESTER		
HUK 117	Fundamentals of Law	2+0 2,0	HUK 154	Commercial Law	2+0 3,0
İKT 117	Introduction to Economics	2+0 3,0	İKT 118	Macroeconomics	2+0 3,0
İNG 143 (Eng)	English I	2+2 5,0	İNG 144 (Eng)	English II	2+2 5,0
İŐL 155	Introduction to Business	2+0 3,0	TAR 166	Atatürk's Principles and History of Turkish Revolution II	2+0 2,0
LOJ 112	International Logistics	2+0 3,0	TİC 215	Export and Import Techniques	3+0 5,0
MAT 220	Commercial Mathematics	1+1 3,0			

MUH 114	Introduction to Accounting	1+1	3,0	TÜR 126	Turkish Language II	2+0	2,0
TAR 165	Atatürk's Principles and History of Turkish Revolution I	2+0	2,0		<i>Departmental Elective Courses</i>	-	8,0
TİC 106	International Trade Theory	3+0	4,0		<i>Elective Courses</i>	-	2,0
TÜR 125	Turkish Language I	2+0	2,0				<u>30,0</u>
			<u>30,0</u>				

### III. SEMESTER

İKT 234	International Economics	2+0	3,0
PZL 405	International Marketing	2+0	3,0
TİC 211	Foreign Trade Financing	3+0	3,0
TİC 217	Information Technology in Foreign Trade	3+0	4,0
TİC 227 (Eng)	Foreign Trade English	2+2	5,0
	<i>Departmental Elective Courses</i>	-	12,0
			<u>30,0</u>

### IV. SEMESTER

EİŞ 202	Business Application	0+20	12,0
EİŞ 204	Business Training	6+2	10,0
	<i>Elective Courses</i>	-	8,0
			<u>30,0</u>

### DEPARTMENTAL ELECTIVE COURSES

ETK 203	Professional Ethics	2+0	3,0
FİN 304	Financial Management	3+0	4,5
HUK 223	Labor and Social Security Law	2+0	3,0
İKT 230	Economic Policy	3+0	4,0
İKT 232	Contemporary Economic Problems	3+0	3,0
İKT 406	Turkish Economy	3+0	4,5
İKT 420	European Union and Turkey	2+0	3,0
İKT 422	International Economics Organizations	2+0	3,0
İSP 255 (Spa)	Spanish II	3+0	4,0
PZL 107	Principles of Marketing	2+0	3,0
PZL 223	Speech Training	1+1	2,0
SEK 108	Filing and Archives	3+0	3,0
TİC 201	Accounting in Foreign Trade	2+0	4,0
TİC 207	Economic Geography	3+0	3,0
TİC 210	Vocational English II	3+0	3,0
TKY 204	Total Quality Management	2+0	2,0
TÜR 120	Turkish Sign Language	3+0	3,0

### ELECTIVE COURSES

BEÖ 155	Physical Education	2+0	2,0
ÇMH 201U	Conflict and Stress Management I	3+0	4,0
FEL 207U	Philosophy	3+0	4,0
İLT 101U	Interpersonal Communication	3+0	4,0
İLT 207U	Persuasive Communication	3+0	4,0
İLT 303U	Image and Reputation Management in Professional Life	3+0	4,0
KÜL 199	Cultural Activities	0+2	2,0
MÜZ 151	Short History of Music	2+0	3,0
MÜZ 155	Turkish Folk Music	2+0	2,0
MÜZ 157	Traditional Turkish Art Music	2+0	2,0
PSİ 201U	Social Psychology I	3+0	4,0
SAN 155	Hall Dances	0+2	2,0
SNT 155	History of Art	2+0	2,0
SOS 155	Folkdance	2+0	2,0
THU 201	Community Services	0+2	2,0
TİY 308	Republic Era Turkish Theatre	2+0	3,0

## DEPARTMENT OF HOTEL, RESTAURANT AND CATERING

### PROGRAM IN COOKERY

As it is in the whole world, gastronomy is a rising value in our country. Depending on this value, people's eating and drinking needs are increasing. Institutions and organizations that are actively working to meet these demands are increasingly in need of qualified staff. To meet this need, local cuisine, world cuisines, modern kitchen applications and different presentation techniques are taught to students on culinary education. Our students who are studying in the Cooking Program have the opportunity to do these trainings practically in the kitchen of our school. Those who finish the cooking program are awarded the title "Cooking Professional". Graduates of the culinary program can find places to work in cafeterias, catering establishments, private or official institutions.

## PROGRAM

I. SEMESTER			II. SEMESTER		
AŞÇ 101	Nutrition	3+0 4,0	AŞÇ 112	Technology of Food	2+0 3,0
AŞÇ 116	Cooking Methods I	0+6 7,0	AŞÇ 122	History and Culture of Food	2+0 3,0
AŞÇ 117	Introduction to Cookery	2+0 2,0	AŞÇ 217	Cooking Methods II	0+6 7,0
AŞÇ 119	Hygiene and Sanitation	2+0 3,0	AŞÇ 218	Menu Planning	2+0 2,0
AŞÇ 209	Kitchen Services Management	3+0 4,0	AŞÇ 224	Turkish Cuisine	0+4 3,0
İNG 187 (Eng)	English I	3+0 3,0	İNG 188 (Eng)	English II	3+0 3,0
İŞL 155	Introduction to Business	2+0 3,0	TÜR 126	Turkish Language II	2+0 2,0
TÜR 125	Turkish Language I	2+0 2,0		<i>Departmental Elective Courses</i>	- 7,0
	<i>Elective Courses</i>	- 2,0			30,0
		30,0			
III. SEMESTER			IV. SEMESTER		
AŞÇ 219	Food and Beverage Cost Control	3+0 4,0	EİŞ 202	Business Application	0+20 12,0
AŞÇ 223	World Kitchen	3+0 3,0	EİŞ 204	Business Training	6+2 10,0
AŞÇ 240	Research of Culinary Culture and Food	0+4 3,0	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>Elective Courses</i>	- 6,0
	<i>Departmental Elective Courses</i>	- 18,0			30,0
		30,0			
DEPARTMENTAL ELECTIVE COURSES			ELECTIVE COURSES		
AŞÇ 102	Cold Kitchen	2+0 3,0	SAĞ 205	First Aid	2+0 3,0
AŞÇ 109	Kitchen Design	3+0 3,0	SOS 130	Social Behavior and Protocol	2+0 3,0
AŞÇ 113	Kitchen Equipment	3+0 3,0	TKY 207	Quality Management Systems	2+0 3,0
AŞÇ 115	Food and Beverage Services	0+3 3,5	TRZ 226	Automation of Food and Beverage Services	2+1 4,0
AŞÇ 118	Ottoman Cuisine	1+3 3,5	TÜR 120	Turkish Sign Language	3+0 3,0
AŞÇ 120	Functional Foods	2+0 3,0			
AŞÇ 202	Pastry Products	0+4 3,0			
AŞÇ 205	Vocational English I	3+0 3,0			
AŞÇ 206	Vocational English II	3+0 3,0			
AŞÇ 211	Catering	3+0 3,0			
AŞÇ 226	The Art of Food Decoration	0+2 3,0			
AŞÇ 227	Food Writing	2+0 3,0			
AŞÇ 229	Banquet Cuisine	0+4 7,0			
AŞÇ 232	Sauces	2+0 3,0			
AŞÇ 236	Regional Cuisine (Eskişehir)	3+0 3,0			
AŞÇ 238	Industrial Food Applications	0+6 7,0			
AŞÇ 242	Bread Making Technique	0+4 4,0			
AŞÇ 244	Aromatic Herbs, Spices and Blends	1+1 3,0			
BOP 108	Research Techniques and Seminar	2+1 3,0			
ÇEK 404	Occupational Health and Safety	3+0 4,5			
ÇEV 204	Environmental Protection	2+0 3,0			
ETK 205	Ethics in Tourism	2+0 3,0			
FOT 214	Food Photography	1+2 3,0			
GMS 352	Creative Kitchen Practices	2+2 4,0			
İSP 154 (Spa)	Spanish I	3+0 4,0			
İSP 255 (Spa)	Spanish II	3+0 4,0			
İŞL 224	Restaurant Management	2+0 3,0			
RHİ 107	Communicating	1+1 2,0			

## TOURISM AND HOTEL MANAGEMENT

The tourism sector, which has an important place in the service sector, is growing day by day in our country and the importance for our country's economy is increasing even more. There is a steady increase in the number of people participating in tourism activities in our country and the number of enterprises operating in the field of tourism. Due to this increase, the demand for qualified labor force is further increased by the tourism sector, which is already a large sector based on human power. Purpose of Tourism and Hotel Management Program In order to meet the needs of intermediate human power needed in the tourism sector, students are required to acquire necessary knowledge and skills in service, housekeeping, kitchen, front office and human relations. Students graduated from the Tourism and Hotel Management Program; hospitality operators, travel agencies, food and beverage enterprises and hospitality establishments.

### PROGRAM

I. SEMESTER				II. SEMESTER			
ETK 205	Ethics in Tourism	2+0	3,0	TAR 166	Atatürk's Principles and History of Turkish Revolution II	2+0	2,0
İŞL 155	Introduction to Business	2+0	3,0	TRZ 118	Front Office Management	2+1	4,0
TAR 165	Atatürk's Principles and History of Turkish Revolution I	2+0	2,0	TRZ 138	Housekeeping Management	2+0	3,0
TRZ 114	Introduction to Tourism	2+0	3,0	TÜR 126	Turkish Language II	2+0	2,0
TRZ 208	Environmental Issues and Tourism	2+0	3,0	İNG 144 (Eng)	English II	2+2	5,0
TRZ 225	Travel Agencies	2+0	3,0	<i>Departmental Elective Courses</i>		-	14,0
TRZ 263	Food and Beverage Management	3+0	4,0				30,0
TÜR 125	Turkish Language I	2+0	2,0				
İNG 143 (Eng)	English I	2+2	5,0				
<i>Elective Courses</i>		-	2,0				
			30,0				
III. SEMESTER				IV. SEMESTER			
İŞL 210	Human Resources Management	1+1	2,0	EİŞ 202	Business Application	0+20	12,0
İŞL 421	Entrepreneurship	2+0	3,0	EİŞ 204	Business Training	6+2	10,0
TRZ 217	Tourism Marketing	2+1	3,0	<i>Elective Courses</i>		-	8,0
TRZ 288	Services	0+3	3,0				30,0
TRZ 289 (Eng)	Tourism English	2+2	5,0				
<i>Departmental Elective Courses</i>		-	14,0				
			30,0				
DEPARTMENTAL ELECTIVE COURSES							
ANİ 220	Animation Activities	1+2	3,0	MUH 114	Introduction to Accounting	1+1	3,0
AŞÇ 112	Technology of Food	2+0	3,0	PZL 105	Services Marketing	2+0	3,0
AŞÇ 205	Vocational English I	3+0	3,0	PZL 223	Speech Training	1+1	2,0
AŞÇ 206	Vocational English II	3+0	3,0	REK 102	Recreation Management	2+0	3,0
AŞÇ 211	Catering	3+0	3,0	RHİ 107	Communicating	1+1	2,0
AŞÇ 219	Food and Beverage Cost Control	3+0	4,0	SAĞ 205	First Aid	2+0	3,0
BOP 108	Research Techniques and Seminar	2+1	3,0	SEK 232	Meeting Management	2+0	3,0
ÇEK 404	Occupational Health and Safety	3+0	4,5	SOS 130	Social Behavior and Protocol	2+0	3,0
İKT 105	Tourism Economy	2+0	3,0	TKY 207	Quality Management Systems	2+0	3,0
İSP 154 (Spa)	Spanish I	3+0	4,0	TRZ 112	Hotel Management	2+0	4,0
İSP 255 (Spa)	Spanish II	3+0	4,0	TRZ 131	Principles of Nutrition and Menu Planning	2+1	3,0
İŞL 215	Time Management	1+1	3,0	TRZ 132	Kitchen Services	2+1	3,0
İŞL 219	Work Organization	2+0	3,0	TRZ 134	Special Interest Tourism	2+0	3,0
İŞL 224	Restaurant Management	2+0	3,0	TRZ 136	Current Subject in Tourism	2+0	3,0

TRZ 147	Hygiene and Sanitation in Hotel Industry	2+0	3,0
TRZ 223	Tourism Law	2+0	3,0
TRZ 226	Automation of Food and Beverage Services	2+1	4,0
TRZ 270	Sales and Pricing in the Hotel Business	2+1	3,0
TRZ 277	Management of Banquet and Catering	2+0	3,0
TRZ 279	Conference and Activity Services	3+0	4,0
TRZ 282	Front Office-Housekeeping Services Automation	2+2	5,0
TRZ 286	Housekeeping Applications	2+2	4,0
TRZ 287	Tour Design	2+0	3,0
TRZ 298	Sociology of Tourism	2+0	3,0
TRZ 318	Sectoral Relations in Tourism	2+0	3,0
TÜR 120	Turkish Sign Language	3+0	3,0

### ELECTIVE COURSES

BEÖ 155	Physical Education	2+0	2,0
ÇMH 201U	Conflict and Stress Management I	3+0	4,0
FEL 207U	Philosophy	3+0	4,0
İLT 101U	Interpersonal Communication	3+0	4,0
İLT 207U	Persuasive Communication	3+0	4,0
İLT 303U	Image and Reputation Management in Professional Life	3+0	4,0
KÜL 199	Cultural Activities	0+2	2,0
MÜZ 151	Short History of Music	2+0	3,0
MÜZ 155	Turkish Folk Music	2+0	2,0
MÜZ 157	Traditional Turkish Art Music	2+0	2,0
PSİ 201U	Social Psychology I	3+0	4,0
SAN 155	Hall Dances	0+2	2,0
SNT 155	History of Art	2+0	2,0
SOS 155	Folkdance	2+0	2,0
THU 201	Community Services	0+2	2,0
TİY 308	Republic Era Turkish Theatre	2+0	3,0

## DEPARTMENT OF MARKETING AND ADVERTISEMENT

### PROGRAM IN MARKETING

The marketing sector has a growing, developing, self-renewing structure worldwide. In particular, the recent global crisis has shown that countries only need to focus on production for catching sustainable growth, marketing manufactured products by following appropriate strategies is at the same time, perhaps even with a bigger prescription. Because a product produced does not have an economic impact on its own, but as long as appropriate strategies are selected and marketed, economic returns can be an element. The Marketing Program aims to offer highly graduated graduates who are confident in their modern marketing approach to the market and who have a high level of professional knowledge and skills. Graduates can be employed as sales representatives in the fields and stores, sales representatives, sales managers, researchers in marketing companies, public relations and advertising agencies.

