

FACULTY OF TOURISM

Anadolu University, School of Tourism and Hotel Management was established in 1993. After a one-year preparatory school, Anadolu University, School of Tourism and Hotel Management offers a Bachelor of Arts degree upon completion of an eight semester program. Students have the opportunity of studying in the laboratories and participate in various facilities of operations via highly widespread package programs; such as Fidelio, Amadeus and Galileo. A compulsory industrial training period of minimum 90 workdays is also a part of the study. As a principle, it is a great concern for the school that students should undergo the training period in 3-4-5 star hotels, 4-5 star holiday villages, tour operators and travel agencies. While preparing the program, industrial needs are taken into consideration. Since the students are accepted as the candidate managers of the future, they both take the occupational courses of the school as well as courses similar in content to the ones in Faculty of Business Administration.

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

Dean : Prof. Dr. Semra GÜNAY AKTAŞ
Secretary of Faculty : Emine Emel ÜNAL

STAFF

Professors: Semra GÜNAY AKTAŞ , Nazmi KOZAK , Medet YOLAL

Associate Professors: Emre Ozan AKSÖZ , Dündar DENİZER , Murat EMEKSİZ , Rıdvan KOZAK , Çağıl Hale ÖZEL , Erkan SEZGİN, Hakan YILMAZ, Gökçe YÜKSEK, Deniz YÜNCÜ

Assistant professors: İnci Oya COŞKUN, Pembe Gül ÇAKIR, Alev DÜNDAR ARIKAN, Sibel ÖNÇEL, Hakan SEZEREL, Hilmi Rafet YÜNCÜ, Ebru ZENCİR

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Research Assistants: Merve ASMA DİLİ , Orçun ATILLA, Sezi AYDIN , Engin BAYRAKTAROĞLU , Barış ÇIVAK , Fuat ÇİFTÇİ, Gül Nur DEMİRAL , Burak DÜZ , Sema EKİNCEK , Selin KAMA , Muhammed KAVAK , Burcu KAYA , Mune MOĞOL SEVER , Merve ÖZGÜR GÖDE , Barış SEYHAN, Seda SÖKMEN, Pınar ŞENEL , Arzu TOKER, Önder YAYLA

DEPARTMENT OF GASTRONOMY AND CULINARY ARTS

Head : Assoc. Prof. Dr. Hakan YILMAZ
Deputy Head : Sibel ÖNÇEL

PROGRAM

I. SEMESTER			II. SEMESTER		
BİL 150	Fundamentals of Information Technology	4+0 5,0	GMS 203	Gastronomy	3+0 4,0
GMS 101	Introduction to the Kitchen	2+0 2,0	HUK 151	Fundamental Concepts of Law	3+0 4,5
GMS 102	Introduction to Nutrition	2+0 3,0	KON 211	Aliment Security and Hygiene	3+0 3,0
İKT 120	Introduction to Economy	3+0 4,0	MAT 164	Basic Mathematics	2+0 2,0
İŞL 151	Introduction to Business	3+0 3,0	MUH 151	Introduction to Accounting	3+0 4,5
TRZ 145	Introduction to Tourism	2+0 2,0	SAĞ 408	Basic Health Information and First Aid	1+1 3,0
			TÜR 126	Turkish Language II	2+0 2,0

TÜR 125	Turkish Language I	2+0	2,0	<i>Elective Courses (0)</i>	-	4,0
	<i>Elective Courses (0)</i>	-	6,0	<i>Foreign Language Courses (1)</i>	-	3,0
	<i>Foreign Language Courses (1)</i>	-	3,0			<u>30,0</u>
			<u>30,0</u>			

III. SEMESTER

GMS 207	Service Technique	2+0	2,0
GMS 209	Basic Cooking Techniques I	1+3	4,0
GMS 211	Turkish Cuisine Culture	3+0	3,0
İLT 107	Introduction to Communication	3+0	3,5
MUH 239	Cost Accounting	3+0	4,0
TAR 166	Atatürk's Principles and History of Turkish Revolution II	2+0	2,0
	<i>Elective Courses (0)</i>	-	11,5
			<u>30,0</u>

IV. SEMESTER

EST 201	Aesthetics and Philosophy	3+0	4,0
GMS 206	Food and Beverage Cost Control	3+0	4,0
GMS 210	Basic Cooking Techniques II	1+3	4,0
PZL 256	F&B Marketing	3+0	4,0
TAR 166	Atatürk's Principles and History of Turkish Revolution II	2+0	2,0
	<i>Elective Courses (0)</i>	-	12,0
			<u>30,0</u>

V. SEMESTER

GMS 301	Cuisine Practices I	0+4	4,0
İŞL 301	Human Resources Management	3+0	4,0
TRZ 106	Food and Beverage Management	3+0	4,0
İŞL 301 (Eng)	Human Resources Management	3+0	4,0
	<i>Departmental Elective Courses (0)</i>	-	8,0
	<i>Elective Courses (0)</i>	-	6,0
	<i>Foreign Language Courses (1)</i>	-	4,0
			<u>30,0</u>

VI. SEMESTER

GMS 302	Cuisine Practices II	0+4	4,0
HUK 356	Labor and Social Security Law	3+0	4,0
KON 301	Cuisine Management	3+0	4,0
	<i>Departmental Elective Courses (0)</i>	-	8,0
	<i>Elective Courses (0)</i>	-	6,0
	<i>Foreign Language Courses (1)</i>	-	4,0
			<u>30,0</u>

VII. SEMESTER

TRZ 427	Research Methods in Tourism	3+0	4,0
TRZ 429	Project Management	3+0	4,0
	<i>Departmental Elective Courses (0)</i>	-	10,0
	<i>Elective Courses (0)</i>	-	8,0
	<i>Foreign Language Courses (1)</i>	-	4,0
			<u>30,0</u>

VIII. SEMESTER

TRZ 408	Industrial Tourism Project	2+4	8,0
	<i>Departmental Elective Courses (0)</i>	-	10,0
	<i>Elective Courses (0)</i>	-	8,0
	<i>Foreign Language Courses (1)</i>	-	4,0
			<u>30,0</u>

DEPARTMENTAL ELECTIVE COURSES

BİL 468	Computer Applications in Food and Beverage Management	3+0	4,0
ETK 204	Professional Ethics	2+0	3,0
FOT 201	Basic Photography	2+2	5,0
FOT 403	Food Styling and Photography	3+0	4,0
GMS 205	Geography of Wood	3+0	3,0
GMS 208	Banquet Management	2+0	3,0
GMS 303	Gastronomy Seminar I	3+0	4,0
GMS 304	Gastronomy Seminar II	3+0	4,0
GMS 307	Food Technology	3+0	3,0
GMS 353	Distilled Drink	3+0	4,0
GMS 357	Regional Cuisines I	1+3	4,0
GMS 358	Regional Cuisines II	1+3	4,0
GMS 362	Industrial Kitchen Planning	3+0	3,0
GMS 364	Menu Planning	3+0	4,0
GMS 366	Fermented Drinks	3+0	3,0
GMS 401	Human and Taste	2+0	3,0

GMS 408	Culinary Trends	3+0	3,0
GMS 410	Food, Culture and Community	3+0	3,0
GMS 452	Ottoman Culinary	1+3	4,0
GMS 453	Culinary Arts of World I	1+3	4,0
GMS 454	Culinary Arts of World II	1+3	4,0
GMS 455	Wild Edible Plants	2+0	3,0
GMS 457	Pastry	1+3	4,0
GMS 459	Mixology	2+0	3,0
GMS 460	Banquet Practices	1+1	3,0
GMS 462	Coffee Industry	2+0	3,0
İŞL 103	Business Management	3+0	3,5
KON 204	Bar Management	1+2	3,0
SAN 408	Creativity	3+0	3,0

ELECTIVE COURSES

ALM 255	(Ger) German I	3+0	4,0
ALM 256	(Ger) German II	3+0	4,0
ANP 201	Nutrition Anthropolog	2+0	3,0

