

ESKIŐEHİR VOCATIONAL SCHOOL

Eskiőehir Vocational School was opened in 1990, five prorams in total. In opening there were three technical (Computer Programming, Printing and Radio & TV Techniques) and two economic and administrative programs (Office Management and Secretarial Training and Tourism & Hotel Services). After transferring of the technical programs (Computer Programming, Printing and Radio & TV Techniques) to Porsuk Vocational School founded in 2001, the Vocational School opened new economic and administrative programs including Cookery, Foreign Trade and Marketing. The Real Estate and Real Estate Management Program in 2007, The Logistics Program in 2009 and the Civil Aviation & Cabin Services Program in 2010 were introduced within Eskiőehir Vocational School. In 2012, the Logistics Program & the Civil Aviation and Cabin Services Program were transferred to the Tranportation Vocational School. The Tourism Management Program (English), conducted jointly with Leeds Metropolitan University, was opened in 2011. It was decided to close this program in 2014 after graduation of existing students. Today, Eskiőehir Vocational School has six active programs as Cookery, Foreign Trade, Marketing. Office Management & Manager Assistanship, Real Estate & Real Estate Management and Tourism & Hotel Managemet.

Director : Assoc. Prof. Dr. Aslı AFŐAR
Deputy Director : Asst. Prof. Dr. İlkey BADURLAR
Deputy Director : Asst. Prof. Dr. Hüseyin ÖNEY
Secretary of High School : Murat BAĖ

STAFF

Professors: Salim ŐENGEL

Associate Professors: Dilek ACAR GÜREL, Aslı AFŐAR, Serpil ALTINIRMAK, Özgür YILMAZEL

Assistant professors: İlkey BADURLAR, Adili Sadık BAHŐE, Zeki GÜLER, Hüseyin ÖNEY, Nuran ÖZTÜRKBAŐPINAR, Bahar SUVACI, Ayla TOPUZ SAVAŐ

Lecturers: Ünver BAYRAMLI, Meliha Nur BORA, Dönüş ÇİŐEK, Mutlu DOĖAN DÖNMEZ, Semih DÖNMEZER, Remzi Reha DURUCASU, Osman GÜLDEMİR, Nagehan SÖNMEZ GÖK, M. Gökhan TURAN, Dilek ÜNLÜ, Emrah YILDIZ, Sibel YILMAZEL

Instructors: Arzu KONUK, Onur LAKEŐ

Research Assistants: Erdem KORKMAZ

DEPARTMENT OF FOREIGN TRADE

PROGRAM IN FOREIGN TRADE

Foreign Trade department offers a period of two years education after high school. It is selected by Student Selection and Placement Center (ÖSYM) with the score of Higher Education Entrance Exam (YGS-6).About 50 students are admitted each year. Students have to take and pass all compulsory courses and reach a minimum GPA (Grade Point Average) of 2.00 before graduation. Furthermore, students are required to participate in a 30 days of internship in appropriate organizations.

PROGRAM

I. SEMESTER			II. SEMESTER		
BİL 150	Fundamentals of Information Technology	4+0 5,0	HUK 154	Commercial Law	2+0 3,0
FİN 151	Commercial Mathematics	3+0 3,5	İKT 118	Macroeconomics	2+0 3,0
HUK 153	Fundamentals Concepts of Law	2+0 3,0	İNG 176 (Eng)	English II	3+0 3,0
İKT 117	Introduction to Economics	2+0 3,0	PZL 231	The Law of Customs	1+1 2,0
			SEK 107	Commercial Documents	2+0 3,0

İNG 175 (Eng) English I	3+0	3,0
İŞL 155 Introduction to Business	2+0	3,0
MUH 151 Introduction to Accounting	3+0	4,5
PZL 107 Principles of Marketing	2+0	3,0
TÜR 125 Turkish Language I	2+0	2,0
		30,0

TİC 106 International Trade Theory	3+0	4,0
TÜR 126 Turkish Language II	2+0	2,0
<i>Departmental Elective Courses (4)</i>	-	8,0
<i>Elective Courses (1)</i>	-	2,0
		30,0

III. SEMESTER

İKT 422 International Economics Organizations	2+0	3,0
PZL 405 International Marketing	2+0	3,0
TAR 165 Atatürk's Principles and History of Turkish Revolution I	2+0	2,0
TİC 201 Accounting in Foreign Trade	2+0	4,0
TİC 213 Writing Techniques in Foreign Trade and Monetary Exchange	3+0	4,0
TİC 215 Export and Import Techniques	3+0	5,0
<i>Departmental Elective Courses (3)</i>	-	9,0
		30,0

IV. SEMESTER

İKT 234 International Economics	2+0	3,0
MLY 254 Turkish Tax System	3+0	4,0
TAR 166 Atatürk's Principles and History of Turkish Revolution II	2+0	2,0
TİC 211 Foreign Trade Financing	3+0	3,0
TİC 212 Applications of Exporting and Importing	0+6	6,0
<i>Departmental Elective Courses (5)</i>	-	12,0
		30,0

DEPARTMENTAL ELECTIVE COURSES

BOP 108 Research Techniques and Seminar	2+1	2,0
ÇEV 204 Environmental Protection	2+0	3,0
ETK 203 Professional Ethics	2+0	3,0
FIN 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 416 World Economy	2+0	3,0
İKT 420 European Union and Turkey	2+0	3,0
İST 317 Statistics	2+0	2,5
İŞL 102 Management and Organization	3+0	4,0
İŞL 216 Multinational Companies	2+0	3,0
İŞL 421 Entrepreneurship	2+0	3,0
SAĞ 102 First Aid	2+0	2,5
SEK 108 Filing and Archives	3+0	3,0
SEK 232 Meeting Management	2+0	3,0
SEK 236 Numerical Applications For Executive Assistants	3+0	3,0
SOS 130 Social Behavior and Protocol	2+0	3,0

TİC 108 E-Commerce	1+1	3,0
TİC 207 Economic Geography	3+0	3,0
TİC 209 Vocational English I	3+0	3,0
TİC 210 Vocational English II	3+0	3,0
TİC 216 Sales Techniques	2+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
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
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

Head : Asst. Prof. Dr. Adili Sadık BAHÇE

PROGRAM IN COOKERY

Cooking department offers a period of two years education after high school. It is selected by Student Selection and Placement Center (ÖSYM) with the score of Higher Education Entrance Exam (YGS-4). About 40 students are admitted each year. Students have to take and pass all compulsory courses and reach a minimum GPA (Grade Point Average) of 2.00 before graduation. Furthermore, students are required to participate in a 30 days of internship in appropriate organizations.

PROGRAM

I. SEMESTER			II. SEMESTER		
AŞÇ 101	Nutrition	3+0 4,0	AŞÇ 110	Technology of Food	2+0 2,5
AŞÇ 107	Hygiene and Sanitation	2+0 2,5	AŞÇ 118	Ottoman Cuisine	1+3 3,5
AŞÇ 109	Kitchen Design	3+0 3,0	AŞÇ 217	Cooking Methods II	0+6 7,0
AŞÇ 115	Food and Beverage Services	0+3 3,5	AŞÇ 218	Menu Planning	2+0 2,0
AŞÇ 116	Cooking Methods I	0+6 7,0	BİL 150	Fundamentals of Information Technology	4+0 5,0
İNG 175 (Eng)	English I	3+0 3,0	İNG 176 (Eng)	English II	3+0 3,0
İŞL 151	Introduction to Business	3+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 (3) -</i>	5,0
	<i>Elective Courses (1)</i>	- 2,0			
		30,0			30,0
III. SEMESTER			IV. SEMESTER		
AŞÇ 209	Kitchen Services Management	3+0 4,0	AŞÇ 224	Turkish Cuisine	0+4 3,0
AŞÇ 211	Catering	3+0 3,0	AŞÇ 238	Industrial Food Applications	0+6 7,0
AŞÇ 219	Food and Beverage Cost Control	3+0 4,0	AŞÇ 240	Research of Culinary Culture and Food	0+4 3,0
AŞÇ 225	Banquet Cuisine	0+6 7,0	TAR 166	Atatürk's Principles and History of Turkish Revolution II	2+0 2,0
TAR 165	Atatürk's Principles and History of Turkish Revolution I	2+0 2,0		<i>Departmental Elective Courses (5) -</i>	15,0
	<i>Departmental Elective Courses (4)</i>	- 10,0			
		30,0			30,0
DEPARTMENTAL ELECTIVE COURSES			FOT 214	Food Photography	1+2 3,0
AŞÇ 102	Cold Kitchen	2+0 3,0	İŞL 224	Restaurant Management	2+0 3,0
AŞÇ 113	Kitchen Equipment	3+0 3,0	RHİ 107	Communicating	1+1 2,0
AŞÇ 120	Functional Foods	2+0 3,0	SAĞ 102	First Aid	2+0 2,5
AŞÇ 122	History and Culture of Food	2+0 3,0	SEK 108	Filing and Archives	3+0 3,0
AŞÇ 202	Pastry Products	0+4 3,0	TKY 207	Quality Management Systems	2+0 3,0
AŞÇ 205	Vocational English I	3+0 3,0	TÜR 120	Turkish Sign Language	3+0 3,0
AŞÇ 206	Vocational English II	3+0 3,0	ELECTIVE COURSES		
AŞÇ 221	Creative Kitchen Applications I	2+2 4,0	BEÖ 155	Physical Education	2+0 2,0
AŞÇ 222	Creative Kitchen Applications II	2+2 4,0	KÜL 199	Cultural Activities	0+2 2,0
AŞÇ 223	World Kitchen	3+0 3,0	MÜZ 151	Short History of Music	2+0 3,0
AŞÇ 226	The Art of Food Decoration	0+2 3,0	MÜZ 155	Turkish Folk Music	2+0 2,0
AŞÇ 227	Food Writing	2+0 3,0	MÜZ 157	Traditional Turkish Art Music	2+0 2,0
AŞÇ 232	Sauces	2+0 3,0	SAN 155	Hall Dances	0+2 2,0
AŞÇ 236	Regional Cuisine (Eskişehir)	3+0 3,0	SNT 155	History of Art	2+0 2,0
AŞÇ 242	Bread Making Technique	0+4 4,0	SOS 155	Folkdance	2+0 2,0
AŞÇ 244	Aromatic Herbs, Spices and Blends	1+1 3,0	THU 201	Community Services	0+2 2,0
ÇEK 404	Occupational Health and Safety	3+0 4,5	TİY 308	Republic Era Turkish Theatre	2+0 3,0
ÇEV 204	Environmental Protection	2+0 3,0			
ETK 205	Ethics in Tourism	2+0 3,0			