### PROGRAM

I. SEMESTER				II. SEMESTER			
HUK 117	Fundamentals of Law	2+0	2,0	İNG 188 (Eng)	English II	3+0	3,0
İKT 117	Introduction to Economics	2+0	3,0	PZL 116	Marketing Principles II	3+1	5,0
İNG 187 (Eng)	English I	3+0	3,0	PZL 221	Customer Relationship Management	2+0	3,0
İST 251	Statistics	2+0	3,0	PZL 232	Physical Distribution Management	2+0	2,0
İŞL 155	Introduction to Business	2+0	3,0	PZL 240	Sales Techniques	2+2	4,0
MAT 220	Commercial Mathematics	1+1	3,0	PZL 254	Direct Marketing	2+0	4,0
MUH 114	Introduction to Accounting	1+1	3,0	TAR 166	Atatürk's Principles and History of Turkish Revolution II	2+0	2,0
PZL 101	Marketing Principles I	3+1	4,0	TÜR 126	Turkish Language II	2+0	2,0
TAR 165	Atatürk's Principles and History of Turkish Revolution I	2+0	2,0		<i>Departmental Elective Courses</i>	-	5,0
TÜR 125	Turkish Language I	2+0	2,0				
	<i>Elective Courses</i>	-	2,0				
							30,0
			30,0				

<b>III. SEMESTER</b>			
PZL 204	Marketing Research	3+0	3,0
PZL 216	Consumer Behavior	2+0	3,0
PZL 243	International Marketing	2+0	4,0
PZL 244	Retailing Management	1+1	2,0
PZL 247	Sales Management	2+0	3,0
	<i>Departmental Elective Courses</i>	-	15,0
			<u>30,0</u>

<b>IV. SEMESTER</b>			
EİŞ 202	Business Application	0+20	12,0
EİŞ 204	Business Training	6+2	10,0
	<i>Elective Courses</i>	-	8,0
			<u>30,0</u>

#### **DEPARTMENTAL ELECTIVE COURSES**

ÇEV 204	Environmental Protection	2+0	3,0
FİN 206	Business Finance	2+0	3,0
HUK 154	Commercial Law	2+0	3,0
HUK 223	Labor and Social Security Law	2+0	3,0
İSN 102	Public Relations	3+0	3,0
İŞL 110	Management and Organization	2+0	2,5
İŞL 213	Human Sources Management	2+0	3,0
İŞL 216	Multinational Companies	2+0	3,0
İŞL 421	Entrepreneurship	2+0	3,0
PZL 110	Marketing Information Systems	2+1	4,0
PZL 207	Service Marketing	2+0	2,0
PZL 217	Marketing Communications	1+1	3,0
PZL 223	Speech Training	1+1	2,0
PZL 224	Marketing Law	2+0	3,0
PZL 228	Professional Study and Seminar	2+2	4,0
PZL 231	The Law of Customs	1+1	2,0
PZL 242	Industrial Products Marketing	2+0	3,0
PZL 249	Purchasing	3+0	3,0
PZL 253	Digital Marketing	2+0	3,0
RHİ 217	Advertisement	2+0	4,0
SAĞ 205	First Aid	2+0	3,0
SOS 118	Behavioral Sciences	2+0	3,0
SOS 130	Social Behavior and Protocol	2+0	3,0
TİC 209	Vocational English I	3+0	3,0

TİC 210	Vocational English II	3+0	3,0
TKY 204	Total Quality Management	2+0	2,0
TRZ 246	Tourism Marketing	2+0	2,0
TÜR 120	Turkish Sign Language	3+0	3,0

#### **ELECTIVE COURSES**

BEÖ 155	Physical Education	2+0	2,0
ÇMH 201U	Conflict and Stress Management I	3+0	4,0
FEL 207U	Philosophy	3+0	4,0
İLT 101U	Interpersonal Communication	3+0	4,0
İLT 207U	Persuasive Communication	3+0	4,0
İLT 303U	Image and Reputation Management in Professional Life	3+0	4,0
KÜL 199	Cultural Activities	0+2	2,0
MÜZ 151	Short History of Music	2+0	3,0
MÜZ 155	Turkish Folk Music	2+0	2,0
MÜZ 157	Traditional Turkish Art Music	2+0	2,0
PSİ 201U	Social Psychology I	3+0	4,0
SAN 155	Hall Dances	0+2	2,0
SNT 155	History of Art	2+0	2,0
SOS 155	Folkdance	2+0	2,0
THU 201	Community Services	0+2	2,0
TİY 308	Republic Era Turkish Theatre	2+0	3,0

## **DEPARTMENT OF OFFICE MANAGEMENT AND SECRETARIAL TRAINING**

### **PROGRAM IN OFFICE MANAGEMENT AND EXECUTIVE ASSISTANT TRAINING**

After the industrial revolution, the dizzying developments in production have made the office activities one of the indispensable organizations. The more important the production is for the enterprises to survive, the more important is the office work in terms of the organizational affairs. Administrative assistants who work in contemporary businesses in today's world are a profession that supports him in every aspect of his organizational and managerial duties, carries out his duties in his absence, creates an organizational image, acts as a team player and performs career and business planning, opinion leadership and relationship expertise. is gaining importance. It is aimed that the courses offered within the scope of Office Management and Executive Assistance Program aim to enable students to fulfill the responsibilities expected from office managers and executive assistants in today's business life. Graduates from the Office Management and Executive Assistance Program can work as office staff and administrative assistants in private, public and non-profit making institutions.

## PROGRAM

### I. SEMESTER

HUK 117	Fundamentals of Law	2+0	2,0
İNG 187 (Eng)	English I	3+0	3,0
İŞL 155	Introduction to Business	2+0	3,0
İŞL 352	Organizational Communication	2+0	3,0
MAT 220	Commercial Mathematics	1+1	3,0
SEK 121	Keyboard Techniques	1+2	3,0
SEK 123	Basics of Protocol	2+0	3,0
SOS 120	Organizational Behavior	2+0	2,0
TAR 165	Atatürk's Principles and History of Turkish Revolution I	2+0	2,0
TÜR 125	Turkish Language I	2+0	2,0
	<i>Departmental Elective Courses</i>	-	2,0
	<i>Elective Courses</i>	-	2,0
			30,0

### II. SEMESTER

BİM 106	Office Programs	0+3	4,0
İKT 120	Introduction to Economy	3+0	4,0
İNG 188 (Eng)	English II	3+0	3,0
SEK 120	Office Management	3+0	4,0
SEK 225	Business Correspondence	1+2	3,0
TAR 166	Atatürk's Principles and History of Turkish Revolution II	2+0	2,0
TÜR 126	Turkish Language II	2+0	2,0
	<i>Departmental Elective Courses</i>	-	8,0
			30,0

### III. SEMESTER

MUH 114	Introduction to Accounting	1+1	3,0
SEK 118	Information and Document Management	2+1	4,0
SEK 228	Presentation Techniques	2+0	3,0
SEK 233	Crisis and Stress Management	1+1	3,0
SEK 234	Executive Secretarial Training	2+1	4,0
SEK 238	Case Analysis	3+0	3,0
	<i>Departmental Elective Courses</i>	-	10,0
			30,0

### IV. SEMESTER

EİŞ 202	Business Application	0+20	12,0
EİŞ 204	Business Training	6+2	10,0
	<i>Elective Courses</i>	-	8,0
			30,0

### DEPARTMENTAL ELECTIVE COURSES

BİM 202	Database Management	0+3	3,0
ÇEV 204	Environmental Protection	2+0	3,0
HUK 223	Labor and Social Security Law	2+0	3,0
İSN 102	Public Relations	3+0	3,0
İŞL 215	Time Management	1+1	3,0
İŞL 421	Entrepreneurship	2+0	3,0
SAĞ 205	First Aid	2+0	3,0
SEK 119	Basics of Secretarial Skills	2+0	2,0
SEK 227	Effective Speech	1+2	2,0
SEK 229	Contemporary Management Approaches	3+0	4,0
SEK 230	Speed Reading Techniques and Shorthand	1+1	3,0
SEK 231	Office Ergonomics	2+0	3,0
SEK 232	Meeting Management	2+0	3,0
SEK 240	Office Management Practices	0+3	3,0
SEK 241 (Eng)	Vocational English I	2+0	3,0
SEK 242	Vocational English II	2+0	3,0
TÜR 120	Turkish Sign Language	3+0	3,0

### ELECTIVE COURSES

BEÖ 155	Physical Education	2+0	2,0
ÇMH 201U	Conflict and Stress Management I	3+0	4,0
FEL 207U	Philosophy	3+0	4,0
İLT 101U	Interpersonal Communication	3+0	4,0
İLT 207U	Persuasive Communication	3+0	4,0
İLT 303U	Image and Reputation Management in Professional Life	3+0	4,0
KÜL 199	Cultural Activities	0+2	2,0
MÜZ 151	Short History of Music	2+0	3,0
MÜZ 155	Turkish Folk Music	2+0	2,0
MÜZ 157	Traditional Turkish Art Music	2+0	2,0
PSİ 201U	Social Psychology I	3+0	4,0
SAN 155	Hall Dances	0+2	2,0
SNT 155	History of Art	2+0	2,0
SOS 155	Folkdance	2+0	2,0
THU 201	Community Services	0+2	2,0
TİY 308	Republic Era Turkish Theatre	2+0	3,0

## COURSE CONTENTS

### **ANI 220 Animation Activities 1+2 3,0**

Basic Concepts: Leisure, Recreation and animation; Development of Animation: Its development in the world and Turkey; Functions of Animation Services: Tourist-oriented, Tourism-oriented and social functions; Administration of Animation Services: Planning, Organization, Orientation and inspection; Animation Activities: Game activities, Sport games, Special organization activities, Cultural activities, Model activities, Reviving traditional culture; Special Competitions.

### **AŞÇ 101 Nutrition 3+0 4,0**

Food Chemistry; Nutritional Value of Food: Balanced nutrition, Alternative solutions to nutrition problems, Food technologies, Cooking technologies, Hygiene and environment health, Dried food, Main nutritional elements in food; Nutritional Components: Physical and chemical characteristics, Frequent, nutrition problems; Nutrition and Health and Health Problems; Classification of Food According to their Nutritional Value.

### **AŞÇ 102 Cold Kitchen 2+0 3,0**

Preparation of Cold Sauces and Marinades; Preparation of Salads; Preparation of Appetizers; Preparation of Various Hors d'oeuvres; Preparation of Cold and Warm Toasts and Sandwiches; Preparation of Cold Soups; Preparation of Olive Oil Dishes; Preparation of Cold Buffet Dishes; Preparation of Plate and Buffet Decors.

### **AŞÇ 109 Kitchen Design 3+0 3,0**

Planning Food Units: Planning the Main kitchen; Planning the cold kitchen section; Planning Banquet kitchen section; Planning the a la cart kitchen section; Planning Patisserie and bakery production area; Planning storage areas; Optimization of kitchen space and division; Organizing the Kitchen.

### **AŞÇ 112 Technology of Food 2+0 3,0**

Definition of Food Technology; Raw Materials and Compounds in Ready Food Technology; Food Spoilage Factors and Control; Physical Food Preservation Methods; Chemical Food Preservation and Biological Food Preservation Techniques; Grain, Fruit, Vegetable, Meat, Milk, Oil, Sugar, Tea, Coffee Processing Technology and Processed Food Quality Control Methods and Application, Food Additives and Preservatives.

### **AŞÇ 113 Kitchen Equipment 3+0 3,0**

Historical Development of Kitchen Equipment; New Trends and Technologies; Material and Equipment Used in the Production Related Standards; Introduction to Kitchen Equipment: Storage equipment, Preparation equipment, Cooking equipment; Cook-chill technology; Service and distribution equipment; Dishwasher and disposal equipment; Household appliances; Buffet equipment; Determination of Kitchen Equipment Needs; Determination of Purchase

Processes; Installation, Maintenance, and Protection Procedures.

### **AŞÇ 115 Food and Beverage Services 0+3 3,5**

Quality Training: Service, Product, General appearance, Trained personnel, Personal hygiene, Hygiene of working places; Customer Relations: Customer hosting, Communication with customers; Taking Reservations; Suggestive Selling; Over Selling; Customer Complaints; Offers; Hygiene: General hygiene, General hygiene standards; Food Poisoning, Temperatures for Food Service, Microbes, Food Cooling and Preservation, Pests Control; In-service Training: General service techniques, Mise en Place, Serving food, Serving beverages, Serving wine, Serving alcoholic beverages, Serving cocktail Trainings, Serving soft and hot drinks; Food and Beverage Operations: General information, Open buffet, Specialty restaurants, Room service and Mini bars, VIP guests, Cost control, Menu, Menu Planning, Checklists, Job description.

### **AŞÇ 116 Cooking Methods I 0+6 7,0**

International Cutting Procedures: Julienne, Brunoise, Jardiniere, Macedoine, Mirepoix, Paysanne, Batonnets; Preparation of Vich and its use where necessary; Preparation of spice and flavor bags for garnie purposes; Preparation of Sauce and Meat Juice to be Used in Soups; Cooking Equipment Used: Tools and equipment; Pre-cooking Process and Bleaching Process.

### **AŞÇ 117 Introduction to Cookery 2+0 2,0**

Introduction to Kitchen and Cookery; Kitchen Rules, Cloths, Communication; Individually Owned Features for a Cook; Organizational Capabilities for the Kitchen; Kitchen Tools and Materials; Preparation in Kitchen; Kitchen Types and Departments; Kitchen Organization; Kitchen Management, Planning, Organizing, Coordination, Execution, Control; Purchasing, Receiving, Production, Procedures, Controls, Measuring, Packaging, Protection, Sales and Distribution; Occupational Health and Safety for Cookery; First Aid; Food Safety; Hygiene and Sanitation.