BEÖ 155	Physical Education	2+0	2,0	RUS 152 (Rus)	Russian II	4+0	4,0
ERA 195 (Eng)	Cultural Heritage of Turkey	2+0	3,0	SAN 155	Hall Dances	0+2	2,0
ERA 197 (Eng)	Culture and Tourism in Turkey	2+0	3,0	SNT 155	History of Art	2+0	2,0
ERA 199 (Eng)	Cultural Diversity and Communication	2+0	3,0	SOS 336	Folklore	2+0	3,0
GMS 305	Career Opportunities in Food and Beverage Industry	3+0	4,0	STV 404	Intercultural Communication	3+0	4,0
GMS 309	Food Laws and Regulations	2+0	3,0	STV 404 (Eng)	Intercultural Communication	3+0	4,0
GMS 310	Food Chemistry	3+0	3,0	THU 203	Community Services	0+2	3,0
GMS 352	Creative Kitchen Practices	2+2	4,0	TİY 308	Republic Era Turkish Theatre	2+0	3,0
GMS 354	Ergonomical Restaurant Design and Safety	3+0	3,0	TRZ 269	Ecology and Tourism	3+0	3,5
GMS 356	Gastronomic Writing	2+1	3,0	TRZ 281	Restaurant Management	3+0	4,0
GMS 359	Technical of Dough Shaping I	1+3	4,0	TRZ 312	Tourism, Media, Communication	3+0	4,0
GMS 360	Technical of Dough Shaping II	1+3	4,0	TRZ 415	Institutionalization of Tourism	2+0	3,0
GMS 451	Green Restaurants	3+0	3,0	TÜR 120	Turkish Sign Language	3+0	3,0
GMS 458	Bread Making	1+3	4,0	FOREIGN LANGUAGE COURSES			
İKT 351	Tourism Economics	3+0	4,0	FRA 255 (Fra)	French I	3+0	4,0
İSN 102	Public Relations	3+0	3,0	FRA 256 (Fra)	French II	3+0	4,0
İSP 151 (Spa)	Spanish I	4+0	4,0	FRA 357 (Fra)	French III	3+0	4,0
İSP 152 (Spa)	Spanish II	4+0	4,0	FRA 358 (Fra)	French IV	3+0	4,0
İST 245	Statistics	2+0	3,0	İNG 187 (Eng)	English I	3+0	3,0
İŞL 421	Entrepreneurship	2+0	3,0	İNG 188 (Eng)	English II	3+0	3,0
İŞL 433	Restaurant Management Issues	3+0	3,0	İNG 325 (Eng)	Academic English III	3+0	3,0
KÜL 101	History of Culture	2+0	3,5	İNG 326 (Eng)	Academic English IV	3+0	3,0
KÜL 199	Cultural Activities	0+2	2,0	İTA 255 (İta)	Italian I	3+0	4,0
MÜZ 151	Short History of Music	2+0	3,0	İTA 256 (İta)	Italian II	3+0	4,0
PZL 210	Customer Relations	2+0	3,0	İTA 357 (İta)	Italian III	3+0	4,0
RUS 151 (Rus)	Russian I	4+0	4,0	İTA 358 (İta)	Italian IV	3+0	4,0

DEPARTMENT OF TOUR GUIDING

Head : İnci Oya COŞKUN
Deputy Head : Assoc. Prof. Dr. Gökçe YÜKSEK

PROGRAM

I. SEMESTER				II. SEMESTER			
ARK 117	Introduction to Classical Archaeology	3+0	3,0	İNG 148 (Eng)	English II	6+0	6,0
BİL 150	Fundamentals of Information Technology	4+0	5,0	MAT 164	Basic Mathematics	2+0	2,0
İNG 147 (Eng)	English I	6+0	6,0	SNT 104	Introduction to Art History	3+0	4,0
İŞL 115	Introduction to Business	2+0	2,0	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	TAR 232	History of Civilization	2+0	3,0
TRZ 145	Introduction to Tourism	2+0	2,0	TRR 104	Introduction to Tour Guidance and Professional Ethics	3+0	3,0
TÜR 125	Turkish Language I	2+0	2,0	TÜR 126	Turkish Language II	2+0	2,0
	<i>Elective Courses (0)</i>	-	2,0		<i>Elective Courses (0)</i>	-	2,0
	<i>Foreign Language Courses (1)</i>	-	6,0		<i>Foreign Language Courses (1)</i>	-	6,0
			30,0				30,0

III. SEMESTER

COĞ 209	Historical Geography of Turkey I	3+0	3,0
EDB 227	Introduction to Turkish Literature	2+0	2,0
İKT 221	Economics and Tourism	3+0	3,0
İLT 107	Introduction to Communication	3+0	3,5
İNG 247 (Eng)	English III	6+0	6,0
SOS 217	Introduction to Sociology	3+0	3,0
	<i>Elective Courses (0)</i>	-	3,5
	<i>Foreign Language Courses (1)</i>	-	6,0
			<u>30,0</u>

V. SEMESTER

İNG 347 (Eng)	English V	3+0	3,0
MİT 309	Ancient Greek and Roman Mythology	3+0	4,0
TAR 205	History of Religion	2+0	4,0
TRR 303	Life in Nature	0+2	2,0
TRZ 305	Sociology of Tourism	3+0	3,0
	<i>Departmental Elective Courses (0)</i>	-	8,0
	<i>Elective Courses (0)</i>	-	3,0
	<i>Foreign Language Courses (1)</i>	-	3,0
			<u>30,0</u>

VII. SEMESTER

İNG 447 (Eng)	English VII	3+0	3,0
TRR 301	Tour Planning and Management	3+0	4,0
TRR 301 (Eng)	Tour Planning and Management	3+0	4,0
TRR 405	Museum and Historical Sites in Turkey	2+1	4,0
TRZ 427	Research Methods in Tourism	3+0	4,0
	<i>Departmental Elective Courses (0)</i>	-	12,0
	<i>Foreign Language Courses (1)</i>	-	3,0
			<u>30,0</u>

DEPARTMENTAL ELECTIVE COURSES

ANT 212	Mountaineering	1+2	2,5
ARK 240	The Art of Hittites	2+0	4,0
ARK 435	Gods and Sanctuaries	2+0	4,0
ARK 441	Roman Period and Archaeology	3+0	5,0
ARK 442	Roman Period and Archaeology in Anatolia	3+0	4,5
ARK 465	Phrygian Archaeology	2+0	4,0
BEÖ 176	Trekking	1+2	4,0
BEÖ 425	Sports Tourism	3+0	4,0
COĞ 403	World Geography of Travel and Tourism	3+0	4,0
EDB 313	Turkish Folktales	2+0	4,5
EDB 322	Turkish Folk Myths	2+0	4,5
EDB 324	Turkish Fairy Tales	2+0	4,5

IV. SEMESTER

COĞ 210	Historical Geography of Turkey II	3+0	3,0
İNG 248 (Eng)	English IV	6+0	6,0
REK 218	Recreation Leadership	2+0	3,0
TRZ 316	Tourism Law	3+0	4,0
	<i>Departmental Elective Courses (0)</i>	-	5,0
	<i>Elective Courses (0)</i>	-	3,0
	<i>Foreign Language Courses (1)</i>	-	6,0
			<u>30,0</u>

VI. SEMESTER

COĞ 304	Turkey's Tourism Geography	3+0	3,0
İNG 348 (Eng)	English VI	3+0	3,0
SAĞ 408	Basic Health Information and First Aid	1+1	3,0
SOS 437	Social Behaviours and Protocol Rules	0+2	2,0
TRZ 308	Travel Management	3+0	3,0
TRZ 308 (Eng)	Travel Management	3+0	3,0
	<i>Departmental Elective Courses (0)</i>	-	10,0
	<i>Elective Courses (0)</i>	-	3,0
	<i>Foreign Language Courses (0)</i>	-	3,0
			<u>30,0</u>

VIII. SEMESTER

BİY 486	Flora and Fauna of Turkey	3+0	3,0
İNG 448 (Eng)	English VIII	3+0	3,0
SAN 402	Byzantine Iconography	1+1	2,0
TRR 406	Graduation Thesis in Tour Guiding	2+4	8,0
	<i>Departmental Elective Courses (0)</i>	-	11,0
	<i>Foreign Language Courses (1)</i>	-	3,0
			<u>30,0</u>

İLT 213	Effective Communication Techniques	2+0	3,0
İŞL 421	Entrepreneurship	2+0	3,0
MİT 314	Anatolian and Turkish Mythology	3+0	4,0
PZL 306	Consumer Behavior	2+0	3,0
PZL 306 (Eng)	Consumer Behavior	2+0	3,0
REK 412	Recreation Management	3+0	5,0
REK 421	Orienteering	1+2	3,5
REK 423	Recreation in Disabled Group	3+0	3,0
REK 429	Adventure Recreation	3+0	4,0
SHU 210	Ticketing	5+0	5,0
SNT 201	Islamic Art	2+0	3,5
SNT 205	Byzantine Art I	2+0	5,0
SNT 206	Byzantine Art II	2+0	5,0