TOURISM AND HOTEL MANAGEMENT

Hospitality Services Programme offers a period of two years education after high school. It is selected by Student Selection and Placement Center (ÖSYM) with the score of Higher Education Entrance Exam (YGS-6). About 60 students are admitted each year. Students have to take and pass all compulsory courses and reach a minimum GPA (Grade Point Average) of 2.00 before graduation Furthermore, students are required to participate in a 30 days of internship in appropriate organizations.

PROGRAM

I. SEMESTER				II. SEMESTER			
BİL 150	Fundamentals of Information Technology	4+0	5,0	İKT 105	Tourism Economy	2+0	3,0
İNG 175 (Eng)	English I	3+0	3,0	İNG 176 (Eng)	English II	3+0	3,0
İŞL 155	Introduction to Business	2+0	3,0	MUH 114	Introduction to Accounting	1+1	3,0
PZL 105	Services Marketing	2+0	3,0	TAR 166	Atatürk's Principles and History of Turkish Revolution II	2+0	2,0
RHİ 107	Communicating	1+1	2,0	TRZ 112	Hotel Management	2+0	4,0
TAR 165	Atatürk's Principles and History of Turkish Revolution I	2+0	2,0	TRZ 118	Front Office Management	2+1	4,0
TRZ 114	Introduction to Tourism	2+0	3,0	TÜR 126	Turkish Language II	2+0	2,0
TRZ 131	Principles of Nutrition and Menu Planning	2+1	3,0	<i>Departmental Elective Courses (3) -</i>			9,0
TRZ 141	Housekeeping Management	2+0	2,0				30,0
TÜR 125	Turkish Language I	2+0	2,0				
	<i>Elective Courses (1)</i>	-	2,0				
			30,0				
III. SEMESTER				IV. SEMESTER			
İŞL 210	Human Resources Management	1+1	2,0	TRZ 226	Automation of Food and Beverage Services	2+1	4,0
TRZ 217	Tourism Marketing	2+1	3,0	TRZ 270	Sales and Pricing in the Hotel Business	2+1	3,0
TRZ 223	Tourism Law	2+0	3,0	TRZ 282	Front Office-Housekeeping Services Automation	2+2	5,0
TRZ 225	Travel Agencies	2+0	3,0	TRZ 284	Tourism Geography	2+0	3,0
TRZ 263	Food and Beverage Management	3+0	4,0	<i>Departmental Elective Courses (7) -</i>			15,0
	<i>Departmental Elective Courses (6)</i>	-	15,0				30,0
			30,0				
DEPARTMENTAL ELECTIVE COURSES							
ANİ 304	Animation	1+2	2,0	SAĞ 102	First Aid	2+0	2,5
AŞÇ 107	Hygiene and Sanitation	2+0	2,5	SEK 108	Filing and Archives	3+0	3,0
AŞÇ 110	Technology of Food	2+0	2,5	SEK 232	Meeting Management	2+0	3,0
AŞÇ 205	Vocational English I	3+0	3,0	SOS 130	Social Behavior and Protocol	2+0	3,0
AŞÇ 206	Vocational English II	3+0	3,0	TKY 207	Quality Management Systems	2+0	3,0
AŞÇ 211	Catering	3+0	3,0	TRZ 132	Kitchen Services	2+1	3,0
AŞÇ 219	Food and Beverage Cost Control	3+0	4,0	TRZ 134	Special Interest Tourism	2+0	3,0
BOP 108	Research Techniques and Seminar	2+1	2,0	TRZ 208	Environmental Issues and Tourism	2+0	3,0
ÇEK 404	Occupational Health and Safety	3+0	4,5	TRZ 275	Conference and Fair Management	3+0	4,0
ETK 205	Ethics in Tourism	2+0	3,0	TRZ 277	Management of Banquet and Catering	2+0	3,0
İŞL 215	Time Management	1+1	3,0	TRZ 286	Housekeeping Applications	2+2	4,0
İŞL 219	Work Organization	2+0	3,0	TRZ 288	Services	0+3	3,0
İŞL 224	Restaurant Management	2+0	3,0	TRZ 298	Sociology of Tourism	2+0	3,0
İŞL 421	Entrepreneurship	2+0	3,0	TÜR 120	Turkish Sign Language	3+0	3,0
				TÜR 214	Report Writing	2+0	2,0

ELECTIVE COURSES

BEÖ 155	Physical Education	2+0	2,0	SAN 155	Hall Dances	0+2	2,0
KÜL 199	Cultural Activities	0+2	2,0	SNT 155	History of Art	2+0	2,0
MÜZ 151	Short History of Music	2+0	3,0	SOS 155	Folkdance	2+0	2,0
MÜZ 155	Turkish Folk Music	2+0	2,0	THU 201	Community Services	0+2	2,0
MÜZ 157	Traditional Turkish Art Music	2+0	2,0	TİY 308	Republic Era Turkish Theatre	2+0	3,0

DEPARTMENT OF MARKETING AND ADVERTISEMENT

Head : Lecturer Doctor M. Gökhan TURAN

PROGRAM IN MARKETING

Marketing department offers a period of two years education after high school. It is selected by Student Selection and Placement Center (ÖSYM) with the score of Higher Education Entrance Exam (YGS-6). About 50 students are admitted each year. Students have to and pass all compulsory courses and reach a minimum GPA (Grade Point Average) of 2.00 before graduation. Furthermore, students are required to participate in a 30 days of internship in appropriate organizations.

PROGRAM

I. SEMESTER				II. SEMESTER			
BİL 150	Fundamentals of Information Technology	4+0	5,0	HUK 154	Commercial Law	2+0	3,0
HUK 117	Fundamentals of Law	2+0	2,0	İNG 176 (Eng)	English II	3+0	3,0
İKT 117	Introduction to Economics	2+0	3,0	İST 110	Statistics	2+2	3,0
İNG 175 (Eng)	English I	3+0	3,0	İŞL 110	Management and Organization	2+0	2,5
İŞL 155	Introduction to Business	2+0	3,0	PZL 102	Marketing Principles II	3+1	4,5
MAT 220	Commercial Mathematics	1+1	3,0	PZL 232	Physical Distribution Management	2+0	2,0
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 (3) -</i>		6,0
TÜR 125	Turkish Language I	2+0	2,0		<i>Elective Courses (1)</i>	-	2,0
							<u>30,0</u>
			<u>30,0</u>				
III. SEMESTER				IV. SEMESTER			
PZL 217	Marketing Communications	1+1	3,0	PZL 216	Consumer Behavior	2+0	3,0
PZL 221	Customer Relationship Management	2+0	3,0	PZL 224	Marketing Law	2+0	3,0
PZL 243	International Marketing	2+0	4,0	PZL 228	Professional Study and Seminar	2+2	4,0
PZL 245	Marketing Research	2+1	5,0	PZL 240	Sales Techniques	2+2	4,0
PZL 247	Sales Management	2+0	3,0	PZL 244	Retailing Management	1+1	2,0
	<i>Departmental Elective Courses (6)</i>	-	12,0	PZL 254	Direct Marketing	2+0	4,0
					<i>Departmental Elective Courses (5)</i>	-	10,0
			<u>30,0</u>				<u>30,0</u>

DEPARTMENTAL ELECTIVE COURSES

BOP 108	Research Techniques and Seminar	2+1	2,0	FİN 206	Business Finance	2+0	3,0
ÇEV 204	Environmental Protection	2+0	3,0	HUK 223	Labor and Social Security Law	2+0	3,0
ETK 203	Professional Ethics	2+0	3,0	İKT 232	Contemporary Economic Problems	3+0	3,0
				İŞL 213	Human Sources Management	2+0	3,0