### **AŞÇ 118 Ottoman Cuisine 1+3 3,5**

Ottoman Cuisine; Cooking Methods in Ottoman Cuisine; Materials Used in Ottoman Cuisine; Food Preparation and Presentation in View of Culinary Practices of the Ottoman Period; Practices: Soups, Appetizers; Practices: Meat, Offal; Practices: Poultry and Game Animals, Seafood; Practices: Vegetable and Fruit Dishes, Rice and Pasta; Practices: Donuts and Muffins, Pastry; Practices: Milk, Light Desserts and Candies, Fruit Desserts; Practices: Beverage.

### **AŞÇ 119 Hygiene and Sanitation 2+0 3,0**

Definitions of Hygiene and Sanitation; Use of Hygiene; Where and When; Sanitation: Personnel hygiene; Sanitation in Food Producing Establishments: Profits of Sanitation Programs to Businesses; Water Hygiene; Pest Control; Personal Hygiene Rules; Toilets and Hand Washing Areas;



Cleaning Methods: Natural hygiene methods; Periodic Health Checks: Microorganism and humans; Disinfection; The Golden Rules.

**AŞÇ 120 Functional Foods 2+0 3,0**

Recent Developments in Science of Nutrition and Importance of Quality of Life; Description of Functional Foods; Cookery and Functional Foods; Purpose of Functional Food Science; History of Functional Foods; International Developments Related to Functional Foods; Scientific Bases of Functional Food Science; Technological Overview of Functional Food Science; Components and Features of Functional Food; Role of Functional Foods in Health; Role of Functional Foods in Prevention of Diseases; Role of Functional Foods in the Improvement of Quality of Life.

**AŞÇ 122 History and Culture of Food 2+0 3,0**

Food Culture in Ancient Times; Historical Process of Turkish Culinary Culture; Historical Process of European Culinary Culture; Middle Eastern and Far Eastern Culinary Cultures; Short History of Cuisine; Some Kinds of Beverages and Their Origin; Historical Process of Sacred and Forbidden Foods; History of Coffee and Cocoa; History of Tea; History of Sugar; History of Pasta; History of Boza [A Kind of Specially Fermented Turkish Beverage]; History of Modern Approaches That Affect Today's Habits.

**AŞÇ 202 Pastry Products 0+4 3,0**

Microbiology of Cereals; Cereal Products; Pastries; Cereal Cooking Methods; Characteristics of Dough: Dough preparation; Points to be taken into consideration in dough preparation; Pastries; Types of pie dough; Pastry types; Ravioli; Pasta; Preparing Pita Bread; Definition of desserts; Equipment and tools used in construction of desserts ; Preparation techniques for desserts: Sweet fried dough desserts; Crepe dough; The dough for Tulumba Dessert; Sponge cake mixture; Pat dough; Cream desserts; Ice cream; Fruit Desserts; Jellies; Desserts in Turkish Cuisine; Dairy Desserts; Biscuits and cakes.

**AŞÇ 205 Vocational English I 3+0 3,0**

Introducing Oneself; Using 'used to?' for Habitual Actions in the Past; Asking for Directions; Imperatives; Comparisons using adjectives; Giving Instructions; Modal Verbs: Future with 'going to?' and 'will?'; Making Requests: Using 'would?' and 'could?'; Writing Apology and Thank you Letters; Gerunds and Infinitives; Compound Nouns; Countable and Uncountable Nouns; Relative Clauses of Time; Adverbial Clauses of Time.

**AŞÇ 206 Vocational English II 3+0 3,0**

Describing Possibilities; Past and Present Tenses; If-Clauses with 'will?' and 'may?'; Use of Adjectives and Adverbs in Describing People's Qualities; The Passive with and without 'by?'; Adverbial Clauses; Use of Relative Clauses in Describing Movies, Books and People; Giving Definitions and Explaining Meanings; Reported Speech; If-Clauses with 'could', 'would?', and 'might?'; Finding out about Likes, Dislikes, and Wishes; Causatives.

**AŞÇ 209 Kitchen Services Management 3+0 4,0**

General information about kitchen; Kitchen organization; Kitchen culture; Kitchen's staff; Kitchen set; Kitchen equipment; Security in the kitchen; Kitchen organization: Purchasing and Storage; Organizing work in the kitchen; Kitchen planning; Basic factors in kitchen planning; Functional relations in the kitchen; Kitchen characteristics; Physical characteristics of the kitchen; Main functions of the kitchen.

**AŞÇ 211 Catering 3+0 3,0**

The Concept of Catering Entrepreneurship; the definition, importance and functions of catering; the history of catering companies; the service field of catering; airways, armies, schools, institutions, commercial organizations and other organizations. The organization structure of catering entrepreneurship; personnel selection methods, the task structure of personnel, types of organization, samples of organizations. The production systems of catering; the methods of purchasing and stocking, facilitating systems, traditional systems, ready-meal systems, the systems of central distribution. Menu planning in catering companies, the importance of menu planning, factors affecting menu planning, the selection of food and beverage in preparing menu, auditing the lists of meals (menu), menu samples. Cost Control; the definition of cost, factors influencing costs, methods used in cost control, Standardization of receipts and re-using wastes. The definition of standard tariff (receipts), document

**AŞÇ 217 Cooking Methods II 0+6 7,0**

Food Preparation using a variety of cooking methods from international cooking conventions: Food preparation and presentation for grills; Preparation for steamed food; Food preparation and presentation; Preparation of fried food; Preparing food for poaching; Food preparation and presentation in Braising Method; Smoked food preparation and presentation; Gratinating food; Food preparation and presentation: Preparing food for Roti.

**AŞÇ 218 Menu Planning 2+0 2,0**

Food and Beverage Industry: Historical Development Classification, Development, Menu Concept: Definition, Development, Functions, Structure; Types of Menus; Menu Planning, and Development: Menu planning, Definition, Importance; Menu planning process; Menu Planning and Development Systems: Pre-service and back- menu planning and development of services; Menu Pricing: Food and beverage pricing methods: Subjective methods, Objective methods; Menu Design: Menu cards, Menu text, Menu Cover, Menu graphics; Menu Analysis.

**AŞÇ 219 Food and Beverage Cost Control 3+0 4,0**

Scope and Importance of Food and Beverage Cost Control; Cost control systems; Significance of income-expenditure control; Food and Beverage Cost Control Process and Stages; Employee Verification System Tasks; Effects and Benefits of Cost Calculations to Food-Beverage Establishments; Standard Food-Beverage Recipes and their Effect on the Business Success; Using Statistical Data

Methods to Evaluate Food and Drink Activities; Preparation of Food and Beverage Production and Sales Reports; Sales Reports and Beverage Production and Preparation; Taking Action as a Result of the Calculations; Information and Regulatory Reports Needed by Top Management.

**AŞÇ 223 World Kitchen 3+0 3,0**

Concept of World Cuisine: Cooking and serving methods classified at global, national and local levels; Hors d'oeuvres in the World Cuisine; Various Climates and Cultural Habits; Sample Dishes; Local Food Menu Preparation and Presentation; A la Carte Menu Preparation and Presentation; Dining Menu Preparation and Presentation in Local Cuisines.

**AŞÇ 224 Turkish Cuisine 0+4 3,0**

Turkish Dieatry Customs; History of Turkish Cuisine; Turkish kitchen equipment; Cooking techniques; Turkish Cuisine Materials and Tools Used in International Cuisines; Organization of Turkish and International Cuisine; Interaction cuisines between Turkish and other cuisines; Turkish hot dishes; Appetizers; Sweets and pastries.

**AŞÇ 226 The Art of Food Decoration 0+2 3,0**

Definition of Ornaments; Types of Ornaments; Tools and Materials Used as Adornments; Why decorate food; Salad Decorations; Soup Decorations; Decoration of Desserts; Pastry Decorations; Hot Meal Decorations; The final decoration process of a plate before presentation; Preparation of Center Pieces for Decorative Purposes.

**AŞÇ 227 Food Writing 2+0 3,0**

Preparation of Standard Recipes; Harmonization of Practical Measurement and Measurement Units with Material Descriptions; Recipe Writing; Writing Articles for Newspapers; Food Writing for Newspaper Supplements; Recipe Writing for Magazines; Writing about Culinary Culture for Magazines; Food-Themed Composition; Blog Writing on Food; Food Writing and Sharing by e-Mail and in e-Groups; Food Writing through Other Social Media Channels; Breakfast-Themed Food Writing; Food Culture Writing Themed Transition from Birth to Death; Food Culture Writing Themed Holidays and Other Special Occasions.

**AŞÇ 229 Banquet Cuisine 0+4 7,0**

Explaining the Meaning of Banquet in Terms of Cooks; Planning Banquet Menus; Planning a Banquet Organization: Preparing a banquet purchase list, Preparing appropriate tools and equipment for the banquet, Preparing for the banquet, Preparing banquet meals, Making banquet meals ready for presentation; Preparing a Sample Banquet Presentation; Getting Feedback from Banquet Activities; Open Buffet Preparation; Cocktail Preparation; Preparing a Reception.

**AŞÇ 232 Sauces 2+0 3,0**

Definition and History of Sauces; Sauces and Basic Food Preparation, Basic Brown Sauce and Derivatives: Spanish sauce, Burgundy sauce, Robert sauce, Italian Sauce;

Burgundy Sauce; Basic White Sauces and Derivatives: Béchamel sauce, Sauce Velue, Hollandaise sauce, Mayonnaise; Other Sauces: Tomato sauce, Bolognese sauce, Neapolitan sauce; Salad Dressings: Yogurt sauce, Mustard sauce, Spicy sauce, Mayonnaise sauce, Lemon sauce, Cocktail sauces; Dessert Toppings: Vanilla sauce, Lemon sauce, Chocolate sauce, Orange sauce.

**AŞÇ 236 Regional Cuisine (Eskişehir) 3+0 3,0**

Dietary Customs of Eskişehir; Eskişehir Region Culinary Culture; Research on Eskişehir Region Authentic Food: Soups, Meat Dishes, Vegetable Dishes, Stuffed vegetables, Rice and pasta, Pastries, Sweets, Others; Special and Authentic Cooking Techniques in Eskişehir Region; Meals Cooked On Special Occasions; Menu Samples and Food Recipes: Cooking and Servicing of Food in Eskişehir Kitchen.

**AŞÇ 238 Industrial Food Applications 0+6 7,0**

Menus; Control of Materials in the Menu; Food Groups and Serving Sizes; Chemical Phenomena in Cooking; Appraising Food by Five Sense; Cold Food; Sauces; Meat; Cooking Meat; Offal; Poultry; Fish and How to Cook Fish; Milk and Milk Products; Chemical Structure of Milk; Storing and Cooking Milk; Oil; Eggs; Cooking Eggs; Grain and Grain Products: Flour, rice, starch; Biscuits; Pastry and Baked Desserts; Bakery Preparation Methods; Explaining the Preparation of Candy and Ice cream.

**AŞÇ 240 Research of Culinary Culture and Food 0+4 3,0**

Culinary Culture; Understanding of Qualitative Research; Interview and Focus Group Interviews; Document Collecting, Photographing and Labeling; Communicating and Making an Appointment with Interviewees; Sound and Video Recording; Transcribing; Archiving; Using Discourse and Content Analysis to Bring Together Analogic Data; Survey of Culinary Literature; Reporting; Writing Abstract and Introduction; Creation of Table of Contents; Writing References and Presenting.

**AŞÇ 242 Bread Making Technique 0+4 4,0**

Introduction to Bread; Bread and Its History; Materials Used in Making Bread and Their Features; Measuring Cups Used in Making Bread; White Bread Making Practices-1; White Bread Making Practices-2; White Bread Making Practices-3; Brown Bread Making Practices; Sourdough Bread Making Practices; Bakery Breads; Practices of Making Other Types of Breads; Stale Bread Recipes.

**AŞÇ 244 Aromatic Herbs, Spices and Blends 1+1 3,0**

Importance of Aromatic Herbs, Spices and Mixtures in Cookery; The World of Spices; Usage of Wild Plants and Fruits; Herbal Dishes and Foods and Beverages Made from Plants; Cultivation of Useful Plants; A-Z Aromatic Herbs, Spices and Mixtures; Relationship of Aromatic Herbs, Spices and Mixtures with Health; Exercises for Recognition and Identification of Aromatic Herbs, Spices and Mixtures.

**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.

**BİM 106 Office Programs 0+3 4,0**

Word Subjects; Excel Subjects; Work with Powerpoint and Slides; Work with Frontpage 2007; Creating a Website; Presenting Information through Lists and Tables; Developing a Website through Graphics; Making Websites; Changing Page Arrangements; Developing Website Skills; Communicating with Visitors; Creating a Website for Team Projects; Publishing the Website; Adminstrating the Website; Working with the Outlook; Adminstrating e-mails; Finding and Editing e-mails; Adminstrating the Calendar; Adminstrating and Timing the Meetings; Creating and Adminstrating the Contact List; Monitoring the Data; Working on More than One Position; Personalizing the Outlook.

**BİM 202 Database Management 0+3 3,0**

What's data; What's database; Advantages and disadvantages of databases; What is database management system; What's relational database; What's flat file database; Rdms (relational database management system); Administrator Of Database; Database components; What's form; Classes of data; Text; Note; Boolean; Ole object; Hiperlink; Field size; Input mask; Queries; Forms; Properties window; Using acts; Determining act for object; Buulder; Buulder(Expression buulder; Aligning the tables on the forms; Forms with more than one tables.

**BOP 108 Research Techniques and Seminar 2+1 3,0**

Research Techniques: Importance of Research; Basic Concepts and Tecniques of Data Collection; Selection of Research Topics; Following Topical Developments in Computer Technology; Topic Selection on the Basis of Technological Innovations in the Field; Resources; Following relevant publications such as books and periodicals; Using the Internet and library; Reporting and Presenting Research Topics.

**ÇEK 404 Occupational Health and Safety 3+0 4,5**

Occupational Health and Safety; Protective Action; Causes of Work Accidents and Occupational Illnesses; Necessary Measures Against Work Accidents, Employee Health Problems; Legal Responsibilities of Employers; Legal Aspects; Safety Control in Turkey.