SNT 218	Classic Otoman Architecture and Mimar Sinan	2+0	4,5
SNT 301	Art of Anatolian Seljukid I	2+0	3,0
SNT 302	Art of Anatolian Seljukid II	2+0	3,0
SNT 311	Turkish Handcraft I	2+0	3,0
SNT 312	Turkish Handcraft II	2+0	3,0
SNT 335	Ottoman Art I	2+0	4,5
SNT 336	Ottoman Art II	2+0	4,5
SNT 339	Early Ottoman Architecture	2+0	4,5
SNT 353	Early Christian and Byzantine Architecture I	2+0	4,5
SNT 354	Early Christian and Byzantine Architecture II	2+0	4,5
SOS 336	Folklore	2+0	3,0
STV 404	Intercultural Communication	3+0	4,0
STV 404 (Eng)	Intercultural Communication	3+0	4,0
TAR 106	History of Islam	4+0	6,0
TAR 114	Phrygian Civilisation	2+0	4,0
TAR 203	Byzantine History	3+0	5,0
TAR 206	History of Ottoman Empire (1300-1520)	4+0	5,0
TAR 211	Roman History	3+0	5,0
TAR 218	Religion of the Turks	2+0	4,0
TAR 303	History of Ottoman Empire (1520-1730)	4+0	5,0
TAR 304	Ottoman History (1730-1908)	4+0	5,0
TIY 423	Drama	1+1	2,0
TRR 302	Tour Guiding Seminars	2+0	3,0
TRR 304	Campus Tour Guiding	0+2	3,0
TRR 306	Horse and Stable Care	0+3	3,0
TRR 308	Horseback-Riding	0+6	6,0
TRR 407	Quality Management in Service Sector	3+0	4,0
TRZ 255	E-Commerce in Tourism	3+0	4,0
TRZ 269	Ecology and Tourism	3+0	3,5
TRZ 271	Special Interest Tourism	3+0	4,0
TRZ 310	Destination Management	3+0	5,0
TRZ 310 (Eng)	Destination Management	3+0	5,0
TRZ 424	Tourism Transportation	3+0	5,0
TRZ 458	CRS Applications-Amadeus	3+0	5,0
TRZ 461	Processive Drama	0+2	2,0
TRZ 470	Drama in Tourism	0+2	2,0
TÜR 120	Turkish Sign Language	3+0	3,0

ELECTIVE COURSES

BEÖ 155	Physical Education	2+0	2,0
ERA 195 (Eng)	Cultural Heritage of Turkey	2+0	3,0
ERA 197 (Eng)	Culture and Tourism in Turkey	2+0	3,0
ERA 199 (Eng)	Cultural Diversity and Communication	2+0	3,0
KÜL 101	History of Culture	2+0	3,5
KÜL 199	Cultural Activities	0+2	2,0
SAN 155	Hall Dances	0+2	2,0
SAN 213	Argentine Tango	1+2	4,0
THU 203	Community Services	0+2	3,0

FOREIGN LANGUAGE COURSES

ALM 147 (Ger)	German I	6+0	6,0
ALM 148 (Ger)	German II	6+0	6,0
ALM 247 (Ger)	German III	6+0	6,0
ALM 248 (Ger)	German IV	6+0	6,0
ALM 347 (Ger)	German V	3+0	3,0
ALM 348 (Ger)	German VI	3+0	3,0
ALM 447 (Ger)	German VII	3+0	3,0
ALM 448 (Ger)	German VIII	3+0	3,0
ERA 199 (Eng)	Cultural Diversity and Communication	2+0	3,0
FRA 147 (Fra)	French I	6+0	6,0
FRA 148 (Fra)	French II	6+0	6,0
FRA 247 (Fra)	French III	6+0	6,0
FRA 248 (Fra)	French IV	6+0	6,0
FRA 347 (Fra)	French V	3+0	3,0
FRA 348 (Fra)	French VI	3+0	3,0
FRA 447 (Fra)	French VII	3+0	3,0
FRA 448 (Fra)	French VIII	3+0	3,0
RUS 147 (Rus)	Russian I	6+0	6,0
RUS 148 (Rus)	Russian II	6+0	6,0
RUS 247 (Rus)	Russian III	6+0	6,0
RUS 248 (Rus)	Russian IV	6+0	6,0
RUS 347 (Rus)	Russian V	3+0	3,0
RUS 348 (Rus)	Russian VI	3+0	3,0
RUS 447 (Rus)	Russian VII	3+0	3,0
RUS 448 (Rus)	Russian VIII	3+0	3,0

DEPARTMENT OF TOURISM MANAGEMENT

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

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

Head : Prof. Dr. Semra GÜNAY AKTAŞ
Deputy Head : Assoc. Prof. Dr. Çağıl Hale ÖZEL

PROGRAM

I. SEMESTER				II. SEMESTER			
BİL 150	Fundamentals of Information Technology	4+0	5,0	HUK 151	Fundamental Concepts of Law	3+0	4,5
İKT 120	Introduction to Economy	3+0	4,0	İLT 114	Rhetoric	1+1	2,0
İLT 107	Introduction to Communication	3+0	3,5	MAT 136	Mathematics	3+0	4,5
İŞL 151	Introduction to Business	3+0	3,0	SOS 128	Introduction to Behavioral Sciences	3+0	4,0
SOS 129	Leisure Time	2+0	2,0	SOS 437	Social Behaviours and Protocol Rules	0+2	2,0
TRZ 151	Career Development in Tourism Enterprises	2+0	2,0	TRZ 101	Introduction to Tourism	3+0	3,0
TRZ 269	Ecology and Tourism	3+0	3,5	TÜR 126	Turkish Language II	2+0	2,0
TÜR 125	Turkish Language I	2+0	2,0	İNG 134 (Eng)	English II	3+0	3,0
İNG 133 (Eng)	English I	3+0	3,0	TRZ 101 (Eng)	Introduction to Tourism	3+0	3,0
İŞL 151 (Eng)	Introduction to Business	3+0	3,0		<i>Elective Courses (0)</i>	-	5,0
	<i>Elective Courses (0)</i>	-	2,0				30,0
			30,0				
III. SEMESTER				IV. SEMESTER			
COĞ 403	World Geography of Travel and Tourism	3+0	4,0	HUK 356	Labor and Social Security Law	3+0	4,0
İSN 102	Public Relations	3+0	3,0	İKT 351	Tourism Economics	3+0	4,0
İST 245	Statistics	2+0	3,0	KON 411	Hotel Management	3+0	3,0
PZL 251	Tourism Marketing	3+0	3,0	MUH 151	Introduction to Accounting	3+0	4,5
SOS 225	Critical Thinking	2+0	2,0	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	TRZ 283	Psychology of Tourism	2+0	2,0
TRZ 305	Sociology of Tourism	3+0	3,0	İKT 351 (Eng)	Tourism Economics	3+0	4,0
İNG 233 (Eng)	English III	3+0	3,0	İNG 234 (Eng)	English IV	3+0	3,0
PZL 251 (Eng)	Tourism Marketing	3+0	3,0		<i>Departmental Elective Courses (0)</i>	-	4,5
	<i>Departmental Elective Courses (0)</i>	-	4,0		<i>Elective Courses (0)</i>	-	3,0
	<i>Elective Courses (0)</i>	-	3,0				30,0
			30,0				

V. SEMESTER

ARY 307	Scientific Research Methods	3+0	4,0
İŞL 301	Human Resources Management	3+0	4,0
MUH 239	Cost Accounting	3+0	4,0
İNG 333 (Eng)	English V	3+0	3,0
İŞL 301 (Eng)	Human Resources Management	3+0	4,0
	<i>Departmental Elective Courses (0) -</i>		12,0
	<i>Elective Courses (0)</i>	-	3,0
			<hr/> 30,0

VI. SEMESTER

FIN 312	Financial Management	3+0	4,0
PZL 306	Consumer Behavior	2+0	3,0
TRZ 304	Tourism Policy and Planning	3+0	3,0
TRZ 308	Travel Management	3+0	3,0
İNG 334 (Eng)	English VI	3+0	3,0
PZL 306 (Eng)	Consumer Behavior	2+0	3,0
TRZ 308 (Eng)	Travel Management	3+0	3,0
	<i>Departmental Elective Courses (0)</i>	-	11,0
	<i>Elective Courses (0)</i>	-	3,0
			<hr/> 30,0

VII. SEMESTER

TRZ 431	Project Preparation and Management	1+2	4,0
TRZ 433	Operations Management in Tourism Enterprises	3+0	3,0
İNG 433 (Eng)	English VII	3+0	3,0
	<i>Departmental Elective Courses (0) -</i>		17,0
	<i>Elective Courses (0)</i>	-	3,0
			<hr/> 30,0

VIII. SEMESTER

TRZ 474	Tourism Management Graduation Project	2+4	8,0
İNG 434 (Eng)	English VIII	3+0	3,0
	<i>Departmental Elective Courses (0) -</i>		16,0
	<i>Elective Courses (0)</i>	-	3,0
			<hr/> 30,0

DEPARTMENTAL ELECTIVE COURSE

KON 211	Aliment Security and Hygiene	3+0	3,0
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DEPARTMENTAL ELECTIVE COURSES