İŞL 215	Time Management	1+1	3,0	TRZ 246	Tourism Marketing	2+0	2,0
İŞL 216	Multinational Companies	2+0	3,0	TÜR 120	Turkish Sign Language	3+0	3,0
İŞL 421	Entrepreneurship	2+0	3,0	ELECTIVE COURSES			
PZL 110	Marketing Information Systems	2+1	4,0	BEÖ 155	Physical Education	2+0	2,0
PZL 207	Service Marketing	2+0	2,0	KÜL 199	Cultural Activities	0+2	2,0
PZL 223	Speech Training	1+1	2,0	MÜZ 151	Short History of Music	2+0	3,0
PZL 225	Technical English I	2+2	3,0	MÜZ 155	Turkish Folk Music	2+0	2,0
PZL 226	Technical English II	1+1	2,0	MÜZ 157	Traditional Turkish Art Music	2+0	2,0
PZL 231	The Law of Customs	1+1	2,0	SAN 155	Hall Dances	0+2	2,0
PZL 234	Foreign Trade Procedures	2+2	3,0	SNT 155	History of Art	2+0	2,0
PZL 242	Industrial Products Marketing	2+0	3,0	SOS 155	Folkdance	2+0	2,0
RHİ 217	Advertisement	2+0	4,0	THU 201	Community Services	0+2	2,0
SAĞ 102	First Aid	2+0	2,5	TİY 308	Republic Era Turkish Theatre	2+0	3,0
SOS 118	Behavioral Sciences	2+0	3,0				
TKY 204	Total Quality Management	2+0	2,0				

DEPARTMENT OF OFFICE MANAGEMENT AND SECRETARIAL TRAINING

PROGRAM IN OFFICE MANAGEMENT AND EXECUTIVE ASSISTANT TRAINING

Office Management and Secretarial Department offers a period of two years education after high school. It is selected by Student Selection and Placement Center (ÖSYM) with the score of Higher Education Entrance Exam (YGS-4). About 50 students are admitted each year. Students have to take and pass all compulsory courses and reach a minimum GPA (Grade Point Average) of 2.00 before graduation. Furthermore, students are required to participate in a 30 days of internship in appropriate organizations.

PROGRAM

I. SEMESTER				II. SEMESTER			
BİL 150	Fundamentals of Information Technology	4+0	5,0	BİM 104	Office Programs I	0+3	5,0
HUK 117	Fundamentals of Law	2+0	2,0	İKT 120	Introduction to Economy	3+0	4,0
İNG 175 (Eng)	English I	3+0	3,0	İNG 176 (Eng)	English II	3+0	3,0
İŞL 151	Introduction to Business	3+0	3,0	RHİ 106	Introduction to Communication	2+0	3,0
MAT 220	Commercial Mathematics	1+1	3,0	SEK 114	Filing Techniques	2+1	4,0
SEK 119	Basics of Secretarial Skills	2+0	2,0	SEK 217	Office Management	3+0	5,0
SEK 121	Keyboard Techniques	1+2	3,0	SOS 120	Organizational Behavior	2+0	2,0
SEK 123	Basics of Protocol	2+0	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	TÜR 126	Turkish Language II	2+0	2,0
TÜR 125	Turkish Language I	2+0	2,0				30,0
	<i>Elective Courses (1)</i>	-	2,0				
			30,0				
III. SEMESTER				IV. SEMESTER			
BİM 205	Office Programs II	0+3	4,0	BİM 202	Database Management	0+3	3,0
MUH 235	Introduction to Accounting	2+1	3,0	İŞL 215	Time Management	1+1	3,0
SEK 221	Office Technology	1+1	2,0	SEK 228	Presentation Techniques	2+0	3,0
SEK 225	Business Correspondence	1+2	3,0	SEK 234	Executive Secretarial Training	2+1	4,0
SEK 227	Effective Speech	1+2	2,0	SEK 238	Case Analysis	3+0	3,0
	<i>Departmental Elective Courses (6)</i>	-	16,0		<i>Departmental Elective Courses (6)</i>	-	14,0
			30,0				30,0

DEPARTMENTAL ELECTIVE COURSES

ÇEV 204	Environmental Protection	2+0	3,0
ETK 203	Professional Ethics	2+0	3,0
HUK 223	Labor and Social Security Law	2+0	3,0
İLT 211	Effective Conversations on the Phone	1+1	1,5
İŞL 102	Management and Organization	3+0	4,0
İŞL 211	Total Quality Management	2+0	3,0
İŞL 213	Human Sources Management	2+0	3,0
İŞL 352	Organizational Communication	2+0	3,0
İŞL 421	Entrepreneurship	2+0	3,0
PZL 229	Marketing Principles	1+1	3,0
RHİ 213	Public Relations	2+0	2,0
SAĞ 102	First Aid	2+0	2,5
SEK 212	Public Sector and Private Sectors	2+1	3,0
SEK 218	Crisis and Stress Management	1+1	2,0
SEK 223	Business English I	2+2	3,0
SEK 224	Business English II	2+2	3,0

SEK 230	Speed Reading Techniques and Shorthand	1+1	3,0
SEK 232	Meeting Management	2+0	3,0
SEK 236	Numerical Applications For Executive Assistants	3+0	3,0
SEK 240	Office Management Practices	0+3	3,0
TÜR 120	Turkish Sign Language	3+0	3,0

ELECTIVE COURSES

BEÖ 155	Physical Education	2+0	2,0
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
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
TIY 308	Republic Era Turkish Theatre	2+0	3,0

TOURISM ADMINISTRATION (UOÖLP LEEDS METROPOLITAN)**PROGRAM****I. SEMESTER**

BİL 127 (Eng)	Computer	0+4	4,0
İLT 113 (Eng)	Culturel Diversity and Communication	3+0	3,0
İNG 109 (Eng)	Advanced English I	3+0	3,0
MUH 117 (Eng)	Financial Accounting	3+0	4,0
PZL 111 (Eng)	Customer Relationship Management	3+0	3,0
TAR 157	Atatürk's Principles and History of Turkish Revolution I	2+0	2,0
TÜR 151	Turkish Language I	2+0	2,0
UTY 101 (Eng)	Hospitality Business Management I	3+0	4,0
UTY 103 (Eng)	Tourism Marketing <i>Elective Courses (1)</i>	-	2,0
			<hr/> 30,0

III. SEMESTER

300 07 (Eng)	HR in Tourism & Entertainment Sectors	5+0	7,5
300 86 (Eng)	International Tourism Operations	5+0	7,5
300 92 (Eng)	Tourism Marketing Management	5+0	7,5
301 05 (Eng)	Applied Management Techniques	5+0	7,5
			<hr/> 30,0

DEPARTMENTAL ELECTIVE COURSES

300 17 (Eng)	English	5+0	7,5
300 18 (Fra)	French	5+0	7,5

II. SEMESTER

İNG 110 (Eng)	Advanced English II	3+0	3,0
MUH 118 (Eng)	Hospitality Management Accounting	3+0	4,0
TAR 158	Atatürk's Principles and History of Turkish Revolution II	2+0	2,0
TÜR 152	Turkish Language II	2+0	2,0
UTY 102 (Eng)	Hospitality Business Management II	3+0	4,0
	<i>Departmental Elective Courses (5)</i>	-	15,0
			<hr/> 30,0

IV. SEMESTER

300 87 (Eng)	Sustainability & Impact of Tourism	5+0	7,5
300 93 (Eng)	Tourism Planning	5+0	7,5
	<i>Departmental Elective Courses (5)</i>	-	15,0
			<hr/> 30,0

300 19 (Ger)	German	5+0	7,5
300 21 (Spa)	Spanish	5+0	7,5
300 90 (Eng)	Tourism Marketing Channels	5+0	7,5
301 07 (Eng)	Special Interest Tourism	5+0	7,5

301 09 (Eng)	Tourist Destinations & The Creative Industries	5+0	7,5
ERA 195 (Eng)	Cultural Heritage of Turkey	2+0	3,0
ERA 197 (Eng)	Culture and Tourism in Turkey	2+0	3,0
İKT 351 (Eng)	Tourism Economics	3+0	4,0
İŞL 455 (Eng)	Transportation Management	3+0	4,0
UTY 104 (Eng)	Travel Agency and Tour Operator	3+0	4,0
UTY 106 (Eng)	Information Systems in Tourism Enterprises	2+0	3,0

UTY 108 (Eng)	Food-Personnel Hygiene and Tourist Health	3+0	4,0
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ELECTIVE COURSES

BEÖ 155	Physical Education	2+0	2,0
SAN 155	Hall Dances	0+2	2,0
SNT 155	History of Art	2+0	2,0

DEPARTMENT OF WHOLESALE AND RETAIL SALES

REAL ESTATE AND REAL ESTATE MANAGEMENT

Real Estate and Real Estate Management department offers a period of two years education after high school. It is selected by Student Selection and Placement Center (ÖSYM) with the score of Higher Education Entrance Exam (YGS-5). About 50 students are admitted each year. Student have to take and pass all compulsory courses and reach a minimum GPA (Grade Point Average) of 2.00 before graduation. Furthermore, students are required to participate in a 30 days of internship in appropriate organizations.