**ÇEV 204 Environmental Protection 2+0 3,0**

Definitions of Environment and History of Environment: Environment, Environmental science, Pollution, Ecology, Nature, Environmental protection, Waste, Recycling; Environmental rights and Environmental Regulations: Laws 2872 and 5491 on Environment; Natural Resources and their Pollution: Air pollution, Water pollution, Soil pollution, Noise, pollution; Waste Management: Waste regulations, Waste control, Waste reduction; Safeguards against

Pollution: International health and security alerts, Occupational health and safety regulations, Environmental protection measures, Personal protection measures.

**ÇMH 201U Conflict and Stress Management I 3+0 4,0**

Nature of Conflict: Definition, Types and Process of Conflict: Introduction, Definition of the Concept of Conflict, Causes and Consequences of Conflict: Introduction, Factors leading to a conflict, Conflict Management: Introduction, Conflict management, Negotiation in Conflict Management: Mediation in Conflict Management; Controlling Anger in Conflict Management; Communication in Conflict Management; Leadership Styles in Conflict Management.

**EİŞ 202 Business Application 0+20 12,0**

Definition of Business Application; Purpose of Business Application; Business Application Flow Process; Responsibilities of the Students As Qualified Professionals in the Workplaces; Employee-Employer Relations; Business Organization; Production Process; Production Systems; Occupational Health and Safety; Current Developments in the Field of Profession; Recognition and Learning of New Technologies Related to the Professional Field; On-Site Investigation and Implementation of the Related Processes.

**EİŞ 204 Business Training 6+2 10,0**

Business Recognition; Learning the Functioning of the Department; Getting the Basics of the Work; Learning and Fulfilling Their Responsibilities in the Workplace; Learning the Legislation and Practices Related to Business Training; Compliance with the Business Ethics Rules; Gaining Experience in Superior-Subordinate Relationships; Implementing Information Related to Business; Strengthening Theoretical Knowledge and Skills

**ETK 203 Professional Ethics 2+0 3,0**

Ethics and Moral Concepts: Ethics, Relationship between ethics and morals; Moral Values; Rules of ethic; Relationship between ethics and society; Results of positive ethics behavior; Factors of individual ethical behavior; Systems of Ethics; Ethics of intended result; Rules of ethics; Ethics of social contract; Personal ethics; Social life ethics; Factors involved in Moral values; Profession ethics; Principles of ethics in business life; Analysis of unethical behavior in business life; Prevention of unethical behavior; Effects of organizational culture and ethical behavior in business; Creating ethical climate in business; Effects of positive moral conditions in business and their effect on employees; Professional degeneration and results of unethical behavior in professional life; Social responsibility.

**ETK 205 Ethics in Tourism 2+0 3,0**

Tourism and Ethics; Ethics and Related Concepts; Ahi-Turkish Islamic Guild System and its Development; Theories of Ethics; Basic Ethics Principles: Honesty, Truthfulness, Loyalty, Justice, Charity, Respect; Responsibility; Types of Ethics: Individual ethics, Business ethics; Factors in Ethics; Ethic Codes; Ethical Problems in Tourism Organizations; Ethics and Customer Complaints

**FEL 207U Philosophy 3+0 4,0**

What is Philosophy: Love of wisdom, Concept of logos, Socratic search, Value of philosophy, Critical, analytical and integrative aspects of philosophy, Subfields of philosophy; Emergence of the Western Philosophy; Epistemology; Logic; Metaphysics; Philosophy of Science; Philosophy of Social Sciences; Ethics: Normative ethics, Meta-ethics, Applied ethics; Political Philosophy; Philosophy of Law and Human Rights; Philosophy of Language; Philosophical Aesthetics; Recent Approaches to Philosophy.

**FİN 206 Business Finance 2+0 3,0**

An overview of financial management: description of financial management and its goals, organization of finance department within company; analysis of financial statements: ratio analysis, statements of cash flow; financial planning: cash budget, capital budgeting and investment decisions; Proforma balance sheet, breakeven analysis; management of working capital for business: managing cash and marketable securities, inventory management, credit management; managerial investment for business; policy of dept in business: sources of short-term, long-term financing; the cost of capital and capital structure; reasons of bankruptcy and their solutions.

**FİN 304 Financial Management 3+0 4,5**

Objectives and Description of Financial Management; Organizing Finance Departments in Companies; Financial Analysis; Ratios, Statement of Fund Flows; Financial Planning: Cash Budget, Pro-Forma Balance Sheet; Break-even Analysis; Working Capital Management in Companies: Cash and Cash-Equivalents Management, inventory Management, Receivables Management; Fixed Assets Management in Companies; Borrowing Policies in Companies; Short, Medium and Long Term Sources of Financing; Cost of Capital and Capital Structure in Companies; Causes of Business Failure and its Solutions.

**FOT 214 Food Photography 1+2 3,0**

Definition of Food Photography; Differences From Other Types of Photography, Introduction to Photographic Equipment; Use of Technology in Photography, Auxiliary Equipment: Use of natural light and artificial light; Correct Exposure, Colour Balance; Lenses: Focal length, Focal multiplier; Composition; Introduction to Food Photography; Composition in Food Photography; Introduction to Food Styling; Food and Plate Compositions in Style and Colour Harmony; Photography Projects for Hot-Cold Dishes: Hot dishes, Cold dishes, Drinks, Salads.

**GMS 352 Creative Kitchen Practices 2+2 4,0**

Creative process stages of the cooks; Motivation; Job features; Satisfaction of the employee; Stress at work; Creativity in the kitchen; The first superstar chefs; Da Vinci Kitchen; Extraordinary banquets; "Şakşuka" [a kind of vegetable fries] and "barbunya pilaki" [a kind of kidney bean stewing] in the context of creativity; "Acılı ezme" [a kind of vegetable salad] and "cevizli kadayıf dolması" [a kind of special dessert with walnuts] in the context of creativity; "Sebzecik" [a kind of vegetable patties] and "mercimek

köftesi" [a kind of lentil patties] in the context of creativity; "Patlıcan salatası" [Eggplant salad] and "sigara böreği" [a kind of pastry] in the context of creativity; "Yaprak sarması" [a kind of wrapping food] and "biber dolması" [a kind of stuffed food] in the context of creativity

**HUK 117 Fundamentals of Law 2+0 2,0**

Systems of Law: The Turkish law system; Branches and Sources of Law; The Turkish Judgement System; Judgement System and Types of Lawsuit; Legal Actions: Relationships and treatments; Personality Concept; Classified of Persons: Real and legal Persons; Efficiencies of Persons: Right efficiency, Action efficiency; Relationship, Residence; Inheritance Concept and Legal Inheritors; Rights, Examined of The Private Rights; Acquiring of Rights and Goodwill Rules: Losing and Protection of Rights and Proof Responsibility; Ownership Right, Purview and Types of Ownership Right; Obligation Concept and Types of Contract; Laws of Independent Accountancy and Financial Adviser.

**HUK 154 Commercial Law 2+0 3,0**

Commercial Law Concept and Commercial Enterprise; Merchant; Commercial Name; Commercial Register; Unfair Competition; Commercial Reports; Merchant Assistant; Current Account; Partnership Concept; Definition and Elements of Partnership; Collective Partnerships: Establishment, Operation, Ending; Commanded Partnership: Establishment, Operation, Ending; Joint Stock Corporation: Establishment, Operation, Ending; Limited Company: Establishment, Operation, Ending.

**HUK 223 Labor and Social Security Law 2+0 3,0**

Individual Labor ;Law Labor Law; General Information and Characteristics of Labor Law; Historical Background of Labor Law in the World and Turkey, Explaining Basic Principles; Legal Regulations; Basics of Labor Law: Employers, Apprentice and trainees, Deputy employee, Secondary employees; Work Place and Organization; Definition of Contracts; Types of Contracts and Contract Obligations; Case Studies in Contract Services; Arrangements at Work Place; Periods of Work, Breaks, Paid Holidays and Inspection of Work; Collective Labor Law Regulating Formation of Unions, Collective Labor Contracts; Strike and Lockout; Collective Labor Agreements; Institutions Acting on Behalf of Employee and Employers; Labor Conflicts and Solutions, Social Security Law; Universal Dimensions and Contemporary Trends in Social Security; Institutions of Obligatory Social Security in Turkey, Management of Institutions of Social Insurance, Social Insurance Institutions; Liabilities, Responsibilities of Social Insur

**İKT 105 Tourism Economy 2+0 3,0**

Introduction to Economics: Basic Economics Terms, Economic Systems; Basic Concepts of Tourism Economics: Definition of Tourism, Tourism Products; Relationship Between Tourism and Economy: Importance of Tourism, Tourism as Economic Activity, Methods for Measuring the Economic Effects of Tourism; Supply in Tourism and

Characteristics: Tourism Markets, Elasticity of Supply in Tourism, Supply Curve in Tourism; Demand in Tourism and Characteristics: Demand in Tourism, Elasticity of Demand in Tourism; Equilibrium in the Tourism Market: Formation of the Equilibrium Price in Tourism Markets; Tourism Supply to Meet Tourism Demand; Economic Effects of Tourism; Effects of Tourism on balance of payments; Impact of Tourism, Employment and Tourism, Effects of Tourism on other Sectors; Adverse Economic Effects of Tourism; Tourism and International Competition: Competition in the Tourism Sector, Importance of Destinations in terms of Competitive Power.

**İKT 117 Introduction to Economics 2+0 3,0**

Main Concepts of Economics: Economic needs; Economic Goods and Services; Utility; Value; Production; Factors of Production; Consumption; Specialization and Productivity; Scarcity: Economics and the solution to the problem of scarcity; Main Economic Problems; The Concepts of Supply and Demand: Demand, Supply and equilibrium in the markets; Elasticity of Supply and Demand; Theories of Consumer and Production: Theory of consumer choice and analysis of optimal choice; Optimal Production and Analysis of Cost; Production in Short and Long Run: Production in the short run and costs; Production in the Long Run and Costs; Market structure: Perfectly competitive markets; Monopoly; Monopolistically Competitive Markets; Oligopoly; Policies for Better Income Distribution.

**İKT 118 Macroeconomics 2+0 3,0**

National Income (Gross Domestic Product-GDP): Main concepts; Measurement Methods of National Income; Aggregate Demand and General Equilibrium: Monetary theory; Definition of Money and its Functions; Different Types of Payment Methods; Monetary System; Money Demand; Money Supply and Monetary Markets; Stabilization Policies: Monetary policies; Fiscal Policies; Income Policies; Supply-side Economic Policies; Economic Growth and Development: Economic development; Measurement of Economic Growth; Determinants of Economic Growth; Contemporary Problems of Turkish Economy.

**İKT 120 Introduction to Economy 3+0 4,0**

Economics Science and Main Concepts of Economics; Generation and Historical Evolution of Economics Science; Relations with Other Sciences and Importance in Everyday Life; Economic Organization and Basic Economic Systems; Supply and Demand Concepts in Macroeconomics; Factors Effecting Supply and Demand; Elasticity of Supply and Demand; Market Concept: Components, Types and competitive market; Utility; Consumer Equity; Identity Curve Analysis and Budget Line; Production Factors; Production Function Analysis and Cost Analysis; Pricing of Production Factors from Production Interest and Income Distribution; National Income from Macroeconomics Approach: calculating national income; Money and Characteristics: Money types, Functions and policies of money; Economic Instabilities; Inflation; Unemployment

and Cyclical Fluctuations; Growing and Development of an Economy; Panel Decisions and Applications.

**İKT 230 Economic Policy 3+0 4,0**

Fundamental Concepts in Economic Policy; Description of Economic Policy; Factors Accelerating Development of Economic Policy; Basic Elements of Economic Policy; Goal ? Tool Balance; Determination of Economic Policy; Application of Economic Policy; Types of Economic Policy; Fundamental Objectives of Economic Policy; Instruments of Economic Policy; Theories of Economic Policy and Macroeconomics; Classical Macro Theory and Economic Policy; Keynesian Macro Theory and Economic Policy; Rational Expectations Theory and Economic Policy.

**İKT 232 Contemporary Economic Problems 3+0 3,0**

New World Order and Economy Policies; International Economic Institutions and Their Role in Solving Global Economic Problems; Economic Growth, Sustainable Growth and Economic Development; Center-Periphery Relations in the New World and BRIC Countries; Technological and Innovative Improvements in the New World and Unemployment; Money, Inflation and Central Banking in the New World; Treasury and Fiscal Policies, Turkish Experience in 1980-2013; World Economy and 2008 Crisis.

**İKT 234 International Economics 2+0 3,0**

International Economic Integration; International Economic Policies; Trade Restrictions; Dumping; Export Subsidies; Foreign Exchange Markets; Balance of Payments; International Monetary Systems; International Credit Markets; Third World Countries; International Monetary Fund and Turkey.

**İKT 406 Turkish Economy 3+0 4,5**

Geographical Characteristics of Turkey; Turkey in World Economy; National Income; Income Distribution in Turkey; Developments in Public Finance in Turkey; Public Debts in Turkey; Development of Agriculture and Industry in Turkey; Energy and Service Sectors in Turkey; State Economic Enterprises; Privatization of State Economic Enterprises; Inflation in Turkey; Stabilization Programs in Turkey; Analyzing Turkey's Foreign Trade Policy; EC-Turkey Relationship; Foreign Capital Policy of Turkey.

**İKT 420 European Union and Turkey 2+0 3,0**

European Community: Establishment, Enlargement, Goals, Foundations, Management of European community, Criterion for membership, Results of membership; Economic and Monetary Union; Harmonization of Economic and Social Policies; Budget and European Investment Bank; Relationship Between Turkey and European Union: The history of relations, Terms of partnership, Financial assistance; Completing of Customs Union between Turkey and European Union: The establishment and scope of customs union, The effects of customs union on Turkish economy; The Analysis of European Summit Decisions.

**İKT 422 International Organizations** **Economics** **2+0 3,0**

Globalization in World Economy; Economic Cooperation between Industrialized Countries; Economic Cooperation among Muslim Countries; United Nations: United Nations Conference on Trade and Development; World Trade Organization; World Bank; International Monetary Fund; IMF-Turkey Relations; Economic Integration in Continental Europe.

**İLT 101U Interpersonal Communication** **3+0 4,0**

Basic Communication Skills, What Is Basic Communication Process? How Does It Function?; Types of Interpersonal Communication; Speaking Rules, Phone Conversation, Importance and Value of Voice in Speaking; Speaking and Persuasive Speaking, Definition of Speaking, Components of Speaking; Persuasive Communication, Concept of Attitude, Concept of Persuasion, Persuasion and Fear, Approaches to Persuasive Communication; Time and Stress Management.