ALM 147 (Ger)	German I	6+0	6,0
ALM 148 (Ger)	German II	6+0	6,0
ALM 247 (Ger)	German III	6+0	6,0
ALM 248 (Ger)	German IV	6+0	6,0
ARK 117	Introduction to Classical Archaeology	3+0	3,0
BİY 486	Flora and Fauna of Turkey	3+0	3,0
COĞ 209	Historical Geography of Turkey I	3+0	3,0
COĞ 210	Historical Geography of Turkey II	3+0	3,0
COĞ 304	Turkey's Tourism Geography	3+0	3,0
EST 201	Aesthetics and Philosophy	3+0	4,0
FRA 147 (Fra)	French I	6+0	6,0
FRA 148 (Fra)	French II	6+0	6,0
FRA 247 (Fra)	French III	6+0	6,0
FRA 248 (Fra)	French IV	6+0	6,0
GMS 102	Introduction to Nutrition	2+0	3,0
GMS 206	Food and Beverage Cost Control	3+0	4,0
GMS 208	Banquet Management	2+0	3,0
GMS 364	Menu Planning	3+0	4,0
GRA 208	Web Design	2+2	4,0
HYO 332	Airline Management	2+0	3,0
İKT 470	Experience Economy	2+0	3,0
İSP 151 (Spa)	Spanish I	4+0	4,0
İSP 152 (Spa)	Spanish II	4+0	4,0
İST 320	Statistics with Computer Applications	1+2	4,0

İŞL 230	Life Style Entrepreneurship	0+2	3,0
İŞL 315	Strategic Management	3+0	5,0
İŞL 421	Entrepreneurship	2+0	3,0
İŞL 435	Yield Management	3+0	4,0
İTA 151 (İta)	Italian I	4+0	5,0
İTA 152 (İta)	Italian II	4+0	5,0
KON 301	Cuisine Management	3+0	4,0
KÜL 402	Culture - Art Management	2+0	3,0
MUH 311	Auditing and Financial Analysis	3+0	4,0
MUH 419	Financial Accounting	3+0	4,0
PSİ 104	Social Psychology	3+0	3,0
PZL 320	Event Marketing	3+0	4,0
REK 218	Recreation Leadership	2+0	3,0
REK 412	Recreation Management	3+0	5,0
REK 421	Orienteering	1+2	3,5
REK 435	Therapeutic Recreation	0+2	3,0
RUS 147 (Rus)	Russian I	6+0	6,0
RUS 148 (Rus)	Russian II	6+0	6,0
RUS 247 (Rus)	Russian III	6+0	6,0
RUS 248 (Rus)	Russian IV	6+0	6,0
SAN 216	Recreation and Dance	0+2	3,0
SHU 210	Ticketing	5+0	5,0
SOS 312	Organizational Behavior	3+0	4,5
SOS 336	Folklore	2+0	3,0
STV 404	Intercultural Communication	3+0	4,0
STV 404 (Eng)	Intercultural Communication	3+0	4,0
TİY 423	Drama	1+1	2,0
TKY 305	Oulity Management	3+0	4,0
TRR 104	Introduction to Tour Guidance and Professional Ethics	3+0	3,0

TRR 301	Tour Planning and Management	3+0	4,0	TRZ 469	Space and Experience	2+0	3,0
TRR 405	Museum and Historical Sites in Turkey	2+1	4,0	TRZ 470	Drama in Tourism	0+2	2,0
TRZ 106	Food and Beverage Management	3+0	4,0	TRZ 471	Productivity Management in Tourism Enterprises	3+0	4,0
TRZ 139 (Eng)	Technical English I	2+0	3,0	TRZ 472	Animation Services Management in Tourism Enterprises	2+0	3,0
TRZ 140 (Eng)	Technical English II	2+0	3,0	TRZ 473	Local Authorities and Regional Development	3+0	3,0
TRZ 143	Accessible Tourism	3+0	4,0	TRZ 475	Innovation in Tourism Enterprises	2+0	3,0
TRZ 281	Restaurant Management	3+0	4,0	TRZ 476	Simulation Applications in Hotels	1+2	4,0
TRZ 285	Individual Outdoor Activities	2+2	3,0	TRZ 478	Spatial Design at Touristic Areas	3+0	5,0
TRZ 294	Thermal and SPA Services	3+0	4,0	TRZ 480	Tour Operation Applications-Sejour	1+2	4,0
TRZ 307	Support Services in Hospitality	3+0	4,0	TRZ 482	Globalization and Competitive Strategies in Tourism	3+0	4,0
TRZ 309	Environmental Management in Tourism Businesses	3+0	4,0	TRZ 484	Customer Relationship Management	2+0	3,0
TRZ 310	Destination Management	3+0	5,0	TRZ 486	Contemporary Issues in Tourism	3+0	4,0
TRZ 312	Tourism, Media, Communication	3+0	4,0	TRZ 801	Types of Tourism I	2+0	3,0
TRZ 314	Investment and Project Analysis	3+0	4,0	TRZ 802	Types of Tourism II	2+0	3,0
TRZ 352	Tourism Legislation	3+0	4,0				
TRZ 353	International Tourism Management	3+0	4,0				
TRZ 354	Conference and Event Management	3+0	4,0				
TRZ 355	Computerized Front Office Management	2+2	4,0				
TRZ 356	Housekeeping Management	2+2	4,0				
TRZ 357	Ergonomics in Tourism	2+0	3,0				
TRZ 358	Digital Tourism	2+0	3,0				
TRZ 359	Creative Cities	2+0	3,0				
TRZ 361	World Culinary Culture	3+0	4,0				
TRZ 415	Institutionalization of Tourism	2+0	3,0				
TRZ 419	Public Relations Campaigns in Tourism	2+2	5,0				
TRZ 420	Mass Food Production	3+0	5,0				
TRZ 424	Tourism Transportation	3+0	5,0				
TRZ 457	Ethics in Tourism	3+0	4,0				
TRZ 458	CRS Applications-Amadeus	3+0	5,0				
TRZ 463	Tourism Field Studies	0+3	4,0				
TRZ 465	Product Development in Tourism	3+0	4,0				

ELECTIVE COURSES

BEÖ 155	Physical Education	2+0	2,0
ERA 195 (Eng)	Cultural Heritage of Turkey	2+0	3,0
ERA 197 (Eng)	Culture and Tourism in Turkey	2+0	3,0
ERA 199 (Eng)	Cultural Diversity and Communication	2+0	3,0
KÜL 101	History of Culture	2+0	3,5
KÜL 199	Cultural Activities	0+2	2,0
SAN 155	Hall Dances	0+2	2,0
SAN 213	Argentine Tango	1+2	4,0
SNT 155	History of Art	2+0	2,0
SOS 155	Folkdance	2+0	2,0
THU 203	Community Services	0+2	3,0
TÜR 120	Turkish Sign Language	3+0	3,0

COURSE CONTENTS

ALM 147 German I **6+0 6,0**

Greeting Friends; Asking Someone How They are; Asking About a Place; Saying Goodbye; Introducing Yourself and Others; Asking Where Someone Is From; Asking For a Request; Asking About Price; Asking The Type of Food And Beverage; Learning Courtesy Sentences Used In Restaurants or Official Sites; Asking The Time and Telling The Time; Setting A Time and Date; Conveying Choises and Flavours or Asking About Them; Asking The Amount Of Something; Quantity and Measurement Reporting; Learning Conversations Used At Phone; Using Appropriate Grammar Forms for The Given Situation.

ALM 148 German II **6+0 6,0**

Modal verbs: Können, Müssen, Wollen, Dürfen, Sollen, Mögen; Tenses: Present tense, future tense; Names: Types of

names; Description Prepositions: Prepositions of Specific definition, Indefinite prepositions, Prepositions of negative and ambiguous definition; Singular and Plural Status: Words used only in singular or plural form, Plural types, Plural form of indefinite article; Forms of Names: Nominative, Accusative, Dative; Grammar exercises Paralel to These Topics.

ALM 247 German III **6+0 6,0**

Asking for a request; Conveying a Request; To be Sorry For Something; Recognition of The Disease and The Human Body; Learning Phrases Used in Cases Such As Being Amazed, Surprised; Responding to Misunderstandings; Clarification About an Issue, Asking For Something From Someone; Telling About Someone's Idea Concerning To Furniture, Pictures, Clothes and People; Verbs: Strong

Conjugation, Weak conjugation, Mixed Conjugation; Adjectives: Use of adjectives, Adjective phrases, Comparison of adjectives.

ALM 248 German IV 6+0 6,0

Tenses: Present Tense, Past tense, Past participle tense, Future perfect tense; Subordinate Clauses Related to Tenses: "Nachdem, Bevor, Als, Wenn, Wenn Immer, Seitdem, Solange, Sobald Bis, Indem"; Cause Reporting Subordinate Clauses; Conditional Sentences; Auxiliary Verbs Z + Infinitive; Subordinate Clauses Made with "Ob"; Relative Clauses: Relative pronouns, The conjugation of relative Pronouns; German in the Workplace: Legal writing, Response; Petition Writing; Job Application.