PROGRAM

I. SEMESTER

BİL 150	Fundamentals of Information Technology	4+0	5,0
HUK 117	Fundamentals of Law	2+0	2,0
İKT 120	Introduction to Economy	3+0	4,0
İNG 175 (Eng)	English I	3+0	3,0
İŞL 155	Introduction to Business	2+0	3,0
MAT 220	Commercial Mathematics	1+1	3,0
MUH 113	Introduction to Accounting	2+2	4,0
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>Elective Courses (1)</i>	-	2,0
			<u>30,0</u>

II. SEMESTER

EMY 102	Real Estate Brokage	2+1	4,0
EMY 104	Adobe and Property Construction	2+1	3,0
EMY 106	Real Estate Marketing	1+1	2,0
EMY 110	Real Estate Economics	2+0	4,0
HUK 221	Law of Obligations	2+0	3,0
İNG 176 (Eng)	English II	3+0	3,0
İŞL 102	Management and Organization	3+0	4,0
İŞL 218	Risk and Insurance	2+0	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
			<u>30,0</u>

III. SEMESTER

EMY 201	Real Estate Finance	2+0	2,0
EMY 203	Real Estate Law I	2+0	3,0
EMY 205	Finance and Tax of Real Estate	3+0	4,0
EMY 213	Construction and Real Estate Accounting	3+0	4,0
HUK 154	Commercial Law	2+0	3,0
	<i>Departmental Elective Courses (7)</i>	-	14,0
			<u>30,0</u>

IV. SEMESTER

EMY 202	Real Estate Evaluation Techniques (Expertise)	2+1	3,0
EMY 204	Real Estate Law II	2+0	3,0
EMY 206	Development and Municipality Law	2+0	4,0
EMY 208	Real Estate Practies	0+6	5,0
	<i>Departmental Elective Courses (7)</i>	-	15,0
			<u>30,0</u>

DEPARTMENTAL ELECTIVE COURSES

BOP 108	Research Techniques and Seminar	2+1	2,0
COĞ 201	Map Information	2+0	3,0
EMY 209	Local Governments	2+0	2,0
EMY 211	Land and Building Cooperative	2+0	3,0
EMY 217	Vocational English	2+0	3,0

EMY 223	Building Management and Real Estate Management	2+0	2,0
EMY 225	Urbanization and Environment Problems	2+0	2,0
ETK 203	Professional Ethics	2+0	3,0
FIN 206	Business Finance	2+0	3,0

HUK 223	Labor and Social Security Law	2+0	3,0
İKT 232	Contemporary Economic Problems	3+0	3,0
İLT 207	Communication and Public Relations	2+0	2,0
İŞL 210	Human Resources Management	1+1	2,0
İŞL 222	Business Group Skills	2+0	3,0
İŞL 421	Entrepreneurship	2+0	3,0
PZL 221	Customer Relationship Management	2+0	3,0
SAĞ 102	First Aid	2+0	2,5
SEK 114	Filing Techniques	2+1	4,0
SEK 219	Effective Speech	1+1	2,0
SEK 232	Meeting Management	2+0	3,0
SOS 130	Social Behavior and Protocol	2+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
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
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 304 Animation 1+2 2,0

Concept and Types of Animation: Qualitative classification of animation, Classification by types of activity; Basic Properties of Animation Services; Functions of Animation; Management of Animation Services: Planning, Organizing, Guiding, Control; Management Processes of Animation Services: Coordination, Leadership, Communication; Animation Principles; Review and Assessment of Animation Programs in Public and Private Institutions.

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 107 Hygiene and Sanitation 2+0 2,5

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; Personal Hygiene Rules; Toilets and hand washing areas; Cleaning- Methods: Periodic Health Checks: Microorganism and humans; Methods of disinfection; The Golden Rules.

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 110 Technology of Food 2+0 2,5

Definition; Raw Materials and Compounds in Ready-Made Food; Factors of Food Distortion and Control; Physical Methods of Keeping Food; Chemical Methods of Keeping Food and Biological Methods of Keeping Food; Handling Technologies of Grain; Fruit, Vegetable, Meat, Milk, Oil, Tea and Principles of Quality Control in Processed Food.

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 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 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 221 Creative Kitchen Applications I 2+2 4,0

Methodical Approach to Stages of Baking; The 5-Stage Model of Cooking; Professional materials and categories; Cooking stages, Baking, Creativity in the kitchen; Choosing cooking materials and selections of techniques creatively; Creative Kitchen Applications: Tasting rules; Stocks and food preparations; Soups, Fresh herbs and seasoning blends; Basic sauces; Ethnic sauces; Creative applications in Desserts .

AŞÇ 222 Creative Kitchen Applications II 2+2 4,0

Creating a theoretical framework in cooking with the use of methodology and teaching a of cooking stages; Selection of materials for their ease of use; 5-Stage Model of Cooking; Professional materials and categories, Material occurrences; Cooking Stages; Creative utilization processes; Using the prescribed model and development and selection of materials; Creative Kitchen Applications: Stocks and food preparations; Soups, Fresh herbs and seasoning blends; Basic sauces; Ethnic sauces; Creative applications in Desserts .

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 225 Banquet Cuisine 0+6 7,0

Preparation of Banquet Meals; Presentation of Banquet Meals; Planning the Catering Organization and Preparing a Sample Presentation; Food Presentation with Proper Cutlery and Equipment; Receiving Feedback After Catering Activities; Preparing a Breakfast Buffet; Preparing a Dinner Buffet and Cocktails.

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 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.

BİL 127 Computer 0+4 4,0

Windows Operating System: Introduction and using of desktop and objects, Options of Start Menu; Microsoft Office Suite: Opening file, preparation, arranging, preparation of top and bottom information with MS Word, Cell, line, column, page layout, cell forming and formula editing with MS Excel, Slide editing and slide shows operations with MS PowerPoint, Using of dairy and calendar options, Mail importing and exporting with MS Outlook, Explorer objects and searching the web with Internet Explorer; Basic Concepts of Internet: Servers, Clients, TCP-IP Protocol, Web based Services, (HTTP; SMTP, DNS, FTP, TELNET, POP3, PROXY); Introduction to Web Design . Installing server side software for development; Developing WEB files, FTP Clients; Presentation Software: Applying Templates for Presentation, Generating Presentations, Presentation

Editing; Database Application: Generating Tables, Table design, Form generation and data input, Reports and report generating, Shortcut to tables, Queries.

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

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

BİM 104 Office Programs I 0+3 5,0

Word Subjects, Keys on the keyboard and their tasks; Hardware structure; Standard tool bar; Formulation tool bar; File menu-Open, save the document; Save the document, to open, to shut down; to take the text, copy, cut; paste, Type script, Aligning the paragraph; Setting the paragraph; Bullet and number, Adding the symbol; Adding Picture and frame; To choose, to add, To move; Page Properties, Print preview, Print; Excel Subjects Open the file, Shut, Save ; Choose the cell, Input the data, Change; Erase the data, move, copy, Type script; Aligning, Plot the boundary; Line and column processing; Fast processes, Fast calculation; Working page; Page structure; Print; Calculating and Adding graphic; Using the available functions.

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; Builder; Builder\Expression builder; Aligning the tables on the forms; Forms with more than one tables.

BİM 205 Office Programs II 0+3 4,0

Work with Powerpoint and slides; Powerpoint Standard tool bar; Powerpoint formulation tool bar; Presentation Design; Presentation Templates; Adding effects in slides; Adding audio and film; Printing the presentation; Aligning the slide show; Composing slides for web; Personalize the powerpoint; Frontpage Subjects Work with Frontpage;

Compose the web site; Serve the knowledge list and forms; Using graphics on web site; Making web sites; Changing page arrangements; Enhancement of web site Artifice; Cominucating with visitors; Web site for team project; Broadcasting web site; Administrating web sites. Outlook Subjects; Administrating e mails; Finding emails and edit; administrating calendar; Administrating and timing the meetings; Composing and administrating the contact list; Watching the knowledge; Working on more than one position; Personalizing the outlook.

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

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.

COĞ 201 Map Information 2+0 3,0

Basic Concepts: Definition of Map and Explanation of the Concept, Types and Uses of Maps; Difference Between Map and Sketch; Concept of Scale and Numerical Examples Related to Scales; Concepts of Directions and Compass; Use of GPS for Navigation; Stages of Topographic Map Making and Information on Base Maps; Zoning Plans and Symbols and Expressions Used on Zoning Plan s.

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.

EMY 102 Real Estate Brokage 2+1 4,0

General Information About Real Estate Brokerage; Brokerage and Kinds; Real Estate Brokerage: Responsibilities, Rights; Real Estate Concept and Types; Real Estate Statement; Real Estate Buying/Selling and Methods; Debt/Receivable Relationships; Rights and Obligations.

EMY 104 Adobe and Property Construction 2+1 3,0

Construction: Types: Carcass, Accumulation, Framework, Reinforced concrete, Tile, Stone and adobe; Solidity, Practicability, Reliability of Constructions; Useful Life of Constructions.

EMY 106 Real Estate Marketing 1+1 2,0

Fundamentals; Real Estate Market and Characteristics; Effective Groups; Real Estate Entrepreneurship: Agency services and efficiency, Characteristics of real estate advisor; Competition Strategies; Real Estate Sale and Important Issues; Real Estate Information System; Consumer Behaviour; Presentation.