**İLT 207U Persuasive Communication** **3+0 4,0**

Concept of Persuasion: Attitudes, Persuasion process, Persuasion and propaganda, Persuasion and ethics; Psychological, Social and Logical Aspects of Persuasion; Theoretical Approaches to Persuasion; Sources of Persuasive Communication: Source credibility, Persuasive tactics used by the source, Evidence: Message in Persuasive Communication; Format and content of message, Rational and emotional attraction, Message and semiotics; Recipients of Message in Persuasive Communication; Non-verbal Communication and Persuasion; Communication Campaigns and Persuasion; Communication campaign and its types, Goals, strategies and tactics, and models in campaigns.

**İLT 303U Image and Reputation Management in Professional Life** **3+0 4,0**

Personal Reputation in Professional Life and Career Management: Professional Life and Having a Profession, Professional Life and Professionalism, Personal Reputation in Professional Life, Career Management in Professional Life, Skills Required in Professional Life; Non-verbal Communication: Communication and Components of Communication, Non-verbal Communication, Culture and Non-verbal Communication; Verbal Communication and Rhetoric: Rhetoric in Verbal Communication, Types of Verbal Communication, Relationship between Verbal Communication and Rhetoric in Professional Life, Negotiation process and Cultural Differences; Power of Persuasion in Professional Life: Concept of Persuasion, Process of Persuasion, Tactics Used in Persuasive Communication, Personal Traits and Persuasion, Leadership and Persuasion, Organizational Communication and Persuasion; Reputation Management and Social Skills: Personal Reputation, Effect of Social and Political Skills on Personal Reputation, Impression Management; Social Norms and Protocol: Social behavior and Protocol Norms, Job Interview, Other Rules and Norms in Professional Life, International Social Norms; Dress Codes in Professional

Life: Image in Professional Life, Business Attires; Professional Ethics: Concept of Ethics, Business Ethics, Historical and Social Sources of Business Ethics, Reflections of Business Ethics on Professional Life.

**İNG 143 English I** **2+2 5,0**

Greetings: Starting and ending conversation; Tenses: Present continuous, Simple present, Past; Creating Question Clauses in These Tenses; Transportation, Asking for and giving directions; Accepting and Refusing the Order, Paying the bill; Expressing Emotions (Apologizing, Making request, Appreciating) in Different Tenses; Clock and Time Concepts; Conjunctions (and, but, or, not, so, for, yet, furthermore, moreover, however, nevertheless, nonetheless); Forming Sentences Using Conjunctions.

**İNG 144 English II** **2+2 5,0**

Review of the Tenses: Present continuous tense, Simple present tense and past tense; Present Perfect Tense; Forming Question Sentences in the Perfect Tense; Habits and Behaviors; Comparisons (quite, too, very, much); Advice and Orders; Allow and Deny Modes; Share Past Experiences; Future Tense; Plans and Forecast for the Future; Knowing the Human Body: Structure, Organs and Their Functions.

**İNG 187 English I** **3+0 3,0**

Using Personal Pronouns and Possessive Adjectives; Using to be in Present Tense; Using Singular and Plural Nouns; Using Basic Language Related to Food and Drink; Using "There is-there are" in sentences; Using "have got"; Asking "yes-no" Questions and Giving Short Answers to Them; Talking about Daily and Weekly Routines; Talking about Likes and Dislikes; Talking about Sports and Hobbies; Talking about Abilities by Using "can", "can't"; Using Adjectives that Describe People; Talking about Appearance, Personality and Feelings of People; Talking about Clothes and Colours; Talking about Shopping and Prices; Using Present Continuous Tense.

**İNG 188 English II** **3+0 3,0**

Using Simple Present Tense; Comparing Simple Present and Present Continuous Tenses; Using Prepositions of Time and Place; Giving Directions, Making Reservations; Using "to be" in Past Tense; Using Regular and Irregular Verbs in Simple Past Tense; Using Comparative and Superlative Form of Adjectives; Using Modals to Give Advice; Suggestions and Obligations; Using Future Tense: Making Sentences Using "going to" and "will"; Using If Clauses Type 0 and 1.

**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.

**ISP 154 Spanish I 3+0 4,0**

Saying hello, Introduction, Spanish Alphabet, Pronunciation exercises, Numbers in Spanish, Country names, Nationalities, Personal pronouns, Verb conjugations in Present tense, Use of Ser-Estar and Haber verbs, Demonstrative Pronouns, Grammatical Gender in Spanish, Asking for directions, Giving directions, Asking for time and telling time, Describing people and objects, Comparatives, Shopping, Imperative sentences in Spanish, Use of Poder, Gustar, Querer and Tener verbs, Vocabulary building: Objects in the classroom, Objects at home, Occupations, Food and description of clothes.

**ISP 255 Spanish II 3+0 4,0**

Polite requests, Asking for permission, Present Perfect tense, Past Perfect tense, Regular conjugation of verbs, Irregular conjugation of verbs, Asking for opinions, Description of event and people in past tense, Talking about past habits, Future tense, Talking about future plans, Vocabulary building: Parts of body, Colors, Fruits and vegetables, Talking about health, Use of Ser and Estar verbs in Present Perfect and Past Tense, Use of past tense forms.

**IST 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; Discontinues Distribution; Introduction to Sampling: Types of sampling, Statistical estimation, Chi-square analysis.

**ISL 110 Management and Organization 2+0 2,5**

Definition of Management; Basic Characteristics of Management Process; Comparison of Management to Similar Concepts; Development of Management Science; Modern Management Trends; Management Consideration And Organization Theory; Management System; Decision Making in Management; Concepts of Authority and Power; Characteristics; Authority Deployment; The Organization Theory: Characteristics, Principles, Organization Process and Comparison to Planning Process, Segmentation, Staffing; Characteristics; Process of Staffing; Direction: Characteristics, Direction Process; Organization Structures; Change in Organization Structure to Today from Classic Approach; Comparison; Coordination; Controlling; Characteristics; Controlling Process.

**ISL 155 Introduction to Business 2+0 3,0**

Introduction to Business: Basic concepts, External environment of business enterprises; Structure of Business Enterprises; Foundations of Business Enterprises: Stages, Feasibility decisions; Functions of Business Enterprises: Management, Marketing, Production and financing; Cost

Concept: Variable and fixed costs, Unit and total costs, Job order costing system, Process costing, Case studies.

**ISL 210 Human Resources Management 1+1 2,0**

Definition, Organization and Environment of Human Resources; Organization of Human Resources Department; Process of Identifying the Required Labor; Job Analysis; Finding, Selecting and Directing Human Resources; Human Resources and Theories of Motivation; Training and Improving Human Resources; Preparing Training and Development Policies; Contribution of Training and Development of Human Resources to Success of Organization; Evaluating Employers; Methods of Evaluating Success; Use of Results for Salary Appraisal; Various Pricing Systems and Job Evaluation Methods.

**ISL 213 Human Sources Management 2+0 3,0**

Introduction To Staff Management; Basic Functions; Organizing; Planning of Work Force; Methods; Planning Means; Work Analysis; Work Definitions; Work Necessities; Hiring: Finding; Selecting; Training; Staff Training; Methods; Principles; Evaluating; Staff Evaluating; Methods; Evaluation Mistakes; Discipline; Types; Forming The System; Punishment Application; Salary Management; Salary Methods; Staff services.

**ISL 215 Time Management 1+1 3,0**

Time and Time Management: Concept of time, Time management; Historical Development of Time Management; Time Traps; Authority Transfer; Ability to Say No; Supplementary Techniques in Time Management; Classical Time Management Techniques: First generation, Second generation, Third generation; New Approaches; Time Using Matrix, Stages in Effective Time Management; Importance of Communication; Personal Development; Case Studies.

**ISL 216 Multinational Companies 2+0 3,0**

Definition of a Multinational Company and Its Historical Development; Operation Areas of Multinational Companies; Access of Multinational Companies into a Foreign Country; Management of a Multinational Company; Marketing and Marketing Strategies in Multinational Companies; Financial Structure of Multinational Companies; Human Resource Management in Multinational Companies; Multinational Companies and Developing Countries; Strategic Alliances in Multinational Companies; Export and Import in Multinational Companies; Case Studies.

**ISL 219 Work Organization 2+0 3,0**

The Concept of Organization; Interrelationship of Organization and Management; Management Functions; Traditional and Contemporary Approaches to Organization; Organization Principles; Components of Organizations; Work and Task Concepts; Personnel Perspectives in an Organization: Work analysis, Work design; The concept of process; Process design; Service Organization; Performance, Effectiveness and Efficiency in Organizations; Team Building; Organization and Technology; Innovation and Change in Organizations.

**İŞL 224 Restaurant Management 2+0 3,0**

Historical Development of Restaurants; Classification of Restaurants; Restaurant Services: Importance of Organizational Structure of Restaurants, Budgeting, Menu Planning; Menu development; Menu Engineering; Pricing: The standard receipt, Cost-based pricing, Competition and pricing; Food and Beverage Cost Control Systems: Definition and Objectives and stages; Labor cost control and Customer Relationship Management; Restaurant Marketing: Definitions and Concepts, Restaurant Marketing activities, Marketing Plan.

**İŞL 352 Organizational Communication 2+0 3,0**

Definition and Significance of Organizational Communication; Functions of Organizational Communication; Organizational Communication Process; Channels of Organizational Communication; Communication Methods and Tools in Organizations: Organizational Communication and Managerial Function; Organizational Culture and Communication; Barriers to Organizational Communication; Developing Methods of Organizational Communication.

**İŞL 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.

**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.

**LOJ 112 International Logistics 2+0 3,0**

The Basic Concepts of International Logistics; Global Resource Utilization and Trade; Global Supply Chain Management; Transport Planning; Combined Transport and Road Transport; Maritime Transport; Air Transport; Rail Transport; Ports and Facilities; Customs and Regulations; Commercial Documentation; Inventory Management; Insurance; New Approaches in International Logistics.

**MAT 220 Commercial Mathematics 1+1 3,0**

Calculation of Percentage; Calculation of Interest: Simple interest, Description of interest and its features, Compound interest; Calculation of Discount: Simple discount, Compound discount, Discount calculation related to external discount method, Discount calculation related to internal discount method; Equivalent Notes: Consolidation of notes;

Calculation of Purchase; Cost, Sale and Profit; Ratio and Calculation Relevant Firms; Mixture; Composition and Alloy Problems; Money and Capital Markets; Annuities: Annuity and amount of annuity, Normal annuities, Other annuities; Debt Payoff: Debt payoff with equal installment, Debt payoff with equal principles, Debt payoff with payment fund

**MUH 114 Introduction to Accounting 1+1 3,0**

Accounting Information System and Concept of Accounting; Methods of Recording, Keeping Ledger, and Process of Accounting; Definition and Functions of Accounting; Documents Used in Accounting; Purposes of information Produced by Accounting and Making Use of this Information; Uniform Accounting Systems and Uniform Accounting Plans; Uniform Accounting Plans and Factors to be Considered While Application; Applications of Uniform Account Plans; Balance Sheet and Table of Income; Definition and Structure of Balance Sheet and Table of Income.

**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.

**MÜZ 155 Turkish Folk Music 2+0 2,0**

Folk songs from different Regions of Turkey are Taught; Aegean Region Zeybek Folk Songs: Eklemidir koca konak, Ah bir ateş ver, Çökertme, Kütahya'nın pınarları, Çemberinde gül oya; Kars Region Azerbaijani Folk Songs: Bu gala daşlı gala, Yollarına baka baka, Dağlar gızı Reyhan, Ayrılık, Dut ağacı boyunca; Central Anatolian Region Folk Songs: Seherde bir bağa girdim, Uzun ince bir yoldayım, Güzelliğin on para etmez, Mihriban ve Acem kızı; Southeastern Anatolian Region; Urfa and Diyarbakır Folk Songs: Allı turnam, Urfanın etrafı, Mardin kapısından atlayamadım, Fırat türküsü, Evlerinin önu kuyu; Blacksea Region; Trabzon, Rize, Artvin Folk Songs: Maçka yolları taşlı, Ben giderim Batuma, Dere geliyor dere.

**MÜZ 157 Traditional Turkish Art Music 2+0 2,0**

Description of Traditional Art Music: Basic concepts, Characteristics, Types, Notes, Instruments; The Mode System of Traditional Turkish Art Music; The Rhythmic Pattern of Traditional Turkish Art Music; Samples from Different Modes; Samples from Different Rhythmic Patterns.

**PSİ 201U Social Psychology I 3+0 4,0**

What is Social Psychology?; Social Perception: Creating an impression; Social Cognition: Social cognition and use of schemas, Stereotypes, Mental shortcuts, Forgiving; Social Impact and Social Power: Culture-acculturation-enculturation, Adaptation, Obedience; Attitudes and Attitude Change: Components of attitude, Theoretical approaches to attitude change, Attitude measurement; Interpersonal



Attraction and Close Relations; Altruistic Behavior; Aggression.

**PZL 101 Marketing Principles I 3+1 4,0**

Definition of Marketing; Context; Development; Modern Marketing Management, Marketing Management and Relation of Environment; Strategically Marketing and Role of Marketing; Business Mission, Enterprise Objects, Making Portfolio; Marketing Information System and Marketing Research; Concept of Market; Consumer Market and Consumer Behavior; Industrial Market and Behaviors of Industrial Buyer; Segmentation of Market; Basic of Marketing Segmentation: Psychological, Demographic, Geographical, Behavioral Segmentation; Selection of Target Market; Focusing Market; Positioning Market.

**PZL 105 Services Marketing 2+0 3,0**

Distinctive aspects of services: Characteristics of services, Classification of services, Services and environment; Marketing Mix for Services: Service as a Product, Distribution of services and services intermediaries, Pricing services and yield management, Promoting Services; Human factor in service sector: Importance of personnel, Human resources management, Role of customers in service production process, Management of Demand and Capacity in Service Sector; Service Quality: Dimensions of quality, Measurement of quality, Gap Model of quality, Approaches for Quality Improvement, Relationship Marketing; Strategies for retaining customers; Internationalization of Services.