ALM 255 German I 3+0 4,0

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

ALM 256 German II 3+0 4,0

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

ALM 347 German V 3+0 3,0

Welcoming guests: To communicate with guests in the reception; Making Reservations: Reservation form and booking process; Travel Agents: Taking reservation on phone and responding requests, Transfer to the airport from the hotel and vice-versa; Apprising Hotels and Rooms: Assessment of complaints related with the hotel and rooms and finding solutions; Taking Order of Food & Beverage; Terms Related with Food & Beverage, Table Reservation at a Restaurant; Wake Up Service by Phone; Turkish Cuisine.

ALM 348 German VI 3+0 3,0

Country Orientation: Geographical position, Political structure, Education system, National and religious holidays, Traditions and customs, beliefs; Tangible Assets Included in Unesco World Cultural Heritage Sites: Istanbul Historic Areas, Divriği Great Mosque and Hospital, Hattushash, Mount Nemrut, Xanthos-Letoon, Safranbolu, Troy, Edirne Selimiye Mosque and Complex, Çatalhöyük, Pergamum, Bursa and Cumalikizik Göreme National Park and Cappadocia, Pamukkale-Hierapolis.

ALM 447 German VII 3+0 3,0

Wonders of the Ancient World: Keops Pyramide, Hanging Gardens of Babylon, Statue of Zeus, Statue of Rhodes, The Lighthouse of Alexandria, The Mausoleum at Halicarnassus,

The Temple of Artemis (Ephesus); Modern Wonders of the World: Ancient City of Petra in Jordan, Great Wall of China, Christ the Redeemer in Brasil, Ancient City of Machu Picchu in Peru, Chichen Itza Pyramid in Mexico, Colloseum in Rome, Tac Majal in India.

ALM 448 German VIII 3+0 3,0

Written and Oral Narration Activities Using Documents Introducing Germany; Informing About Tourism Regions in Germany; Travel Agencies and Tourism Information Services in Germany: Getting information from travel agencies and informing customers; Preparing a Promotional Brochure About a Tourism Region; Making Reservations at a Hotel; Job Opportunities in Tourism: Writing application letters, Replying job advertisements; Thermal Tourism and Winter Tourism in Germany

ANP 201 Nutrition Anthropolog 2+0 3,0

Culture; Definition, Dimensions, Anthropology; Definition, Branches, Terminology, Key concepts, Principles, Processes, Cultural variety of people; Social Behavior of People; Cultural Anthropology; Definition, History, Concepts, Human being; Relationship with ecology and social environment, Form of social organizing, Systems of family and relatives, Philosophy, Celebrity and rituals; Food habits in variety cultures, Relationship food and environment.

ANT 212 Mountaineering 1+2 2,5

Quality of Clothes, Tools and Other Equipments, Walking, Slope, Tents, Camping, Tactics of Camping; Nutrition; Techniques of Using Pickaxe and Wearing Crampon; Climbing on Ice and Snow, Slope and Defense.

ARK 117 Introduction to Classical Archaeology 3+0 3,0

What is Archaeology?; Classical archaeology, First studies in Europe, Beginning of Classical Archaeology as a science with Winkelmann, Studies of foreign scientists in Turkey in 18th century, Turks developing awareness of archaeology and Osman Hamdi Bey, Spreading of archaeology in Turkish universities, Fundamentals of classical archaeology, Researches in the Republic era, Classical archaeology as a branch of science.

ARK 240 The Art of Hittites 2+0 4,0

Anatolia before Hittites; Origin of Hittites; Migration to Anatolia; Political structure; Language, Religion, Structure of Government; Old Hittite Kingdom; Hittite Empire Period; Destruction of the Hittite Empire; Hittite Cities; Yazilikaya: Hittite Pantheon; Architecture of Hittites: Religious buildings, Military structures, Civilian buildings; Art of ceramics; Art of metal objects; Art of Figurines; Weapons; Rhytons; Art of Statues and Reliefs; Art of Hittite Glyptic.

ARK 435 Gods and Sanctuaries 2+0 4,0

Pan Hellenic Cults and Cult Centrum; Zeus: Olympia and Olympic games, Nemea, Aizanoi; Hera: Argos, Samos; Poseidon: Istmia, Panionia; Demeter: Eleusian and Mysteries Cult; Athena: Parthenon and Panathenai; Apollon: Delphi, Didyma, Claros, Patara; Artemis: Ephesus, Perge; Leto-Artemis-Apollon: Letoon; Hekate: Lagina; Aphrodite:

Aphrodisias; Dionysos: Athen Eleuterios, Teos; Asklepios: Epidauros, Pergamun.

ARK 441 Roman Period and Archaeology 3+0 5,0
Italian Peninsula, Etruscans, City of Rome, Rome in Etruscan Sovereignty, Roman Republic, Rome: From Republic to the Empire; Roman Provinces: Italy, Gallia, Germania, Britannia, Hispania, Africa, Dalmatia, Dacia, Achaia, Macedonia, Asia Minor, Syria, Palaestina, Aegyptus; Government Systems; Roman Social Structure; Roman Law, Roman Army; Roman Economics; Development of Marine and Land Route Networks through Trade; Roman Handcrafts, Painting and Mosaic: Pompeian Painting Styles.

ARK 442 Roman Period and Archaeology in Anatolia 3+0 4,5
The End of Hellenistic States in Anatolia; Foundation of Asia Minor, Cilicia, Pontus et Bythina, Galatia, Cappadocia, Lycia et Pamhylia, Trachia Provinces, Removal of the Hellenic Ideal and Beginning of Romanization; Imperial Cult; Neokoriae, Political Developments, Situation of City States in Anatolia, Development of Trade and Change in the Economic Structure; Glass, Metal and Jewelry; Painting and Mosaic, Important Roman Centers in Anatolia.

ARK 465 Phrygian Archaeology 2+0 4,0
The Historical Geography of Phrygia; The Origin of Phrygians and the Mushki Problem; The Foundation and Fall of Phrygian Kingdom: Capital City Gordion and archaeological excavations; Phrygian Architecture: Gordion citadel, City walls and megarons; Phrygian Religion: The Cult of the Mother goddess; Religious Architecture: Open air shrines; Burial Customs and Tombs: The tumuli, Rock cut tombs; Phrygian Pottery: Grey Pottery and painted pottery, Pottery forms; Metal Works; Sculpture: Reliefs, statues and statuettes; Wood Industry: Techniques and wooden objects; Architectural Terracotta Revetment Plaques.

ARY 307 Scientific Research Methods 3+0 4,0
Basic Concepts: Science, Scientific research, Variable, Hypothesis; The Purpose of Science: Information resources, Ways to access to information; Scientific Method: Scientific research, Types of scientific research; Scientific Research Process: Problem, Objective, Importance, Limitations, Definitions, Pattern, Population and sampling, Data sources and data collection methods; Validity and Reliability; Analysis of the Data; Results and Interpretation; Reporting of Scientific Research; Ethics in Scientific Research; Investigation of Research Article.

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.

BEÖ 176 Trekking 1+2 4,0
The Definition of Trekking; The Essentials which Must Be Done Before Trekking, At The Time of Trekking, After

Trekking; Trekking Equipments; Backpack and Essential Equipments in Backpack; The Characteristics of Clothes; The Characteristics of Shoes; Sleeping Bags: Their kinds and characteristics; The Characteristics of Mats; Tents: Their kinds and characteristics; The Methods of Direction Determination: Scrip, GPS, Pole star, Sun, Watch; The Problems According to Weather Conditions in Trekking.

BEÖ 425 Sports Tourism 3+0 4,0
Sport and Tourism; Developing Sports Tourism; Tourism and Tourist; Purpose; Sport Activities; Animation; Information, Work Opportunities; Sport Tourism in Turkey; Rafting, Tracking, Paragliding, Skiing, Horsemanship, Cycling, Water sports; Surfing in Turkey.

BİL 150 Fundamentals of Information Technology 4+0 5,0
Introduction to Computer: History of Computer; Operating Systems: Introduction to operating systems; Office Software-Word Processors and Document Systems: General Characteristics of the Office Software; Office-Software-Spreadsheets Programs: Spreadsheets Programs; Office Software-Presentation Programs: Presentation Programs; E Mail-Personal Communication Management: General Characteristics of the E Mailing System; Effective use of the Internet and Internet Security; Network Technologies. Computer Hardware and Error Detection: Types of Computers; Social Networks and Social Media: Social Media and Introduction to Social Media; Special Application Software: Multimedia; Law and Ethics of Informatics: Intellectual Property and Informatics Law; E-Learning: Developments in E-Learning; E-Government Applications; Computer and Network Security; Latest Strategic Technologies of Informatics: Factors Affecting Technological Developments.