EMY 110 Real Estate Economics 2+0 4,0

Basic Concepts of Economics; Introduction of Real Estate Economics; Elements and Types of Real Estate Economics; Relationship Between Real Estate Market and Money and Capital Markets; Importance of Real Estate Market in the Economy of Turkey; Development of Real Estate Economics in Turkey; Development of Real Estate Finance Policy; Urban Space; Property System; Present Value Mathematics for Real Estate Economics; Property Valuation Methods; Housing Market; Housing Policies in Turkey.

EMY 201 Real Estate Finance 2+0 2,0

Real Estate Market in Turkey: Dynamics; Residence Finance: Resources; Institutional and Non-Institutional Residence Finance: Resources; Public international; Residence finance market, Mortgaged residence finance system; Real Estate Investment Trust: Types, Advantages, Problems, Establishment terms; Invesments and Porfolio Management, Certificates, Asset Backed Securities.

EMY 202 Real Estate Evaluation Techniques (Expertise) 2+1 3,0

Aim and Scope of Real Estate Evaluation; Methods of Real Estate Evaluation; Criteria of Real Estate Evaluation; Cadastre and Zoned Parcels; Evaluation Methods of Different Real Estates and Case Studies; Changes of Economic Conjunction and Credited Residence Sale System and Reflections of This Change; Authority and Responsibilities of Expertise.

EMY 203 Real Estate Law I 2+0 3,0

Real Estate Concept; Fundemantal Rights and Properties; Types: Condominium ownership, Condominium easement, Time share; Gaining Real Estate Ownership; Time out; Ownership Right and Representation.

EMY 204 Real Estate Law II 2+0 3,0

Land Register and Cadastre; Rights Registered to Real Estate; Rights Expounded to Real Estate, Changes; Cadastre Law; Cadastre Purchasing Methods; Cadastre Errors and Correction Methods; Expropriation Law and Methods.

EMY 205 Finance and Tax of Real Estate 3+0 4,0

Real Estate Finance and Fundamental Decisions; Property Tax; Land Registry Fee; Incomes and Taxes; Sale and Construction Gains; Death or Donation; REIT's and Taxation; All Related Decisions; TPL, VAT, etc.

EMY 206 Development and Municipality Law 2+0 4,0

Settlement Process of Legal Framework in Turkey: Unplanned Period, Central planning period, Development law in effect; Constitutional Framework and Public Benefit; Development Law and Related Regulations; Development Authority Zones: Authority and involved institutions, Development plans and conditions; City Planning; Planning, Types and process; Parcelling Process; Structure Formation Process; Defining Documents from Case Studies; Municipal Laws and Applications. Design Discipline at Interior Design; Interior Place Concept; Formation of Place; Place-Item Relationship; Item-Item Relationship; Place-Person Relationship; Place Concept; Place Perception; Perception Concept; Place Equipment; Structural Items at Place; Colour-Texture Relationship at Place; Design Criteria; Image and Denotation; Cost and Benefit.

EMY 208 Real Estate Practices 0+6 5,0

Planning and Preparation for Practice Areas, Written and Verbal Practices; Practicing Theoretical Knowledge of Deed; Practicing Theoretical Knowledge of Cadastral Survey; Practicing Theoretical Knowledge of Insurance Agent; Operations of Real Estate Offices; Reporting Documents and Information; Comparing Real Estate Applications of Various Institutions.

EMY 209 Local Governments 2+0 2,0

Concept; Types and Characteristics; Service and Income Division Between Governments; Uniter and Federal Governments and Local Governments; Local Governments in Turkey; Municipalities: Special provincial administration, Villages; Problems and Solution Suggestions.

EMY 211 Land and Building Cooperative 2+0 3,0

Concept and History of Cooperation; Legal Characters of Cooperatives and Differences from Other Partnerships; Types: According to Legal Characters; Economical and Social Functions; Problems of Cooperative Partners; Building Cooperatives: Aim, Characteristics, Advantage, Establishment, Management and audition, Condition and basic problems; Rights and Responsibilities of Partners; Ceasing.

EMY 213 Construction and Real Estate Accounting 3+0 4,0

Construction-related concepts: the concepts of Building and Real Estate, Real Estate and Taxation in Construction, Construction Companies Cost Accounting, Cost Accounting Term Construction Contracting and Repair, Custom (Build-Sell) Building Operations, Land (Floor) Provision for the Construction, Investment Properties TAS-11 Construction Contracts.

EMY 217 Vocational English 2+0 3,0

Vocational Terms; Operating Manuals Translation Principles; Technical Report; CV; Order and Formal Letters Writing Principles; Translation About Professional Issues; Preparing Documents; Writing Simple Official Letters.

EMY 223 Building Management and Real Estate Management 2+0 2,0

Buildings with Joint Use: Business centres and block of offices; Rules of Joint Use of Markets and Sites; Rules and Necessities of Partners; Partners Using Rules According to Condominium Ownership Law; Neighbourhood Relationship; Office Regulations; Problems of Office Owners; Covering Common Expenditures.

EMY 225 Urbanization and Environment Problems 2+0 2,0

Urbanization; Causes of Urbanization; City Planning; Residence Policy: Slum House, Metropolitan territories planning; Metropolitan Management and Public Utilities; Metropolitan Management in Turkey; Environmental Urbanization; Environment and Environmental Problems; Environmental Pollution and Protecting.

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

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

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

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

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

FİN 151 Commercial Mathematics 3+0 3,5

Simple Interest; Definition of Simple Interest; External Interest; Simple Discount; Internal Discount Calculations; External Discount; Equivalent Vouchers; Merger of Equivalent Vouchers; Monetary And Capital Markets; Annuity; General Annuities; Normal Annuity; Amortization Of Debt; Amortization of Sinking Fund; Dept Payments.

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.

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 153 Fundamentals Concepts of Law 2+0 3,0

Social Rules and Law; Concept of Law and Legal Sanctions; Characteristics of Legal Rules; Sources of Law; Branches of Law; Definition and Types of Legal Rights; Legal Capacity: As subject of rights, Capacity to act; Kinship; Domicile; Protection of Personality; Possession; Ownership; Obligation and Responsibility; Judiciary Systems.

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 221 Law of Obligations 2+0 3,0

Concepts and Sources of Law of Obligations; Concept of Obligations and Responsibilities; Obligations Created Through Contracts: Formation, Form, Subject and enforceability of a contract; Representation; Obligations Created by Torts: Conditions, Liability and compensation; Obligations Created by Unjust Enrichment: Conditions and responsibilities; Paying Debts; Default of a Debtor; Default of a Creditor; Termination of Dept.

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 351 Tourism Economics 3+0 4,0

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

İKT 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 416 World Economy 2+0 3,0

Basic Problems of World Economy: Population and natural resources, Migration, Underdevelopment, Problems of industrialization and of keeping up with technological developments; Recent Developments in World Economy: Economic policies, International trade, Technology and recent developments in social state; Basic developments in world economy: The new world economic order, Globalization, Regionalization, Recent innovations following the new world economic order and their bearing on Turkish economy.

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 113 Culturel Diversity and Communication 3+0 3,0

Concept and basic components of culture; Globalization and multiculturalism; Identity construction, dynamics of cultural diversification; Management of cultural diversity and addressing different cultural needs; Ethics; cultural diversity in customer population; Cultural diversity in organizations, organization culture; International and national cultural diversity in tourism, socio-cultural interactions in tourism; Intercultural competencies and communication; Theories and basic elements of communication; Communication styles, interpersonal

communication, mass communication, organizational communication.

İLT 207 Communication and Public Relations 2+0 2,0

Concept and Process: Environment, Circumstances; Personal and Professional Image; Types; Tools; Communication and Emphaty; From Personal Communication to Institutional Communication; Attitudes in Interpersonal Relationships; Public Relations Concept: Evolution; PR for Marketing Communication Tool; PR and Target Audince Concept; Behavioral Dimension: Principles; Relationships Between Marketing and PR; Management of PR: Activities, Stages, Tools and technics, Evaluation of results; PR in Crisis.

İLT 211 Effective Conversations on the Phone 1+1 1,5

Communication and Communication Process; Verbal Communication; Speaking - Listening; Communication Tool: Phone; Phone - How does Phone Work? - Answering Machines - Mobile Phones - Teleconference - Phone Conversations via Internet; Importance of Phone in Office Communication; Phone Answering: Salutation - Introduction - Understanding the Matter - Concealing - Routing; Making Somebody Wait; Informing - When Routing the Line to Your Executive; When Taking Messages; Dictation Techniques on Phone; Multiple Lines at the Same Time; Routing Phone Lines; Answering an angry person; Emotional Leakage; If Your Call is Not answered; Line Cut Off; Phone Protocol; Conversations with Office Phones - Sensitive Attidutes on Phone - Teleconference; Effective Phone Conversation Models.

İNG 109 Advanced English I 3+0 3,0

General Review: Tenses, Verbs, Noun Phrases, Compound Nouns, Noun Clauses: Using participles in Noun Clauses; Tenses Used in Narration: Past Simple, Past Progressive, Past Perfect Simple, Past Perfect Continuous; Reflexive Pronouns; Irregular Verbs; Comparative Structures: As...As; Modals: Modals of Possibility, Obligation, Permission, Ability and Request; Idioms; Synonyms; General Review: Passive voice.