**PZL 107 Principles of Marketing 2+0 3,0**

Marketing: Scope, Evolution of Marketing; Marketing Environment; Marketing Research and Marketing Information Systems; Market Segmentation; Selecting Target Markets; Elements of Marketing Mix: Product, Price, Distribution channels, Promotion; Organization of Marketing Activities; International Marketing.

**PZL 110 Marketing Information Systems 2+1 4,0**

Definition of systematic information, Use of information, Creating information, Information planning and control, Establishing a model bank: Decision models, Macro models, Micro analytic models, Micro behavior models, Graphic models, Logical flowcharts, Casual flowcharts, Functional relationship diagrams, Feedback diagrams, Verbal models, Decision support systems, Creating periodical information, Outside information, Reporting, Analytical marketing system, Marketing intelligence system, Socio-technical systems, Information flow on environmental factors.

**PZL 116 Marketing Principles II 3+1 5,0**

Concept of Product; Features and Kinds of Product; Decisions of Marketing Mix; Product Life Cycle; Price, Price Politics, Methods of price, Decisions of distribution; Marketing Mediators; Design of Distribution Channel; Physical distribution; Promotion; Concept of Promotion and Significance; Decisions of Promotion; Creating Process of Promotion Mix; Advertising; Public Relationship; Personal Selling; Sales Promotion; Service Marketing; Direct

Marketing; Internet Marketing; Marketing Management; International Marketing.

**PZL 204 Marketing Research 3+0 3,0**

Marketing Research: Definition, Scope; Relationship to Other Disciplines and Limitations; Marketing Research and the Organization; Definition of Research Process; Identifying the Problem; Sampling; Methods; Data Collection: Questionnaire, Observation, Experimental, Projection, Scaling; Classification and Analysis of Data; Writing Research Reports; Marketing Research Types.

**PZL 207 Service Marketing 2+0 2,0**

Developments of Marketing and Services; Definition of Service Concept; Common Features of Services Classifications of Services; The Importance of Service Sector in Recent Days; Service Marketing Mix; Traditional Marketing Mix; Classifications of Services; Product Concept in Services (Service As Product); Distribution of Services; Pricing of Services; Promotion; Human Element in Service Marketing: Staff, Customer, Physical Evidence; Environment, Dimensions of Service Facilities; Demand and Capacity Management in Services Businesses; Capacity of Services; Model, Dimensions, Improving Quality, Service Encounter; Relationship Marketing.

**PZL 216 Consumer Behavior 2+0 3,0**

Introduction to Consumer Behavior; Concept of Consumer; Socio-Cultural Factors Effecting Consumer Behavior: Groups, Family, Social class, Culture and sub-cultures; Psychological Factors Effecting Consumer Behavior: Personality and self concept, Motivation, Learning, Personal attitude, Beliefs; Consumer Decision Process; Community and Consumer Behavior; Protection of the Consumer; Consumer Rights; Legal Aspects of Consumer Behavior.

**PZL 217 Marketing Communications 1+1 3,0**

Marketing and Communication; Features of Marketing Communication; Characteristics of Marketing Communication; Objectives and Strategies of Marketing Communication; Promotion Mix and its Management; Advertising; Public Relations and Publicity; Personal Sales; Sales Promotion; Dimensions of Product, Brand and Package; Distribution and Price; Direct Marketing; Marketing Communication Management.

**PZL 221 Customer Relationship Management 2+0 3,0**

Customer Relationship Management: Characteristics and concept of consumer relationship; New Dimension of Customer Relationship Management: Total quality management in marketing and sales, Creating value for customer; Communication with Customers: Communication model and its elements; Customer Service: Quality and systems; Customer Retention; Measuring Customer Relations: Focus groups, Panels, Critical incident techniques, Questionnaires, Benchmarking; Organization Culture and Change: Creating a customer oriented culture, Barriers of cultural change, Management.

**PZL 223 Speech Training 1+1 2,0**

Communication Skills; Individual Communication; Communication Methods; Persuasion Theories; Resisting Persuasion; Persuasive Message; Constructing Message; Persuasion Campaigns; Speaking; Basic Principles of Speaking; Speaker; Types of Speech; Persuasive Speech; Speech Organization and Planning; Listening; Body Language; Tone; Presentation in a Sale's Campaign.

**PZL 224 Marketing Law 2+0 3,0**

Fundamentals of Market Law; Relationship Between Law and Marketing; Contracts Law; Legal Dimensions of Sales? Contracts; Consumer Protection; Legal Rights and Responsibilities of Sales Personnel; Rights and Responsibilities of Consumers; Competition; Legal Aspects of Competition; Commercial Title and Business Title; Brand and Brands; Law of Brands; License Law; Copyright Laws for Creative Work; Ethics in Marketing.

**PZL 228 Professional Study and Seminar 2+2 4,0**

Studies in Marketing Theories; Practical Studies in Special Topics; Studying Marketing Functions in Private Sector; Group Studies; Group Work and Discussions on Particular Marketing Topics; Analyses of Different Marketing Activities in the Media; Case Studies and Analyses of Different Marketing Topics.

**PZL 231 The Law of Customs 1+1 2,0**

Customs; Customs Duty; Funds and Other Taxes and Fees; The Law of Customs; Calculation of Taxes; Criminal Charges and Practices; Regulations Fees and Taxes; Lump-Sum Tax; Exceptions and Exemptions; Unloading and Loading; Customs? Regimes: Temporary storing regime, Introduction regimes, Quotation regimes, Entrepot regimes; Individual Goods, Household Goods; Determination and Control of Customs Value of Goods; Exit Regime: Temporary exit and returned goods; Temporary Acceptance and Temporary Exempt Regime.

**PZL 232 Physical Distribution Management 2+0 2,0**

International Marketing and International Commerce; Collecting Data in International Marketing Research; Integration to International Markets; Internationalization Process; Environment of International Marketing; Market Segmentation and Selection of Target Markets; Export and Insurance Transactions in International Marketing; Banking Transactions; Marketing Mix: Product decisions and strategies, Brand selection, Brand and strategies, Packing and labeling; Price Strategies; Distribution Strategies; Promotion Strategies; International Marketing Organizations.

**PZL 240 Sales Techniques 2+2 4,0**

Personal Sales; Development of Personal Sales Techniques; Selling Efforts; Advantages and Disadvantages of Individual Selling; Process of Selling: Determining Potential Buyers, Determining Customer Approach, Role of Speech and Body Language, Objection of Buyers, Completing Sales Process; Consumer Relationship after the Sale: Consumer Follow Up, Additional Services; Care and Repair Services.

**PZL 242 Industrial Products Marketing 2+0 3,0**

Characteristics of Marketing Industrial Products; Basic Elements of Marketing: Situation analysis, Determination of the KKV position, Buying-Center Concept, Comparative competition analysis, Identifying the position of an enterprise in the market, Relations of an enterprise with other companies, Classification of industrial product marketing, Characteristics of manufacturing enterprises, System Marketing.

**PZL 243 International Marketing 2+0 4,0**

International Marketing and International Commerce; Significance and Definition of International Marketing; Collecting Data in International Marketing Research; Integration to International; Internationalization Process; Environment of International Marketing; Market Segmentation and Selection of Target Markets; Export and Insurance Transactions in International Marketing; Banking Transactions; Marketing Mix: Product Decisions and Strategies, Brand Selection, Brand and Strategies, Packing and Labeling; Price Strategies; Distribution Strategies; Promotion Strategies; International Marketing Organization.

**PZL 244 Retailing Management 1+1 2,0**

Definition of Retailing and Its Position in Distribution Channels, Economic and Social Importance of Retailing, Development of Retailing Industry, Current Trends Affecting the Retailing Industry, Changing Relations of Channels, Technological Developments, Mergers, Downsizing and differentiation, Internationalization, Types and Specifications of Retailers, Retailers by ownership structures, Retailers by product types, Contemporary types of retailing, Virtual stores, Service Retailing, Competitive Strategies in Retailing, Growth Strategies, Retailing life cycle and the effects of fashion, Branding in Retailing Industry.

**PZL 247 Sales Management 2+0 3,0**

Concept of Sales Force; Sales Force Management; Sales Management and Planning; Organization of Sales Management; Demand and Sales Schedule; Sales Budgets; Sales Quota and Organizing of Sales Quotas; Sales Regions; Selecting and Training a Sales Force; Payment of Sales Force; Sales Force Motivation; Estimation of Demand; Sales Based on Region; Sales Based on Product; Strategic Sales Planning; Sales Process: Preparation, Stages, Dealing with objections, Selling; Ethic and Legal Dimensions of Sales Management.

**PZL 249 Purchasing 3+0 3,0**

Basic Concepts in Purchasing and Supply Chain Management; Organization Structure of Purchasing and Relations Among the Departments; Strategic Purchasing Management Planning and Portfolio Analysis; Quality and Specifications; Material Management; Negotiation Management; Specification and Contracts; Evaluation of Supplier and Purchasing Performance; E-Purchasing; Job Ethics; Auditing of Purchasing Department; Practices of Purchasing in Public and Private Sectors; New Trends in Purchasing and Supply Chain Management.

**PZL 253 Digital Marketing 2+0 3,0**

Digital Transformation and Digital Business; Definition of Digital Marketing Concept and Its Progress; Digital Marketing Mix; Digital Marketing Steps; Acquire, Convert, Measure & Optimize, Retain & Grow, Digital Marketing tools, Social media marketing; Social Media Channels, Integrated interactive marketing; Display Advertising; E-Mail Marketing, Search engine marketing; Search Engine Optimization and Search Engine Advertising, Mobile marketing; Data Warehouse and Data Mining; Content Marketing; Other Digital Marketing Tools; Digital Branding; Definition of Digital Branding and the Process of Building a Digital Brand, Case studies on digital marketing campaigns.

**PZL 254 Direct Marketing 2+0 4,0**

Concept of Direct Marketing; Development of Direct Marketing; Objectives of Direct Marketing; Advantages and Disadvantages of Direct Marketing; Characteristics of Direct Marketing; Marketing Mix and its Relation to Direct Marketing; Direct Marketing Tools and its Management; Direct Sales; Automatic Sales; Mail Order; Tele Marketing; Electronic Shopping; Characteristics.

**PZL 405 International Marketing 2+0 3,0**

Introduction to International Marketing: Fundamental concepts, Definition, Advantages, Environmental Factors Effecting International Marketing Efforts; Information Systems and Sources in International Marketing; Associations of International Marketing Activities; Competition in International Markets; Marketing Research in International Markets; Research Techniques and Limitations of International Market Research; New Product Development; Pricing, Distribution and Promotion in International Markets; Import Export Activity.

**REK 102 Recreation Management 2+0 3,0**

Time; Leisure Time and Recreation; Needs for Recreation; Classification: Features of classification, Recreational management; Planning, Programming, Facilities, Activities, Marketing Relations; Tourism-Recreation, Economy-Recreation, Marketing-Recreation, Management-Recreation, Sport-Recreation, Recreational Situation in Turkey; History; Today, Recreation in government programs.

**RHİ 107 Communicating 1+1 2,0**

Definition and Types of Communication; Process of Communication; Types of Communication; Verbal Communication; Principles of Verbal Communication; Written Communication; Types of Written Communication; Types of Documents Used within Organizations; Communication at Work; Communication Techniques Used in Work Environment; Graphic Communication; Positive and Negative Aspects of Common Communication Devices; Using Technological Equipment in Communication; Effects of Modern Technology in Individual and Social Communication.

**RHİ 217 Advertisement 2+0 4,0**

Concept of Advertisement; Goals of Advertisement; Kinds of Advertisement; Process of Advertisement; Development of Advertisement; Social, Economic and Legal Aspects of Advertisement; Advertisement Theories; Market Studies in Advertisement: Product Analysis, Market Analysis, Media Analysis, Competition, Economic Structure, Legal Limits; Planning Advertisement Campaigns; Process of Advertisement Campaigns; Writing Advertisement Text; Creating Advertisement for Print Media; Planning and Choosing Advertising Media; Advertisement Budget; Measuring Effectiveness of Advertisement; Advertisement in Turkey; International Advertisement.

**SAĞ 205 First Aid 2+0 3,0**

Aims of First Aid; Precautions to be Taken by First Aid Providers; Human Body; First Aid Supplies; Drowning and Supplying Respiration; Stopping Bleeding and Supplying Blood Circulation: External and internal bleeding symptoms and first aid, First aid and recognition of loss of consciousness, Causes of shock and recognition of shock due to bleeding and first aid, Heart massage and artificial respiration; Emergency and First Aid in Case of Injuries, Burns, Trauma and Other Complications Due to Accidents and Poisoning; Threats to Human Health; Skills and Knowledge That Child Development Specialists Need to Intervene in Case of Emergency.

**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.

**SEK 108 Filing and Archives 3+0 3,0**

Filing Techniques; Types of Filing: Alphabetical filing systems, Numbered filing systems, Other filing systems; Organization of the Filing Unit; Filing Equipment and Means; Filing Process; Documents to File; Archives.

**SEK 118 Information and Document Management 2+1 4,0**

Basic Concepts: Information/Document and Record Concepts; Document Management System (DMS): DMS functionalities and corporate processes, DMS definition, Steps in DMS, User types of DMS; Document Management System Workflows: Document workflow, Workflow management; Document Management System Security: Personal information security, Personal information protection; User Roles: User roles in a document management system, The authorization hierarchy of employees in the corporation, The roles and responsibilities of different participants in document management system.

**SEK 119 Basics of Secretarial Skills** 2+0 2,0  
Who is a Secretary? Concept of Secretary in Contemporary Business Organizations; Personality of a Secretary; Skills Needed in a Successful Secretary.

**SEK 120 Office Management** 3+0 4,0  
Management and Office Management; Responsibilities of an Executive; The Organization of an Office; Characteristics and Officers; Planning; Choosing Employees; Types of Employment; Supervision; Physical Environment in an Office; Ergonomics; Delegation of Power and Responsibility; Methods of Increasing Productivity in the Office, Organizing office Staff; Planning Human Labor; Charging; Organizing Office Environment; Organizational Structure of Office and Classification; Management of Office Forms; Office System Improvement Studies; Using Time Effectively in Offices.