BİL 468 Computer Applications in Food and Beverage Management 3+0 4,0
Use of Computers in Food and Beverage Management; Hardware; Software; Recipe Management; Purchase Analysis; Menu Management; Efficient management; Beverage and Food Control Systems; Fidelio Packet Program for Food and Beverage Module; calculation of food and beverage costs; stock control; sales; stock; purchase; sale; applications.

BİY 486 Flora and Fauna of Turkey 3+0 3,0
Paleontology in Turkey: Contribution of Paleogeography and Paleoclimatology on Current Biogeography; Formation and Compound of Terrestrial Fauna, Zoogeography and Fitogeography kingdoms and regions; Generation of Vegetation Formation and Flouristic Regions; Bio Diversity in Turkey; Main Trees, Step Plants, Bushes and Alpine Meadows of Turkey; Relict Area, Relict Plants and Animals; Endemism: Endemic plants and animals; Endangered Species in Turkey.

COĞ 209 Historical Geography of Turkey I 3+0 3,0
Central Anatolia Region: Natural attractions, Cultural attractiveness, Services, Tourism-related issues; The Black Sea Region: Natural attractions, Cultural attractiveness,

Services, Tourism-related issues; Marmara Region: Natural attractions, Cultural attractiveness, Services, Tourism-related issues; Aegean Region: Natural attractions, Cultural attractiveness, Services, Tourism-related issues; Mediterranean Region: Natural attractions, Cultural attractiveness, Services, Tourism-related issues; South Eastern Anatolia Region: Natural attractions, Cultural attractiveness, Services, Tourism-related issues; Eastern Anatolia Region: Natural attractions, Cultural attractiveness, Services, Tourism-related issues; Implementation of Tourism Geography for Tour Guides.

COĞ 210 Historical Geography of Turkey II 3+0 3,0
Anatolia in Pre-Classical Age: Hittites, Dark Ages in Anatolia, Geographical segmentation, Terrain names; Relations with the Aegean World; Anatolia in Classical Age: Major Cultural Groups and Communities after Immigrations: Ionians, Phrygian, Lydian, Lycian, Mysians; Greek, Hellenistic and Roman region and terrain names; North-Western Anatolia; History of Ionia and Caria: Cultural groups, Studying major cities; Foundation of Byzantium, Kalkhedon and Istanbul; Ancient cities of Nikaia, Pergamon, Neandria, Assos, Ephesus, Miletus, Priene, Magnesia, Smyrna, Aphrodisias, Halicarnassus, Mylass.

COĞ 304 Turkey's Tourism Geography 3+0 3,0
Central Anatolia Region: Natural attractions, Cultural attractiveness, Services, Tourism-related issues; The Black Sea Region: Natural attractions, Cultural attractiveness, Services, Tourism-related issues; Marmara Region: Natural attractions, Cultural attractiveness, Services, Tourism-related issues; Aegean Region: Natural attractions, Cultural attractiveness, Services, Tourism-related issues; Mediterranean Region: Natural attractions, Cultural attractiveness, Services, Tourism-related issues; South Eastern Anatolia Region: Natural attractions, Cultural attractiveness, Services, Tourism-related issues; Eastern Anatolia Region: Natural attractions, Cultural attractiveness, Services, Tourism-related issues; Implementation of Tourism Geography for Tour Guides.

COĞ 403 World Geography of Travel and Tourism 3+0 4,0
American Geography and Tourism: Physical and tourism characteristics, destinations and attractions; European Geography and Tourism: Physical and tourism characteristics, destinations and attractions; Geography and Tourism of the Balkans: Physical and tourism characteristics, destinations and attractions; Africa Geography and Tourism: Physical and tourism characteristics, destinations and attractions; Asia Geography and Tourism: Physical and tourism characteristics, destinations and attractions; Australia, New Zealand and the Pacific Islands Geography and Tourism: Physical and tourism characteristics, destinations and attractions.

EDB 227 Introduction to Turkish Literature 2+0 2,0
General Information on Concepts of Literature and Literary History; History of Old Turkish Literature: Stages of Turkish literature, Old Turkish literary works and general characteristics: Divans, Mesnevis, Proses; Assessment of

Literary Components in the Old Turkish Literature: Figurative Language; Pastiche in the Turkish Literature; Sources Supporting the Modern Turkish Literature: Divan literature, Western literature, folk literature; Formation and Development of New Turkish Literature; Sources of Modern Turkish Literature.

EDB 313 Turkish Folktales 2+0 4,5
Methods of Collecting Anonymous Turkish Folktale; Analyses of Selected Folktales: Origins, Properties, Content, Function, Language, Style; Classification: According to Scope, theme (love, hero etc.); Analysis of Selected Turkish Folktale; Tales of Dede Korkut.

EDB 322 Turkish Folk Myths 2+0 4,5
Overview on types of legend: Language, narrator, structure, content and functional properties; Classifications of legends; Myth, Saint legends, urban legends; Reality in legends: Reasons for emergence of the legends, Difference between scientific reality and the reality of legends; Evolutionist theory and legends; Theory and method of description and analysis of legends: Structuralism, Psychoanalysis; Functionalism, Myth ? Ritual Theory, Euhemerism, mono and multi source approach to legend. Rumor: Themes of rumor, rumor and reality, relationship rumor and legends; Collecting legends: Ethnographic method, writing field notes, observation and interview techniques, transformation of raw field notes to ethnographic text.

EDB 324 Turkish Fairy Tales 2+0 4,5
Overview on types of folk tales: Language, narrator, structure, content and functional properties; structural properties of folk tale: Epic rules, motifs, formulas and, the quality of tale characters; Tale types and type catalogues; Rigmarole and rigmarole classification; Theory and method of description and analysis of tales: Structuralism, Narrator-centered approach, Historic- geographic method; Different approaches to the study of folk tales: Tale and reality, the educational function of tales; Collecting folk tales: Ethnographic method, writing field notes, observation and interview techniques, transformation of raw field notes to ethnographic text.

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.

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

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

EST 201 Aesthetics and Philosophy 3+0 4,0

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

ETK 204 Professional Ethics 2+0 3,0

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

FIN 312 Financial Management 3+0 4,0

Purposes of a Company: Historical evolution of finance; Legal Foundations and Types of Companies; Time Value of Money; Financial Analysis; Financial Planning And Control; Working Capital Management; Short-Term Financing; Medium-Term Financing; Capital Structure; Capital Structure; Cost of Capital; Dividend Policy; Forms of Cooperation Between Companies; Business Failure and Crises; International Financial Management; Contemporary Techniques in Financial Management.

FOT 201 Basic Photography 2+2 5,0

The short history of photography: Cameras; 35 mm, Medium and large format cameras; Lenses; Normal focus, Wide angle, Narrow angle (Tele) and Zoom lenses; exposure control mechanisms; Diaphragm, Shutter; Stop motion; Depth of field; Film: Film types according to formats, Film types according to light-power sensitivity, Film types according to color sensitivity, Contrast, Clearness and grain structure; Light: light Measuring, the different ways of light measuring, Exposure modes, Filters and asset accessories; Image design; Developing and printing black and white films.

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

Artistic Interventions in Photography; Food Photography: Composition I; Food Photography: Composition II; Special Effects; Projecting the Images; Camera Effects I; Camera

Effects II; Effects with Filter; Motion; Darkroom Effects I; Darkroom Effects II.

FRA 147 French I 6+0 6,0

Language Functions: Meeting, Greeting, Talking about thoughts, Describing own town, Thanking, Giving directions, Asking prices, Weather, Occupations, Accepting and refusing suggestions, Asking about time, Talking about the past; Grammer: Alphabet, Masculin-feminin vocables and adjectives, Definite-indefinite pronouns, Être, avoir ve s'appeler verbs; Possessive adjectives, Interrogative sentences, Conjugation, Cause and effect sentences, Demonstrative adjectives; Auxilary verbs: Vouloir-Pouvoir-Devoir, Imperative, Double pronoun verbs, Past tense, Immediate future tense; Vocabulary: Numbers, Languages and nationalities, Days, Seasons and months; Masculin-Feminin Occupations; Personal Characteristics; Sports Events.

FRA 148 French II 6+0 6,0

Language Functions: Talking about others, Phone calls, Talking about the past, Expressing feelings and thoughts, Talking about free time and cultural activities, Writing holiday letters, Preparing menus, Describing outfits, Advising, Choosing gifts; Restaurant conversations: Taking and giving orders; Talking about memories, converstions with neighbours; Grammer: Immediate past tense, Past Tense with double pronoun verbs, Y and en pronouns, Future tense; Relative pronouns: Qui and Que; Imparfait; Vocabulary: Food, Colours, dress and shoe sizes, Restaurant and food related vocables, House descriptions, Country and city life vocables.