İNG 110 Advanced English II 3+0 3,0

General Review: Verbs; Use of Get Adverb/Preposition; Reported Speech, Formal and informal Language; Conditional Sentences: Type 1, Type 2; Adverbial Clauses of Time; Punctuation; Adjective Clauses: Defining, Non-Defining; Use of Participles: Using Participles in Adjective Clauses, Using Participles in Adverbial Clauses of Time, Using Participles after Certain Verbs; Possessives; Hypothetical Statements; Wish Clauses: Present Simple, Pat Simple; Advanced Listening and Note Taking Skills.

İNG 175 English I 3+0 3,0

Using the Verb 'to be'; Saying Name, Phone Number and e-mail Address; Describing Things and Places in a Classroom; Asking for Help While Studying; Using the Verb 'to be' in Questions, Describing Favourite Celebrities, Friends and Family; Using Simple Present Statements, Yes-No Questions and Short Answers; Talking about Daily and

Weekly Routines; Saying How Often You Do Things; Talking about Free-time Activities and TV shows; Using 'there is, there are'; Using 'some, no, a lot of, and a couple of'; Describing Neighbourhood and Local Events; Asking for and Telling the Time.

İNG 176 English II 3+0 3,0

Using the Present Continuous; Talking About the Weather and Sports; Using 'like to', 'want to', 'need to' and 'have to' with Other Verbs; Using 'this', 'that', 'these', 'those'; Asking Questions with 'How much'; Talking about Clothes, Colours, Shopping and Prices; Using can ; Talking about Countries, Languages, and Nationalities; Talking about International Foods; Using the Simple Past of Regular and Irregular Verbs; Using the Past of be; Asking Simple Past Information Questions; Describing Past Experiences; Using Many and Much; Using Some and Any; Using Would Like; Describing Favourite Foods and Eating Habits; Using 'or something' and 'or anything'.

İST 110 Statistics 2+2 3,0

Definition and Subject of Statistic; Management and Statistic: Place of Statistic in Management and its Importance; Basic Concepts: Data, Variable, Population, Sampling, Parameter, Statistic; Compilation of Data Variations; Classification and Grouping of Data; Series; Measures of Central Value: Mean, Median, Mode; Measures of Variety: Standard Deviation, Mean Deviation, Probability Standard Deviation, Variance; Statistical Estimate Theory and Specifications, Regression Analysis; Correlation Analysis; Indexes.

İST 317 Statistics 2+0 2,5

Definition of Statistics: Fundamental concepts in statistics, Data collection techniques, Classification of data, Frequency distributions; Graphs; Averages; Means; Variability: Range, Standard deviation, Moments; Normal Distribution: Normal distribution function, Calculation of the area under the normal curve; Sampling Theory; Indexes: Types of indexes.

İŞL 102 Management and Organization 3+0 4,0

Management: Definition, Significance of Management for Business Enterprises; Development of Management Science: Classical, Behavioral and Modern Theories; Management Systems; Decision Making and Planning; Concepts of Authority and Power: Characteristics of Authority and Power, Delegation of Authority; Organization: Characteristics and Principles; Comparison of Organization and Planning Processes; Departmentalization; Staffing: Fundamentals, Staffing Process; Leading: Fundamentals, Leading Process; Organizational Structures: Development and Varieties of Organizational Structures; Controlling: Fundamentals and Controlling Process.

İŞL 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.

İŞL 151 Introduction to Business 3+0 3,0

Characteristics of Business Administration; Aims; Economic Systems; Demand, Property And Service; Consumption And Consumer; Enterprise And Entrepreneur; Executive; Private Enterprise; Basic And Private Aims of Business Enterprises; Functions And Classification of Business Enterprises; Business Enterprises Based on Products And Service Types; Business Enterprises Based Production Aims; Business Enterprises Based on their Legal Structure; Business Enterprises According To Nationality; Founding of Business Enterprises; Development of Enterprises; Labor Ethics And Social Responsibility; Concept of Ethics; Questionable or Unethical Acts ; Social Responsibility And Ethics; Classification of Ethical Behavior; Management in Enterprises; Management Concept; Planning; Organizing; Supervision; Management of Human Sources; Marketing Functions; Marketing Concept; Marketing Functions; Product Concept; Classification of Products; Founding And Administering Production Systems; Marketing Channels;

İŞL 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.

İŞL 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.

İŞL 211 Total Quality Management 2+0 3,0

Quality and Quality Management; Classical Management; Basic Concepts and Approaches in Total Quality Management: Quality, Quality check, Quality guarantee; Functions of Total Quality Management as a Managing System; Human Factor and Quality Cycle; Techniques in

Total Quality Management: Pre-evaluation, Comparison, Problem solving techniques, Evaluating data and statistics, Creating a Total Quality Culture in Organizations; Quality and Cost systems; ISO 9000 Standards; Role and Responsibilities of Executives in Total Quality Management.

İŞL 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.

İŞL 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.

İŞL 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.

İŞL 218 Risk and Insurance 2+0 3,0
Insurance: Basic concepts; Risk: Definition, Sources of risk; Insurance Contracts; Insurance Compensation: Definition, Calculating insurance compensation; Insurance Sector: Types of Insurance; Contributions of Insurance Sector Turkish Economy; Insurance Transactions in Logistics, Types of Insurance in Logistics, Obligation of Insurance in Logistics: Profit and Principles.

İŞL 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 222 Business Group Skills 2+0 3,0
Formation and Functions of Groups: The concept of group, Types of groups, The process of group formation, Role and status in the group, Functions of groups; Interactions, Conflicts and Conflict Management Between Groups: Definition and importance of conflict, Process of conflict, Reasons of conflict, Types of conflict, Advantages and disadvantages of conflict, Conflict management, Types of conflict management, Methods of resolving and preventing conflict; Problem Solving Techniques: Problem, Causes of problems, Importance of resolving problems, Methods and techniques of problem solving; Effective Communication Tools and Techniques: Communication in businesses, Process of communication; Employee Loyalty: Rate and cost of labor turnover, Job satisfaction, Causes of job leaving; Techniques and Management of Motivation: Motivation, Tools of motivation, Motivation management.

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.

İŞL 455 Transportation Management 3+0 4,0
Analysis of Passenger Transportation Systems in the Tourism Industry; Interrelationship of Airline Transportation with the Tourism Sector; Tour Operators and Airlines; World Air Travel Market; Air Travel Market

in Turkey; Globalization in the Tourism and Airline Transportation Industry; Reservation Procedures through Computers and Recent Applications; Role of the Travel Agents in the Transportation Sector; International Air Transport Association (IATA); Airport Management; Safety; Passenger shipping (cruises); Land Transport.

KÜL 199 Cultural Activities 0+2 2,0

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

MAT 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

MLY 254 Turkish Tax System 3+0 4,0

Scope of Turkish Law; Income Tax: Types of liability, Categories of income, Exemptions, Exclusions, Discounts, Tax base, Filing system and consolidation of income, Tax Schedule, Assessment, P.A.Y.E. system, Paying of taxes; Corporate Income Tax; Consumption Taxes: VAT, Banking and insurance transaction tax; Taxation of Wealth: Inheritance and gift tax, Real estate tax, Motor vehicles tax; Local Government Taxation; Other Taxes.

MUH 113 Introduction to Accounting 2+2 4,0

Concepts: Financial Transactions, Balance of Assets-Liabilities, Balance Sheet and Income Statement; Accounts of Balance Sheet and Income Statement: Concept of account, Types of accounts, Account Chart; Document and Books; Accounting Process: Follow up Goods Transactions; Liquid assets, Marketable Securities, Receivables, Long Term Assets, Liabilities, Shareholders Equity, Transactions of Income and Expenses; Ended Period Transactions: Concepts About Inventory and Inventory Transactions; Measurements of Valuation; Inventory Transactions About Preparation Financial Statements; Inventory Transactions About Income and Expenses; Preparation Trial Balance; Accounting Mistakes and Errors; Preparation Balance Sheet; Preparation Income Statements.

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.

MUH 117 Financial Accounting 3+0 4,0

Accounting and the Business Environment: The basis for business decisions, the users of accounting information, Types of business organization, the accounting equation, Financial Statements; Recording Business Transaction: The account, Double entry accounting, Steps in the recording process, Trial balance; Measuring Business Income and Adjusting Process: Net income, Timing issues, the basics of adjusting entries, the adjusted trial balance, Accrual basis and cash basis of accounting; Completing the Accounting Cycle: The accounting cycle, Using a work sheet, Closing the books; Accounting for Merchandising Operations: Merchandising operations, Perpetual and periodic inventory systems; Accounting Information Systems: Basic concepts, Comparison of manual and computerized accounting systems, Special Journals.

MUH 118 Hospitality Management Accounting 3+0 4,0

Managerial Accounting; Internal Audit for Properties: Description, Components and Functions; Control of Food: Purchasing, Delivery, Storing and distribution, Production control, Sales, Cost control systems for Food; beverage Control: Purchasing, Delivery, Storing and distribution, Production control, Sales Cost Control systems for beverages; Employment Control; Terms of Cost: Analysis of Cost Volume Profit; Budgeting- Profit Planning: Importance and objectives; Budget Types and preparation: Functional budgets, Activity budgets, Budget control.