**SEK 121 Keyboard Techniques** 1+2 3,0  
Page Arrangement of Documents: Horizontal/Vertical straightening; Documents and Style in Documents; Correcting Mistakes; Writing from a Rough Draft; Tables; Inserting Text into the Table; Table Drafting Programs; Internal and External Organization of Correspondence; Typing in a Foreign Language; Multiple Pages; Letters; Numbering the Pages.

**SEK 123 Basics of Protocol** 2+0 3,0  
Protocol and Rules of Protocol; Organizational and Professional Protocol; Etiquette in Protocol; Preparing a Protocol List; Written Protocol; Seating Protocol; Preparing Meeting Documents; Taking Minutes of a Meeting; writing Reports of a Meeting; Preparing Letters of for Various Occasions; Welcoming Visitors.

**SEK 225 Business Correspondence** 1+2 3,0  
Communication and Written Communication; Oral Communication Written Communication; Distinguishing Features: Written communication of form and content; Spelling; Types of Correspondence: Official Correspondence; Business Correspondence; Special types of Correspondence; Preparing a resume; Writing a Report; Special Forms and Content; Styles of Professional Correspondence and their Features.

**SEK 227 Effective Speech** 1+2 2,0  
Planning an Effective Speech; Determining the Aim of the Speech; Different Stages of a Speech; Factors to be Considered in Planning a Speech; The Message; The Audience; The subject Matter; The Effects of Nonverbal Behavior on the Speech; Gestures and Facial Expressions; Developing Self-confidence; Persuasive Speech; Class Exercises.

**SEK 228 Presentation Techniques** 2+0 3,0  
Presentation Methods; Narration, Discussing, Question/Answer; Presentation and Stages of Presentation; Using Effective Presentation Techniques: Animation,

Projection; Preparation for Presentation: Brain storming, Developing aims, Clarifying main ideas, Designing activities for active participation, Presentation time, Preparing presentation flowchart, Getting attention, Ending; Common Errors in Presentations; Selection of Visual and Auditory Means; Using Computers in Presentations; Presentation Software: PowerPoint; Visual Literacy; Creating Visuals; Interpreting Visuals.

**SEK 229 Contemporary Management Approaches** 3+0 4,0  
Management Science; Creativity and Creativity Management; Time Management in Business; Career Management; Stress and Stress Management; Benchmarking; Total Quality Management; Crisis and Crisis Management; Outsourcing; Customer Relationship Management; Virtual Organizations; Learning Organizations; Employee Empowerment; Determining Business Strategies.

**SEK 230 Speed Reading Techniques and Shorthand** 1+1 3,0  
Shorthand; Ability of Use Shorthand in the Office; Speed Reading and Techniques of Developing faster Reading Skills for the Office; Developing Memory Skills and Recall Techniques; Skimming and Scanning in Reading.

**SEK 231 Office Ergonomics** 2+0 3,0  
Ergonomics: Introduction and definitions, The concept of work and its history, Development stages of industry, Work criteria of ergonomics; Human and Performance: Performance capacity, Gender differences in performance levels, Physiological and psychological factors in work; Fatigue and Break: Fatigue, Fatigue in work, Fatigue measurements, Work breaks, Break times; Influence of Environmental Factors in Work: Environmental factors, Motivation; Air Conditioning: Human body temperature, Apparent temperature, Effects of heat comfort in workers, Ideal temperature environment, Work in hot and cold environment; Noise; Lighting; Hazardous Materials in Workplace; Ergonomic Arrangements in Work and Workplace; Structural Features of the Workplace: Industrial buildings and ergonomics.

**SEK 232 Meeting Management** 2+0 3,0  
What is meant by Meeting?; Aims of Meetings; Types of Meetings: Informing meetings, Problem solving meetings, Creative meetings, Training meetings, General meetings; Characteristics of Meetings: Number of people, Subject matter, Frequency, Motivation; Organizing a Meeting: Agenda, Aim, Time and Schedule, People, Meeting Environment; Meeting Process: Reporting, Keeping Minutes at the meeting; Post Meeting Process: Writing Meeting Decisions, Distribution of the Meeting Report.

**SEK 233 Crisis and Stress Management** 1+1 3,0  
Crisis: Sources, Types; Preparation and Protection; Crisis Management; Recognizing the Factors Causing Crisis; Crisis Management Process; Developing Adaptation Mechanisms; Choosing Different Crisis Management Approaches; Stress

Factor and Crisis; Organizational Stress; Stress Management; Effects of Stress on the Individual and the Organization; Coping with Stress as an Individual and as an Organization, Effects of stress on the individual and the organization, personality and stress.

**SEK 234 Executive Secretarial Training 2+1 4,0**

Secretary in an Organization; Responsibilities of the Executive Secretary; Personal and Professional Characteristics of an Executive Secretary; Contribution of the Executive Secretary to the Administrative Function; The Role of Executive Secretary in Efficient Management.

**SEK 238 Case Analysis 3+0 3,0**

Discussing Office Management; Creating Cases to be Discussed and Processed; Sample Problem Solving and Understanding the Process of Problem Solving; Understanding Possible Problem Areas; Correcting Mistakes; Developing Ability for Problem Solving and Creative Solutions.

**SEK 240 Office Management Practices 0+3 3,0**

Office management in practice: executive assistants' position in organizations, present day importance, effects on effective use of time in institutions, occupational knowledge that must be possessed, changing of the office management organizations according to different institutions, executive assistance practices, executive assistants' area of responsibilities, differences between take on tasks and roles and differences encountered, group discussions about problems about office management investigation through examples and people, discussions and solutions.

**SEK 241 Vocational English I 2+0 3,0**

Speaking: Introducing self and others, Giving information about work, Formal requests, Offering help, Responding to complaints, Making explanations, Accepting/Refusing a suggestion, Expressing own ideas, Expressing expectations/pleasure and displeasure, Apologizing, Express an excuse, Telling a past event; Listening and Writing: Correct punctuation and spelling, CV writing, Writing formal letters about complaining/thanking/placing an order, Note taking, Telling events in written form with chronological order; Reading Comprehension: Distinguishing passive and active voice, Adjective clauses, Conjunctions of time, Conjunctions of purpose, Conditional sentences and indirect speech in written texts, Comprehending domain specific terminology and abbreviations.

**SEK 242 Vocational English II 2+0 3,0**

Speaking: Expressing sadness/regret/necessity/obligation, Comparing situations, Responding to suggestions, Making suggestions, Reporting a completed project in oral form, Making explanations, Telling upcoming work plans, Scheduling an appointment on the phone, Talking about estimations and possibilities, Making estimations, Expressing numbers/rates and percentages, Expressing deadlines, Expressing advantages and disadvantages of an opportunity, Making comparisons; Listening

Comprehension: Comprehending face-to-face and phone conversations, Abbreviations, Comprehending domain conversations; Writing: Conforming to punctuation and spelling rules, Note taking, Writing an agreement, Listing a plan for specific work, Preparing documents for export and import.

**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 118 Behavioral Sciences 2+0 3,0**

Introducing the Behavioral Sciences; Introduction to Sociology and the Sociological Method; The Emergence of Science of Sociology and Sociological Theories; Society and Social structure; Culture; Socialization; Social Groups; The Family; Social Stratification and Social Change; Technology and Environment; Psychology of Lifelong Development; Motives and Emotions; Sensation and Perception; Learning; Psychology of Personality and Personality Theories; Deviant Behaviors and Conformity; Social Effects on Behavior; Attitudes; Application Areas of Psychology and Some Measurement Tools Used in Psychology.

**SOS 120 Organizational Behavior 2+0 2,0**

Introduction to Organizational Behavior and Scientific Foundations of Organizational Behavior; Historical Development of Organizational Behavior; An Individual and Personality in an Organization; Attitudes and Job Satisfaction; Foundations of Personal Differences; Biographical Characteristics; Abilities and Learning; Organizational Culture; Groups and Group Process in Organizations; Working with Groups; Techniques in Organizations and Participants Management; Motivation Process and Theories of Motivation; Leadership and Theories of Leadership; Conflict in Organizations; Stress and Stress Management; Organizational Environment and Technology; Organizational Change; Organizational Development; Team Working and Team Making Process; Power and Political Behavior in Organizations.

**SOS 130 Social Behavior and Protocol 2+0 3,0**

Rules of Social Behaviors: Components; Law, Ethics so on; Rules of Social and Institutional Behaviors: Social Ceremonies and Celebrations: Social and Institutional Visits and Gifts: Rules of Visits; Official and personal/social visits; Presenting gift and flower; Invitations and Feasts: Public and Institutional Protocol: Definition and types; Basic protocol rules; Public and institutional protocol practices: Meetings; National and official celebrations; Institutional ceremonies; VIP; Protocol of Institutional Behaviour: Subordinate-superior relations; Relations with customers; Basic Rules in Human Relations.

**SOS 155 Folkdance 2+0 2,0**

Dance in Primitive Cultures; Dance in Earlier Civilizations; Dance in the Middle Age and Renaissance; Dance in the 18th and 19th Centuries; Dances of the 20th Century; Ballet; Turkish Dances; Emergence of Folkdance; Anatolian Folkdance: Classification, Accompanying instruments; Methods and Techniques of Collecting Folkdance; Problems in Collecting Folkdance; Teaching of Folkdance; Adapting Folkdance for Stage: Stage, Stage aesthetics and Choreography, Orientation and choreography.

**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.

**THU 201 Community Services 0+2 2,0**

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.

**TİC 106 International Trade Theory 3+0 4,0**

Classical Theory of International Trade: Absolute advantage theory, Comparative advantage theory; International Trade Theory based on Supply and Demand, Formation of International relative prices, Analysis with Social Unconcern Curve, General equilibrium in economy; Factor Equipment Theory, Basic result from theory, Theorems from Heckscher-Ohlin Model, Testing theory; New theorems for explaining International Trade; International Trade Theory and Economic Growth Analysis; Increase in factor supply, Technological development, Growth, Trade boundaries and

welfare relation, Becoming destitution growth, Improvement and Comparative advantage.

**TİC 201 Accounting in Foreign Trade 2+0 4,0**

Accounting Documents Used in Foreign Trade; Accounting of Exchange Transactions; Export Finance; Export Accounting; Financial Techniques Used in Foreign Trade; Bill of Exchange; Acceptance of Bill of Exchange; Terms of Payment in Foreign Trade; Payment on Receipt of Goods; Payment on Receipt of Invoice; Stock Exchange Transactions; Deposits Transactions.

**TİC 207 Economic Geography 3+0 3,0**

Economic Geography; Factors Effecting the Economy; Agriculture; Geography; World Food Sources; Using Forests and Protection; Mines; Energy Sources; Geography; Industry; Geographic Connection; Population; Migration; Causes of Population Increase; Urban and Rural Areas; Economic and Geographic Structure in Turkey.

**TİC 209 Vocational English I 3+0 3,0**

Introducing Oneself; Using 'used to?' for Habitual Actions in the Past; Asking for Directions; Imperatives; Comparisons using adjectives; Giving Instructions; Modal Verbs: Future with 'going to?' and 'will?'; Making Requests: Using 'would?' and 'could?'; Writing Apology and Thank you Letters; Gerunds and Infinitives; Compound Nouns; Countable and Uncountable Nouns; Relative Clauses of Time; Adverbial Clauses of Time.

**TİC 210 Vocational English II 3+0 3,0**

Describing Possibilities; Past and Present Tenses; If-Clauses with 'will?' and 'may?'; Use of Adjectives and Adverbs in Describing People's Qualities; The Passive with and without 'by?'; Adverbial Clauses; Use of Relative Clauses in Describing Movies, Books and People; Giving Definitions and Explaining Meanings; Reported Speech; If-Clauses with 'could', 'would?', and 'might?'; Finding out about Likes, Dislikes, and Wishes; Causatives.

**TİC 211 Foreign Trade Financing 3+0 3,0**

The concept of foreign trade and the structure of foreign trade, the concept of export and analyzing export within the process, free zones, offshore trade and offshore banking, types of sales used in export in export planning., financial aspects of payment types used in exporting, national and international institutions financing the export, export finance provided by Eximbank, alternative methods that can be used in export financing, risks and the sources of risks in foreign trade, methods of avoiding from risks in foreign trade payment methods used in importing, alternative methods that can be used in import financing, foreign exchange transactions in foreign trade

**TİC 215 Export and Import Techniques 3+0 5,0**

Export; Legal Aspect of Export; Delivery Methods in Foreign Trade (INCOTERMS); Export Procedures in Turkey; Subsidies in Export; State Policies in Export; Export Financing; Export Market Research; Export Credit Guarantee; Export Credit Insurance; Custom's Procedures;

Custom's Declaration; Case Studies; Export Management; Significance of export for Turkey; Definition of Import; Characteristics; Significance of Imports in Foreign Trade; Legal Aspects of Importing; Imports Documents; Terms of Payment in Import; Import Procedure; Customs and Exchange Procedures; Import License; Import Quota; Import Procedure for Subsidized Investments; Standardized Import Policy; Significance of Imports for Turkish Economy.

**TİC 217 Information Technology in Foreign Trade 3+0 4,0**

Computer, Internet and Information Age; Benefits of the Internet for Foreign Trade Firms; Modernization of Customs and BILGE System: Presentation of the BILGE program, The transactions that can be made in the BILGE System, Those who are authorized to access the BILGE system; Modules of BILGE System: Access paths to the BILGE system, Data entrance halls and internet, Summary declaration module, The detailed declaration module, Tariff and accounting module; The Use of EDI and Its Benefits: Registration and approval of customs declaration by EDI; Package Software Applications and Filling in Customs Declarations; E-Government Applications.

**TİC 227 Foreign Trade English 2+2 5,0**

Meet and Greetings; Repetition the Tenses: Present tense, Past tense, Future tense; Official and Business Correspondence Rules; Terms Related to International Economics and Foreign Trade; International Documents Used in Foreign Trade: Commercial documents, Official documents, Roaming documents, Insurance documents; Target Market Analysis; Oral and Written Communication with Customer; Case Study in Foreign Trade.

**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.

**TKY 204 Total Quality Management 2+0 2,0**

Quality Concept; Historical Evolution; Strategic Quality Concept; Quality Dimensions; Factors Effecting Product and Service Quality; Quality Management and Evolution of Management; Characteristics of TQM as a Management System; Preparing TQM; Tools Using TQM; TQM in Turkey; TQM, ISO 9000 Quality Assurance Systems and Quality Circle Applications for Problem Solving.