FRA 247 French III 6+0 6,0

Language Functions: Character descriptions; Neighbours, Reading job advertisements, Writing resume and formal letters; Advising; Reservations; Discussing television programs; Interpreting movies; Talking about projects; Reading and understanding book summaries; Grammer: Relative pronouns: Qui, Que, À Qui, Où, Dont; Direct and indirect speech; Comparative Structures; Conditional Clauses with Si; Subjonctif; Plus-Que-Parfait; Gérondif; Passive Sentences; Vocabulary: Character descriptions, Comparative adjectives, Greeting and business life, Jobs and finding a job, Reservation and tourism vocables: Terms of Accommodation, Food, Excursions, City Publicity Materials and Cinema.

FRA 248 French IV 6+0 6,0

Language Functions: Writing and Understanding Biographies; Talking About Extraordinary Events; Conversations on Worries and Regrets; Expressing a Thought; Explaining Different Phases of an Event; Understanding and Interpreting News on Different Subjects; Complaining; Expressing Displeasure: Expostulating, Protesting; Answering Announcements; Grammer: Indirect Speech in Past Tense; Conditionnel Passé Tense; Tense Terms: Dès Que, Depuis Que, Jusqu'à Ce Que; Contradictory Strcutres: Pourtant, Cependant; Compensation Term Bien Que; Combined Relative Pronouns; Vocabulary: Biography

vocables, Emotional and Responsive vocables, environment and environmental terms.

FRA 255 French I 3+0 4,0

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

FRA 256 French II 3+0 4,0

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

FRA 347 French V 3+0 3,0

Dialog Examples for Tourism Related Subjects; Written and Oral Text Analysis; Oral and Written Understanding and Expression Activities; Transportation Vehicles: Asking-Answering Train, plane and boat schedules, Train, plane and boat services, Ticketing-reservation; Other Transportation Vehicles: Metro; Vacations: Writing Postcards, Weather conditions; Vacational Activities: Recreation, sports and entertainment, health, business and cultural vacations.

FRA 348 French VI 3+0 3,0

Written and Oral Understanding and Narration Activities with Promotional Documents About France and Paris; Giving Information About Tourism Regions in France; Travel Agencies and Tourism Information Services: Getting information from travel agencies and informing customers; Preparing a Promotional Brochure About a Tourism Region; Making Reservations at a Hotel; Job Opportunities in Tourism: Writing application letters, Replying job advertisements; Tourism Industry in France.

FRA 357 French III 3+0 4,0

Language Functions: Expressing One's Opinion, Asking for Somebody's Opinion, Giving Negative Reaction, Confirmation, Asking for Explanation, Making Suggestions; Vocabulary: Education, Transportation, Communication, Family, Health; Grammar: Pronouns, Indirect Speech, Futur Proche and Future Tense, Passé Composé, Imparfait, Negation; Pronunciation: Intonation, Gliding, Vowels; Learning about French Culture: Regions and Social Life in France.

FRA 358 French IV 3+0 4,0

Language Functions: Expressing Wishes, Prohibition and Acceptance, Expressing Opinions and Debating, Expressing

Regrets; Vocabulary: Press and Media, Weather Forecast and Seasons, Means of Communication; Grammar: Compound Pronouns, Comparatives, Futur, Imperatives, Passé Recent - Présent Continu, Conditionnel, Impersonnel Verbs, Group III Verbs, Conditional Clauses; Pronunciation: Intonation, Complex Sounds; Learning about French Culture: Regional Life, Economical and Ecological Problems, Traditions and Modern Life.

FRA 447 French VII 3+0 3,0

Turkey-Physical Structure: Mountains, Plains, Rivers, Seas; Regions and Climates; Population; Political Structure: Distribution of authorization; Major Political Parties; Election System; Family Structure: Marriages and Divorces; City and Country Life; Education: Primary, Secondary and Higher Education; Art; Turkish and Other Languages; Turks Abroad; Turkey in Europe and the World; Economic Structure: Agriculture and Industry; Energy; Business Life; Health System.

FRA 448 French VIII 3+0 3,0

Leisure Time: Cinema, Theater, Music; Holiday Destinations; Official and Religious Holidays; Food Culture: Breakfast, Lunch, Dinner; Soups, Food and Deserts; Transportation: Bus, Train, Plane, Boat; Tourism in Turkey: Winter and summer tourism; İstanbul History and Major Monuments: Topkapi Palace, Hagia Sophia, Blue Mosque, Yerebatan Cistern, Bosphorus and Golden Horn; Ankara: Anıtkabir, Castle and Anatolian Civilizations Museum; Cappadocia: Fairy Chimneys, Underground Cities and Churches; Lycian Coasts: Olympos, Phaselis; Aegean Coasts: Ephesus, Milet; Other Important Areas: Sumela Monastery, Nemrut Mountain; Diyarbakır Castle, Zeugma.

GMS 101 Introduction to the Kitchen 2+0 2,0

Basic Kitchen Information; Introduction, Characteristics that individuals must have, Dress, Communication, Kitchen practice standards and rules, Code of conduct, Knife skills, Mise en place, Professional kitchens; Kitchen, Kitchen parts, Hot kitchen, Cold kitchen, Patisserie cuisine, Personnel cuisine, Restaurant kitchen, Hotel kitchen, School application kitchen, Other Kitchens, Kitchen Organization; Kitchen Management, Purchasing, Receiving, Procedures, Controls, Measuring, Packaging, Protection, Sales and distribution, Occupational health and safety; First aid, Working style, Work ethics, Communication security, Food safety; Hygiene and Sanitation, Storage, Cooking, Cleaning, Dishwashing, Garbage, Quality management, Haccp, İso Standards, Kitchen equipments; Kitchen Tools, Kitchen utensils, Cutting boards, Knives, Knife types, Hand tools.

GMS 102 Introduction to Nutrition 2+0 3,0

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

GMS 203 Gastronomy 3+0 4,0

History of Cuisine: Ancient Greek cuisine, Roman cuisine; Food: Use of food, Food habits; Physical Changes: Kitchen structures, Kitchen equipment and utensils, Ways of use; Methods Used: History of cooking, storing, serving food; Food in Human Life: Daily life, Special occasions, Holy food; History of Food Trends: Classic, Neo-Classic, Modern; Other Trends: Fast food, Slow food; Featured Countries in Gastronomy; France, Italy, USA; New Applications: New cooking techniques, Technology.

GMS 205 Geography of Wood 3+0 3,0

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

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

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

GMS 207 Service Technique 2+0 2,0

Food and Beverage Operations; Types; Service; Definition, History; Service Personnel and Tasks; Service Tools and Equipment; Stemware Equipment; Metal Equipment; Ceramic Equipment; Pre-Service Preparation; Service Operations; Service Types; Russian Service; British Service; French Service; Protocol Service; Flambe Service; Post-Service Transactions.

GMS 208 Banquet Management 2+0 3,0

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

GMS 209 Basic Cooking Techniques I 1+3 4,0

Food and Beverage Industry; Organization of Kitchens and Job Descriptions; Tools and Equipment Used in the Kitchen: Cooking equipment, Processing equipment, Holding and storage equipment, Pots, Pans and containers, Measuring

devices, Knives, Hand tools, Small equipment; Mise en Place.

GMS 210 Basic Cooking Techniques II 1+3 4,0

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

GMS 211 Turkish Cuisine Culture 3+0 3,0

Historical Development of Turkish Cuisine; Central Asian Turkish Cuisine Culture; Selçuklu and Beylikler Period Turkish Cuisine Culture; Ottoman Culinary Culture; Turkish Cuisine Culture During the Republican Period; Turkish Cuisine Culture by Geographical Regions; Turkish Cuisine Culture and Interaction with Other Cuisines; Traditional Places in the Context of Turkish Cuisine Culture; Beverages in Turkish Cuisine; Food Trader in Turkish Culinary Culture; Food Recommendations and Recipes From Turkish Cuisine.

GMS 301 Cuisine Practices I 0+4 4,0

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

GMS 302 Cuisine Practices II 0+4 4,0

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

GMS 303 Gastronomy Seminar I 3+0 4,0

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

GMS 304 Gastronomy Seminar II 3+0 4,0

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

Animals in Hotel Kitchens; Discussions, Conferences and Seminars Held in Various Topics of Gastronomy.

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

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

GMS 307 Food Technology 3+0 3,0

Food Technology Definition; Ready Food Technology Raw Materials and Components; Factors and Control of Food Spoilage; Physical Methods of Food Preserving: Cooling, Freezing; Sterilization, Pastörizyon, Radiation, Gas pressure, Vacuuming, Filtration; Chemical Methods of Food Preserving: Salting, Fumigation, Biological methods of food preserving; Grain, Fruit, Vegetable, Meat, Milk, Butter and Quality Control.