MUH 151 Introduction to Accounting 3+0 4,5

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

MUH 235 Introduction to Accounting 2+1 3,0

Basic Concepts; Accounting Systems; Concepts in Relation to Accounts: Charging, Crediting, Remainder, closing;

Registration Tax Procedures; Tax Law; Turkish Commercial Law; Documentation in Tax; Accounting Books: Day book, Ledger, Enterprise book, Self - employment book; Balance Sheet Calculations: Balance equality, Active and passive equality; Wealth and Sources of Wealth; Revolving and Stable Wealth; Foreign Sources; Short and Long Term Sources; Monotonous Accounting System: Definition, Definition of accounts, Processing, Opening a new account, Opening sub accounts, Preparing balance sheets according to monotonous account plan, Income table accounts, Income table, Cost accounts at monotonous account plan, Income table accounts, Transferring cost accounts to income table accounts, Calculating term net profit (loss).

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: Eklemedir 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, Urfa'nın 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.

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 102 Marketing Principles II 3+1 4,5

Concept of Promotion; Decisions of Promotion; 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; Promotion; Concept of Promotion and Significance; Creating Process of Promotion Mix; Advertising; Public Relationship; Personal Selling; Sales Promotion; Service Marketing; Internet Marketing; Marketing Management; International Marketing.

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 111 Customer Relationship Management 3+0 3,0

Customer management, customer centered organization; Benefits of customer relationship management (CRM); CRM strategies, communication with customers; Marketing and CRM, organizational aspects of CRM; Customer service management; Customer loyalty; Customer satisfaction; CRM process, building customer relationship, essentials of successful CRM, capturing and evaluating customer information; CRM and continuous improvement in tourism enterprises; Handling with customer conflicts, complaint management; CRM technologies, Internet and CRM, data mining in customer information.

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 Principals 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 225 Technical English I 2+2 3,0

Active and Passive Voice; Noun Clauses: Structure and Function; Adverb Clause and Its Structure; Relative Clause: Its Structure and Functions; Mixed Clauses and Keys For Translation; Vocabulary Products; Reading Product Catalogues; Adds in Foreign Language; Indirect Object; Exercises for Vocabulary Development in Marketing.

PZL 226 Technical English II 1+1 2,0

Concept of Technical Language; Turkish Equivalence of English Terms in Marketing Technology; English Equivalence of Turkish Terms; Translation Studies in Marketing Literature; Translations from Turkish to English and from English to Turkish in Marketing; Commercial Correspondence in English: CV writing, Letters of inquiry, Letters of complaint, Job application.

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 229 Marketing Principles 1+1 3,0

Marketing; Modern Marketing Management; Environmental Factors in Marketing; Strategic Marketing Process; Characteristics of Consumer Markets; Characteristics of Industrial Markets and Customer Behavior; Market Classification; Selection of Target Market; Product, Classification and New Product Development; Life - circle of the Product; Price; Types of Quotation; Distribution Channels; Physical Distribution; Acquainting; Acquainting Methods; Advertisement; Sales Development and Public Relations; Marketing Research; Data Gathering Methods; Marketing Management and International Marketing.

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 234 Foreign Trade Procedures 2+2 3,0

Export Procedures: Documents; Procedures and Stages of Exporting; Export Regulations; Notifications; Kinds of Export; Import Procedures: Importing procedures and stages, Import; Payment Techniques: Pre-pay, Payment with goods, Letter of credit, Consigned sale, Acceptance credit, Open account; Foreign Trade Organizations; Delivery Techniques in Foreign Trade.

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 245 Marketing Research 2+1 5,0

Concept of Marketing Research; Definition; Significance; Applying Areas; Relationship to Other Disciplines and Limitation; Place of Marketing Research in the Organization; Definition of Research Process; Identifying the Problem, Determining of Data Sources; Sampling Methods of Sampling and Errors; Choosing the Methods Using in Collecting Data: Questionnaire, Observation, Experiment, Projection, Method of Scaling; Collecting Data, Analysis of Data: One Parametric and Multi Metric Analysis; Preparing of Research Report; Kinds of Marketing Research.

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 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.

RHI 106 Introduction to Communication 2+0 3,0

Communication; Basic Factors in Communication Process: Source, Message, Receiver, Coding, Decoding; Effective Communication Methods; Communication Environment;

Types of Communication: Individual, Social, Organizational Communication; Verbal and Written Communication; Nonverbal Communication; Information Technology; Interpersonal Communication; Intrapersonal Communication; Mass Media; Group Dynamics in Communication; Communication Channels; Choosing Communication Tools According to Time, Place and Subject Matter; Dimensions of Communication in an Organization; Organizational Communication and Job Satisfaction.

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 213 Public Relations **2+0 2,0**

The Concept and Development of Public Relations; Public Relations as a Tool of Marketing Communication; Public Relations and the Concept of Targeted People; Behavior Dimension of Public Relations; Basic Principles of Public Relations; Relationship Between Marketing and Public Relations; Management of Public Relations Activities: Activities, Stages; Tools and Techniques of Public Relations, Evaluation of Results, Public Relations During Crisis.

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.

SAG 102 First Aid **2+0 2,5**

Social Importance of First Aid; Aims of First Aid; Precautions To Be Considered by The One Who Will Apply First Aid; Human Body; First Aid Materials; Strangulations and Supplying Respiration; Stopping Bleedings and Supplying The Blood Circulation: External and internal bleeding signs and first aid, Recognition of blackout of consciousness and first aid, Shock causes and recognition of shock related to bleeding and first aid, Coma degrees and first aid, First aid in heartbeat stopping, Applying cardiopulmonary resuscitation (CPR) and artificial

respiration together; Injury Types and First Aid; Burn and Boils; Fractures, Dislocations and Spraining; Poisonings, Freezing, Hot and Electric Shocks; Communication; Preparation of Injured Person for Carrying and Carrying Types.

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; Flamenco, 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 107 Commercial Documents **2+0 3,0**

Accounting and Balance Sheet; Presentation of Periodic Financial Statements; Classifications of Accounts; Information of Processing Cycle; Recording Chronologically; Accounting Documents for Banking; Chamber of Trade and Industry.

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 114 Filing Techniques **2+1 4,0**

Definition of Filing; Historical Development; Managing Filing Services in Organizations; Characteristics of Efficient Filing Systems; File Plan; Developing a New Filing System; Organizing a Filing Unit; Filing Systems; Filing Process; Archives; Archiving Process.

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 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 212 Public Sector and Private Sectors 2+1 3,0

Public and Private Sector Management; Organizational Structures of the Private Sector; Organizational Structure of Public Sector; Public Management; Differences in Public and Private Sector Management; Functions of Public and Private Sector Organizations; Central and Local Organizations; Bureaucracy; Staff Management in Public and Private Organizations.

SEK 217 Office Management 3+0 5,0

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.

SEK 218 Crisis and Stress Management 1+1 2,0

Crisis: Sources, Types; 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 a Individual and as an Organization.

SEK 219 Effective Speech 1+1 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 221 Office Technology 1+1 2,0

The Use of Automation in the Office; Office Automation; Advantages of Office Automation; Office Automation Systems: Teleconference, Computer, Computer Hardware, Inputting Hardware, Processing Hardware, Outputting Hardware, Storing Hardware, Operating Hardware, Operating Systems, DOS, Windows Operating System, Office Programs, Word Processing Programs, Process Table Program, List Management Programs, Agenda Programs, Graphic Programs, Presentation Programs, Multimedia Programs, Computer Networks, Internet; Electronic Mail.

SEK 223 Business English I 2+2 3,0

Speaking: Introducing yourself and others when required, Giving information about work and workplace, Formal requests, Offering help, Responding to complaints; Making explanations on documents such as forms, lists, booklets, Accepting or refusing an idea or a suggestion, Expressing your own ideas, expectations, pleasure and displeasure, Apologizing and giving an excuse, Responding to an apology, Telling a past situation or event; Listening and Writing: Correct punctuation and spelling, CV writing, Writing formal letters for such purposes as ordering

products, complaining, thanking, explaining, etc., Note taking, Telling events in written form in chronological order; Reading Comprehension: Distinguishing passive voice and active voice, adjective clauses, conjunctions of time, conjunctions of purpose, conditional sentences, indirect speech and so on in written texts; Comprehending specific terminology and abbreviations.

SEK 224 Business English II 2+2 3,0

Speaking: Expressing sadness, regret, necessity and obligation in professional settings, comparing products, situations or functions, Making and responding to suggestions in the workplace, Reporting about a completed project in written and oral form, Telling plans about the future, Speaking professionally on the phone, Scheduling an appointment on the phone, Talking about estimations and possibilities, Expressing numbers, rates and percentages, Expressing advantages and disadvantages of an opportunity, Making comparisons; Listening Comprehension: Comprehending face-to-face conversations and conversations on the phone, prefixes and suffixes, and abbreviations, Note taking; Writing: Conforming to punctuation and spelling rules, Writing an agreement or a contract, Listing the procedures of a specific work, Drawing up the documents used in export and import.