**TKY 207 Quality Management Systems 2+0 3,0**

Quality: Basic concepts; Quality approaches; Quality and productivity; Quality and cost; Total Quality Management (TQM); International quality system; Standard and Standardization; Benefits of standardization; Setting the standards; Importance of the standards in manufacturing and service sectors; Certification and accreditation; Turkish Institute of Standards Certification Procedures; International

standardization procedures ; Management Quality and Standards: Importance and definition of TS EN ISO 9001 and 22000 Quality Management Systems; Fundamentals of TS EN ISO 9001 and 22000 Quality Management Systems; TS EN ISO 9001 and 22000 Quality Management Systems Certification Procedures; Environmental Standards: Definition and importance of environmental standards; TS EN ISO 14001 Standard; Environmental management system requirements; Implementation stages of environmental management standards; Waste recovery and recycling.

**TRZ 112 Hotel Management 2+0 4,0**

Tourism and Hospitality Industry; Historical Development and Features; Definition and Classification of Hotel Enterprises; Hotel Investments and Financing; Where to Built Hotels; Cost of Investment; Finance and Funds; Providing Capital by Hotel Credits and Demands for Credit; Calculations of Productivity; Management of Hotels and Management Functions; Job and Task Descriptions; Organizing Hotel Enterprises, Model of Organizational Function; Establishment of Hotel Organizations and Features of Organization Types.

**TRZ 114 Introduction to Tourism 2+0 3,0**

The Concepts of Tourism and Tourist; Types of Tourism; Basic Factors effecting the Evolution of Tourism: The tourism sector; Tourism supply; Components of touristic product; Demand in tourism; Factors effecting tourism demand; Interrelationship between Tourism Economical; Social and Physical Environment; Tourism in Turkey; Evolution of tourism in Turkey; Structure of tourism system and tourism organizations in Turkey; Tourism problems in Turkey; Sustainability in Tourism: Future trends in tourism; International tourism trends; Future trends in tourism in Turkey.

**TRZ 118 Front Office Management 2+1 4,0**

Management Principles of The Front office Management; Security In Front office Operations; Security Principles For Whole Hotel; Management of Front office Reservations; Reception; Front Cash; Operations of Telephone Center And Process of Control; Price of Room Sales; Techniques of Room Sales And Reporting; Estimated Reports; Analysis of Expenditures And Revenues; Techniques of Reporting; Planning of Job Flow In Shift Systems; Systematic Control Processes For All Facilities; Managing And Auditing Personnel With Uniform; Integrating Services Performed By Personnel With Uniform Into Services Provided Inside The Hotel; Managing And Auditing Services of Night Shift; Contents And Auditing of Night Services In Front office; Transferring Services To The Morning Shift Smoothly; Hygiene of Front Office Personnel And Hygiene of Front office Work Area.

**TRZ 131 Principles of Nutrition and Menu Planning 2+1 3,0**

Features of Food Necessary for Healthy Nutrition; Daily Food Requirements for Balanced Nutrition; Principles of Nutrition; Food and Their Features; Definition of Menu Plan;

Factors Effecting Menu Planning; What is Menu Planning?; Which Food Should be Included in the Menu?; Preparing Menus; Standard Recipes and Portions Suitable for Social and Economic Status of Guests; Identifying Pleasure and Preferences of Customers; Menu Applications and Converting Them into Standard Recipes.

**TRZ 132 Kitchen Services** 2+1 3,0  
General Structure of the Tourism Industry; Food and Beverage Establishments: Definition, Purpose; Significance and Types; Management; Kitchen Management and Organization; Basic Kitchen Planning; Menu Planning and Development; Menu Creation Process in Food Preparation (Recipes on the Preparation of Standards); Food and Drinks Preparation and Preparation; Kitchen Hygiene.

**TRZ 134 Special Interest Tourism** 2+0 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 136 Current Subject in Tourism** 2+0 3,0  
Impacts of Tourism on Physical Environment; Economic Impacts of Tourism; Social Impacts of Tourism; Tourism and Education; Labor and Social Security Rights and Problems of Employees in Tourism; Practical Problems of Tourism Establishments; Ethics; The Implementation of Technological Developments in Tourism; Consumer Problems and Rights in Tourism; Crisis and Its Management in Tourism; All Inclusive System: Advantages and disadvantages in tourism; Practical Problems of Tourism Enterprises: Quality, Satisfaction, Business management; Security and Terrorism in the Tourism Sector; The Future of Tourism in Turkey.

**TRZ 138 Housekeeping Management** 2+0 3,0  
Introduction to Housekeeping and Working Areas; Housekeeping and Service Industry: Lodging; Hospitals; Cleaning Firms; Business and Shopping Centers; Housekeeping Management Functions: Planning, Organization, Coordination, Control; Housekeeping and Human Resource Management: Recruiting, Selecting, Hiring, Orienting, Training, Scheduling, Motivating and disciplining; Communication and Documents in Used Communication; Material Management in Housekeeping Department; Budgeting in Housekeeping; Decoration; Customer Safety; Methods of Hygienic Cleaning and Care; Laundry Services; Quality in Housekeeping.

**TRZ 147 Hygiene and Sanitation in Hotel Industry** 2+0 3,0  
Basic Concepts: Cleaning, Hygiene, Sanitation, Disinfection, Microorganisms; Areas that Require Hygiene at the Hotel Premises; Architectural Design of Hygienic Environments in the Hotel Industry; Tourists and Employee Health; Personnel Hygiene; Water Hygiene; Laundry Hygiene; Hygiene in Spas and Hamams; Swimming Pool Hygiene; Pest Control;

Cleaning Methods and Techniques; Disinfection and Sanitization Products; Natural Hygiene Methods.

**TRZ 208 Environmental Issues and Tourism** 2+0 3,0  
Importance of Environment for Development of Tourism; Tourism and Its Environmental Effects; Effects of Tourism Activities on Natural Environment; Ecological Risk Analysis and Planning of Tourism; Importance of Environment in Terms of Continual Tourism; Tourism and Balance of Environment in Terms of Continuing Tourism; Tourism and Balance of Environment; Tourism and Environment Policies in Turkey; National and International Standards for Tourism Sector; Internal and External Environment of Property; Municipalities and Environment in Tourist Regions.

**TRZ 217 Tourism Marketing** 2+1 3,0  
Basic Concepts in Marketing and Tourism Marketing; Market Segmentation in Tourism Companies; Strategies for Market and Marketing; Classification Strategies for Selecting Target Markets; Marketing Strategies; Components of Marketing Mix: Product, Price, Distribution and Promotion; Marketing Research by Using Various Research Methods; Modern Marketing Techniques for Tourism Enterprises; Data-based Marketing; Relational Marketing; Marketing on the Internet.

**TRZ 223 Tourism Law** 2+0 3,0  
Tourism Law; International Tourism Organizations; Travel Agency as Business; Principals of Employing Foreigners in Tourism; Principles of Marina and Marina Administration; Application Fundamentals for Foreign Yachters; Encouragements in Tourism Investments; Crediting Principles for Tourism; Description of House Pensions and Crediting Principles; Qualifications Required for Procedures for the Allotment of Real Properties for Tourism; The Law of Construction for Tourism Investments and Its Application; Laws and General Justification; Regulations; Certification of Second Houses.

**TRZ 225 Travel Agencies** 2+0 3,0  
Reservations of Transportation Companies; Reservations of Airlines, Reservations of Maritime Lines, Reservations of Railways, Reservations of Travel Agencies; Reservation Systems Used by Transportation Companies, Stages of Operation in Reservation Systems, Domestic and International Reservations of Travel Agencies Related to Hotels and Tour Operators; Reservation Systems of Domestic and International Tourism and Their Applications, Being Enable to Use Reservation Systems among Reservation Systems Used in Travel Sector.

**TRZ 226 Automation of Food and Beverage Services** 2+1 4,0  
General Information on Hotel Automation; Hotel Automation; Advantages of Using Automation; Computers and Computer Aided Services; Use of Computers in Management Planning; Use of Computers in Production Planning; Use of Computers in Sales Planning; Methods for Using Technology for Food and Beverage Enterprises; Equipment Used in Office Work; Devices Necessary for



Conferences and Seminars; Programs Used in Sales and Marketing; Ensuring Continuity and Productivity of Devices Used in Units

**TRZ 246 Tourism Marketing 2+0 2,0**

Concept of Tourism Marketing; Development and Importance of Tourism Marketing; Structure of Market in Tourism; Tourist Behavior; Tourist Products and Service Policies; Promotion Studies in Tourism; Destination Management in Tourism; Marketing Planning in Tourism; Strategic Planning and Management in Tourism; Marketing Controlling and Performance Measurement; Marketing Research in Tourism; Global Tourism Strategies; Meeting Tourism Planning; importance of Communication in.

**TRZ 263 Food and Beverage Management 3+0 4,0**

Food and Beverage Industry Food and Beverage Services: Importance, businesses services given, part of the Organizational Structure of the Food and Beverage, Food and Beverage Business Management, Managerial Levels and Skills, Management Process, Budgeting, Menu Planning: Menu development, and Pricing; Food and Beverage Cost Control System: Definition, Objectives and stages, The labor cost control; Production (Kitchen): Definition and importance of the kitchen, Production planning; Food Production Systems.

**TRZ 270 Sales and Pricing in the Hotel Business 2+1 3,0**

Methods of Identifying Room Prices; Studies for Increasing Room Occupancies; Forecasting Formulas and Reporting; Room Sales-Marketing Activities; Reaching Market Segments and Advertisement; Selling to Intermediates; Processing Selling Negotiations; Yield Management in Hotels; Basic Principles in Marketing; Time Analysis; Definition of Yield Management; Information Systems in Hotels and Place of Yield Management; Applied Models of Yield Management in Hotels.

**TRZ 277 Management of Banquet and Catering 2+0 3,0**

Definition and Importance of Services Given In and Out of Catering Organization; Definition and Importance of Catering Services; Banquets and Catering Services; Types of Management in Banquets; How to Organize the Best Banquet; Techniques for Economic Use of Materials; How to Organize a Profitable Banquet?; Information about Pleasures and Preferences of Customers; Types of Management to Satisfy These Pleasure and Preferences; Functions of Management; Sales and Marketing of Banquet and Catering Services; Issues Related to Reaching Targets; How to Reach Prospective Customers.

**TRZ 279 Conference and Activity Services 3+0 4,0**

Social, Economic and Cultural Dimensions of Convention and Fair Tourism in the World and in Turkey; Development of International Social, Economic and Cultural Dimensions of Convention and Fair Tourism; Convention and Fair Organization and Management; Operation and Purposes of the Institutions Organizing Conventions; Preparation Techniques and the Processes of Organizing a Convention;

Financial Dimension of Conventions and Organizations, and Keeping Accounts.

**TRZ 282 Front Office-Housekeeping Services**

**Automation 2+2 5,0**

General Concepts Related to the Program; Characteristics of Programs; Differences Between Programs; Operating Methods for Programs; Use and Techniques; Front Office Programs: Booking procedures, Hotel check in and checkout procedures; Pre-accounting Procedures; Night report processing; Floor Services Programs; Rooms Transactions; Laboratory and Industry Applications; Front Office Automation Programs; Housekeeping Services Automation Programs.

**TRZ 286 Housekeeping Applications 2+2 4,0**

Importance of Housekeeping; Work Rules and Tasks in Housekeeping; Relationship between Housekeeping and other Departments; Key Control; Cleaning Methods; Public Area Cleaning; Office Cleaning; Guestroom Cleaning: Preparing to clean, Making the bed, Dusting, Cleaning the bathroom, Vacuuming, Inspection, Turndown services; Surface Cleaning: Glass, metal, wood, textile surfaces; Stain Removal; Fight Against Pests; Decoration; Communication with Customers; Security.

**TRZ 287 Tour Design 2+0 3,0**

The Concept of Tour Design: The structure of travel industry; Tour Operators and Travel Agencies; The Process of Tour Design; Package Tour: Preparation and operation of types of tour packages; Tour Demands: The features of tour demand, The Factors Affecting Tour Demand; Industrial Purchasing in Tour Design; Agreement Methods with Suppliers; Calculation of Tour Costs: Items in Tour Costs, The Methods used in calculation; Tour Pricing: Types of tour pricing; Marketing the Tours: Marketing planning, Market segmentation and selecting target markets.

**TRZ 288 Services 0+3 3,0**

Food and Beverage Service: Service staff, Grading, Job descriptions, Personnel uniforms, Behavior and character traits; Food and Beverage Service: Service Equipment, Service utensils; Service Types: Classical and Modern French service, British Service, Russian and American Service, Breakfast and Buffet Service, Service Levels, Drinks and Service: Serving Non-Alcoholic Beverages and Alcoholic Beverages.

**TRZ 289 Tourism English 2+2 5,0**

Meet and Greetings; Review of the Tenses: Present Tense, Past Tense, Future Tense; Tourism Enterprises: Accommodation, Travel agencies, Food and beverage; Basic Concepts in Tourism: Basic concepts in travel agencies, Basic concepts in hotel, Basic concepts in Food and Beverage Establishments; Forms Used in Communication; Oral and Written Communication with the Customer; Hotel, Restaurant and Flight Reservation; Dealing with Problems; Case Study in Tourism.

**TRZ 298 Sociology of Tourism 2+0 3,0**

Emergence, Development and General Framework of Sociology of Tourism; Historical Background of Tourism; Tourism, Leisure and Recreation; Socio-Cultural Impacts of the Development of Tourism; Culture and Tourism Interaction; Labour Market in Tourism; Globalization and Tourism; Environmental Impacts of the Development of Tourism: Tourism and Environment, Environmental Impacts of the Development of Tourism, Sustainability and Eco-Tourism, Environmental Management in Tourism, Establishment of Environmental Management Systems, Assessment of Environmental Impact, Eco-Tourism in Turkey.

**TRZ 318 Sectoral Relations in Tourism 2+0 3,0**

Relations Between Globalization and Tourism; Problems and Opportunities Related to the Latest Developments in Tourism; Impacts of the Latest Developments on Sub-Sectors of Tourism: Impacts of the latest developments on the travel sector, Impacts of the latest developments on the accommodation sector, Impacts of the latest developments on the food and beverage sector, Impacts of the latest developments on the transportation sector.

**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.