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 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 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 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 236 Numerical Applications For Executive Assistants 3+0 3,0

Algebra; Exercises with Numbers and Equations; Linear Inequalities; Applications of Inequality; Functions and Graphs; Lines; Parabolas and Systems; Exponential and Logarithmic Functions; Matrix Algebra; Introduction to Probability and Statistics; Additional Topics in Probability; Graphs, Continuous Random Variables, Financial Mathematics, Computing and Multivariate Linear Problems; Set Theory; Algebraic and Logarithmic Operations; Identities, Equations and Inequalities; Relations, Functions and Functional Operations; Linear Functions and Economic Applications; Non-Linear Functions; Multivariate Functions;

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.

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 157 Atatürk's Principles and History of Turkish Revolution I 2+0 2,0

Concepts; Definitions; Methods and Sources; Industrial Revolution; Collapse of Ottoman Empire (19. Century); First and Second Constitutional Government; Trablusgarb and Balcan Wars; The First World War; Mondros Cease-fire Treaty; Principles of Wilson; Conference of Paris; Arrival of Mustafa Kemal to Samsun and the Situation in Anatolia; Amasya Circular, National Congress; Opening of Turkish Grand National Assembly and Rebellions; Forming of Regular Armies; I. and II. İnönü Wars; Kütahya and Eskişehir Wars; Sakarya War and Major Aggression. Treaties in the War of Independence; Lausanne Treaty; Abolition of Sultanate.

TAR 158 Atatürk's Principles and History of Turkish Revolution II 2+0 2,0

Declaration of Republic; Abolition of the Caliphate; Abolition of the Tekkes; Reforms: Dress, Calendar, Alphabet, Political and Justice System reforms, National Economy Policy, The Use of International Number System; International treaties signed by Turkish Republic (up to 1938); Atatürk's Fundamental Principles: Republicanism, Nationalism. Populism, Etatism, Secularism, Revolutionism.

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 108 E-Commerce 1+1 3,0

Knowledge Economy; Base of E-Commerce; E-Commerce and Types of E-Commerce; Security in E-Commerce; Legal Regulations Related to E-Commerce; E-Commerce and Information Systems; E-Commerce Applications in the World and in Turkey; E-Government and E-Government Applications in the World and in Turkey; E-Banking Applications and Control; E-Marketing; E-Commerce and Logistics; E-Commerce Taxation; Security of E-Commerce Systems / Problems and Solutions.

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 212 Applications of Exporting and Importing 0+6 6,0

Practices for showing how to handle the transaction of customs and foreign exchange related to the importing and exporting and how to complete the operation after exporting; Organizing documents used in exporting and importing; Applications for showing how to register (accounting) the operations of importing and exporting; how to interpret the legislations related to customs and to calculate custom taxes; to receive funds and use. Studies for identifying the customs values and controlling; how to arrange and keep commercial and formal documents used in transactions related to foreign trade and their financing and types of payments for insurance; Institutions responsible for the transactions of importing and exporting and Observing and reporting how to settle relations with these institutions.

TİC 213 Writing Techniques in Foreign Trade and Monetary Exchange 3+0 4,0

Exchange: Purchasing and selling of exchange, State controls and regulations, Organizations for exchange control, Important documents for selling and buying of exchange in import and export, Bill of exchange, Capital movement, Exchange credits, Regulations governing foreign exchange in Turkey; Case studies.

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 216 Sales Techniques 2+0 3,0

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.

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 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 141 Housekeeping Management 2+0 2,0

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; Material Management in Housekeeping Department; Budgeting in housekeeping: Methods of hygienic cleaning and care; Laundry Services; Quality in housekeeping

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 Able 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 275 Conference and Fair Management 3+0 4,0

Social, Economic and Cultural Dimensions of Conference and Fair Tourism in the World and in Turkey; Development of International Social, Economic and Cultural Dimensions of Conference and Fair Management; Activities of Organizations Arranging Congress and Fairs; Preparation Techniques and the Processes of Organizing a Conference; Financial Dimension of Conferences and Conference Organizations; Keeping Accounts.

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 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 284 Tourism Geography 2+0 3,0

An Overview of Turkish Tourism; Tourism Geography Disclosure of Related Concepts; Presentation and Transport Facilities; Marmara Region and Aegean Region-Mediterranean Region: Date values; Maritime tourism; Health tourism; Mountain tourism; The tourists and tourism activities in the region; South East Anatolia Region East Anatolia Region: Date values; Maritime tourism; Health tourism; Mountain tourism; Tourists and tourism activities in the region; The Central Anatolia region: Date of values; Maritime tourism; Health tourism; Mountain tourism; Tourists and tourism activities in the region ; Black Sea Area: Historical values; Maritime tourism; Health tourism; Mountain tourism; Tourists and tourism activities in the region; From Turkey's Tourism Potential in Terms a General Assessment.

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 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 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.

TÜR 120 Turkish Sign Language 3+0 3,0

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

TÜR 125 Turkish Language I 2+0 2,0

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

TÜR 126 Turkish Language II 2+0 2,0

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

TÜR 151 Turkish Language I 2+0 2,0

Language: Theories on the Origin of Language; Language, Culture and Society; Language-reform: Turkish Language Association; Languages of the World; Language Families;Turkic Languages; Characteristics of Modern Turkish: Phonetics, Morphology, Syntax, Spelling, and Punctuation; Rules of Composition: Punctuation; Correspondence: Writing a CV, Writing petitions, Business and personal letters

TÜR 152 Turkish Language II 2+0 2,0

Features and Rules of Spoken Turkish: Effective Speech; Effective Listening: Rules of Listening; Reading: Reading comprehension, Critical reading; Text Types: Short story, Novel, Articles, Essays, Poetry, Drama.

TÜR 214 Report Writing 2+0 2,0

Purpose of Writing a Report; Planning in Report Writing: Purpose, Reader; Correct and Effective Writing; Characteristics of a Scientific Report; Types of Reports; Rules in Report Writing: Basic principles, Giving page numbers, Line spacing and page layout; Types of letters; Sections in a report; Use Of Graphics and Tables in Reports; Major Reporting Errors.

UTY 101 Hospitality Business Management I 3+0 4,0

Introduction to hospitality, hospitality management, functions of hospitality, front office management; Functions of front office, organization of front office, front office operations, reservation process, cashiering, night audit operations, sales promotion; Handling with customers in front office; Operational communication between front office and housekeeping; Housekeeping management; The role of housekeeping in hotels; Organization of housekeeping; Housekeeping operations, cleaning and maintenance of hotels, categories of cleaning operations, cleaning basics, cleaning methods, basic cleaning chemicals, cleaning materials and equipment, basic types of surfaces and linens; Room cleaning process and customer care; Security and safety in housekeeping; Control of housekeeping operations; Basics of laundry operations.

UTY 102 Hospitality Business Management II 3+0 4,0

Introduction to food and beverage operations; Kitchen services management, kitchen organization in hotels;

Functions of kitchen, kitchen planning; Equipment and materials used in kitchen operations; Kitchen hygiene and safety; Kitchen service process; The concept of menu, menu planning in hotels, basics of nutrition, nutrition principles, nutrient groups; Purchasing, stocking and preparing foods; Traditional and contemporary cooking methods; Control of kitchen services; Service management, service organization; International service types; Service process in hotels restaurants.

UTY 103 Tourism Marketing 3+0 3,0

Marketing concept; Tourism marketing; Marketing management in tourism, developing and implementing tourism marketing strategies; Global, regional and operational environment in tourism marketing; Marketing mix in tourism; Tourism product (service) characteristics; Touristic experience and tourism behavior; Product differentiation, pricing, product development; Market segmentation; Distribution channels in tourism; Tourism marketing information systems; Customer analysis in tourism; Purchasing decision-making process.

UTY 104 Travel Agency and Tour Operator 3+0 4,0

Travel industry; Functions of travel agents; Organization of travel agents; Types of travel agents, travel agents operations; Operational environment of travel agents; The concept of tour operator, functions of tour operators, relations and negotiations between tour operators and service suppliers; Basic types of tours, package tours, group tours, tour designing, tour planning and marketing, calculating and pricing of tour packages; Legal regulations for travel operations; Transportation management, the role of airline transportation in tourism and travel, ticketing; Technology in travel operations, global distribution systems in travel industry.

UTY 106 Information Systems in Tourism Enterprises 2+0 3,0

Introduction to information and information systems; Information system elements; Managerial levels in information systems, planning of information systems; Fundamental elements of computers, Internet, networking; The role of information and information systems in tourism enterprises, effects of technology in tourism; E-business in tourism; internal and external information systems in tourism enterprises; Basic types and use of information systems in hotels and travel enterprises; Security and ethical aspects of information systems.

UTY 108 Food-Personnel Hygiene and Tourist Health 3+0 4,0

Introduction to hygiene; Food safety, sanitation; Food contamination and food borne illnesses, factors causing food contamination, microbiological, chemical and physical hazards; Kitchen hygiene, water hygiene; Food production chain, safety in food production chain; Safety at workplace, organizational and personal responsibilities of hygiene and safety in hotels, basics of HACCP (Hazard Analysis and Critical Control Points), basics of ISO 22000 (Food Safety Management System); Personnel hygiene, personal health care; Tourist health and safety, public health basics, safety and security for destinations, legal responsibilities, basic first aid rules.