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

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

GMS 310 Food Chemistry 3+0 3,0

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

GMS 352 Creative Kitchen Practices 2+2 4,0

Creative process stages of the cooks; Motivation; Job features; Satisfaction of the employee; Stress at work; Creativity in the kitchen; The first superstar chefs; Da Vinci Kitchen; Extraordinary banquets; "Şakşuka" [a kind of vegetable fries] and "barbunya pilaki" [a kind of kidney bean stewing] in the context of creativity; "Acılı ezme" [a kind of vegetable salad] and "cevizli kadayıf dolması" [a kind of special dessert with walnuts] in the context of creativity; "Sebze mücveri" [a kind of vegetable patties] and "mercimek köftesi" [a kind of lentil patties] in the context of creativity; "Patlıcan salatası" [Eggplant salad] and "sigara böreği" [a kind of pastry] in the context of creativity; "Yaprak sarması" [a kind of wrapping food] and "biber dolması" [a kind of stuffed food] in the context of creativity

GMS 353 Distilled Drink 3+0 4,0

The Concept of Alcohol; Definition, History of alcohol; Alcohol Production in the Ancient Times, Alcohol

Production in the middle ages; Alcohol Production After Industrial Revolution; Alcohol Production in Modern Era; Distillation; Definition, Process, Tools, Distile drinks; Vodka Production; Rum; Types, Zones, Production; Whiskey; Types, Zones, Production, Whiskey taste; Other Grain Based Drinks; Gin Production; Raki Production; Tequila Production; Other Distile Drinks; Absinthe; Cachaça; Liquors.

GMS 354 Ergonomical Restaurant Design and Safety 3+0 3,0

Definition, Content and Purpose of Ergonomics; History of Ergonomics; Improvement of Ergonomics in Turkey; Regulations of the Ergonomic Work Place; Ergonomic Criteria in Design; The Importance of the Ergonomic Restaurant Design; Significant Things in the Restaurant Design; Basic Rules in the Kitchen Design; Restaurant Safety; Lightening of the Kitchen; Factors of the Climate; Noise; The Factors of the Health of Labors and Cause of Occupation Diseases; Dusts; Fire; Reasons of Work Accident and First Aid; Occupation Diseases; Purpose of First Aid; Steps of First Aid.

GMS 356 Gastronomic Writing 2+1 3,0

Principles of writing: Drafting, Specifying deadline, Preliminary study, Word choice, Theme, Language use and styles; Writing genres: concrete and abstract topics, Social and personal issues, global issues, science, art and culture issues; Writing strategies: Explanatory, Narrative, Descriptive, Argumentive, Criticism; Impressing and describing; Writing process; Descriptive writing; Enterprise and product description implementing; Writing criticism; Enterprise and product critique implementing; Expository writing: Research, study and writing; Journal, social media and blog authorship; Gastronomy literature and difficulties.

GMS 357 Regional Cuisines I 1+3 4,0

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

GMS 358 Regional Cuisines II 1+3 4,0

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

GMS 359 Technical of Dough Shaping I 1+3 4,0

Ceramic Shaping Technique; Types of Dough, Abstraction-simplification-deformation; Open-Closed Composition Works; Free Composition Sketches and Evaluation of Sketches; Sketches; Preparing, Solving and testing; Design and Application: Practice of the model with materials; Practicing Sketches; Making Design with Rules and Apply to Product; Knowledge about Materials to be used in Moulding and Casting: Moulding and casting; General Principles of Perspective: The schema, Visual scale; Expression of Light with Dots and Lines as Basic Elements of Visual Expression.

GMS 360 Technical of Dough Shaping II 1+3 4,0

Introduction to Ceramic and Dough Shaping Methods; Using the Pinch Method on the Ceramic Clay; Using the Coaling Method on the Ceramic Clay; Shaped Plates with the Slab Method; Applying the Techniques Learned on the Sugar Paste; Applying the Techniques of the Cookie Leaven with Cookies Practice; Decoration Works: Chocolate, Sugar and dough I; Decoration work: Chocolate, Sugar and dough II; Decoration work: Chocolate, Sugar and dough III.

GMS 362 Industrial Kitchen Planning 3+0 3,0

Types of Industrial Kitchens: Design and design standards for kitchens of Schools, Hospitals, Hotels, Governments, Cafe-Restaurant by purpose and capacities; Goods Acceptance Dry and Cold Storage Standards; Cooking, Preparation, Ergonomics and production standards in dishwasher design; Ergonomic and Production Standards in Service Lines; Sanitary and Mechanical Installation, Fire extinguishing, Installation details; Ergonomics; Ergonomics for Industrial Kitchen Equipments and Kitchen Auxiliary Tools, Analysis of user interface designs of machines based on user effects; Design and Design Thinking; Innovation.

GMS 364 Menu Planning 3+0 4,0

Food and Beverage Industry: Historical development, Classification, Development; The Concept of Menu; Definition, Development, Functions, Structure, Types of menus; The planning and Improving Menu; Definition of Menu Planning, Menu planning process; Front Services and Back Services of Menu Planning; Menu Pricing, Subjective methods, Objective methods; Menu Representation; Menu Cards, Menu notes, Menu cover, Menu graphics; Menu Analysis.

GMS 366 Fermented Drinks 3+0 3,0

Fermentation; Definition, Process, Content, Alcoholic fermentation, Malolicious fermentation, Aseptic and other fermentations; Fermented Beverages; Wine; Definition, History, Species, Types of grape; Wine Production; Red Wine Production, White wine production, Sparkling wine production; The Wine Industry; Wine Produced Regions; New World Countries and Old World Countries; Food and Wine Pairing; Wine Tasting; Beer; Definition, Types, History, Production process; Pasteurization, Sterilization, Malt production; Beer Tasting.

GMS 401 Human and Taste 2+0 3,0

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

GMS 408 Culinary Trends 3+0 3,0

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

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

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

GMS 451 Green Restaurants 3+0 3,0

Global scene: Ecological situation in the world, Destruction areas, Revised studies; Legal arrangements: Environmental law and legislation in Turkey, Environment in the constitution; Institutional Sustainability: Sustainable production and consumption, Green business; Green management: Environmental restrains, Awareness; Green marketing: Advertising, labeling and pricing; Green logistics: Green procurement, Green distribution; Environmental accounts; Green consumer; International implications: Going green race; "Green Restaurant" Movement: Green practices; Green strategy: Green star, ISO 14001, Blue flag, White star, Green pine; Green Cuisines of Future.

GMS 452 Ottoman Culinary 1+3 4,0

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

GMS 453 Culinary Arts of World I 1+3 4,0

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

courses, Desserts; Culinary History of Mexico; Dishes in Mexican Cuisine; Culinary History of British Isles; Dishes in British Isles Cuisine.

GMS 454 Culinary Arts of World II 1+3 4,0

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

GMS 455 Wild Edible Plants 2+0 3,0

General Properties of Plants; Naming of Plants and Plant Identification; Toxic Plants; Medical and Aromatic Plants; Phytochemical Properties of Plants; Cultivation of Herbs; Basic Principles of Herbs Consumption; Collection of Wild Plants from the Nature; Collection of Wild Herbs from Cultural Areas; Hiding, Packing, Drying of herbs; Herb processing, Consumption preparation vehicle requirements; Traditional Consumption Patterns of wild Plants; Main Wild Herbs as Food.

GMS 457 Pastry 1+3 4,0

Introduction to Pastry; Kitchen Equipment, Purchasing and storing; Knife Handling and Cutting Techniques; The use of Measurement units and Scales; Wheat; Flour; Types of flour; Eggs; Sugar; Oils; Starches; Cooked Sugar Stages; Gelling Elements; Savory Cookie Making and Varieties; Sweet Cookie Making and Varieties; Types of Pie Crusts-II; Types of Pie Crusts -II; Types of Cake Batter-I; Types of Cake Batter-II; Cupcakes (plain and with filling) Production & Decoration; Meringue Making and Varieties-I; Meringue Making and Varieties-II; Macaroon Making and Varieties; Milk and Egg Dessert Making and Varieties-I; Milk and Egg Dessert Making and Varieties-II; Sponge Cake and Cake Making; Current Flow in a Cake-Making Techniques (Mirror Glaze, Naked Cake); The Sharp Edge Plastering of the Cake; Crème Patisserie, Ganache and Fillings Used in Pastry Products.

GMS 458 Bread Making 1+3 4,0

Basic Components in Bread Production; Bread and History of Bread; Turkish Food Codex on Bread and Bread Varieties; Bread in Terms of Human Nutrition; Features of Basic Components in Bread Production; Flour; Water; Salt; Yeast; Supplementary components in Bread Production; Calculation and Preparation of Components According to Formulation; Bread Dough; Bread Production Flow Chart; Dough Processing; Islanka; Dough Cutting and Weighing; Purchase of Dough Gas; Grain and Control; Cutting Methods; Pasa/Intermediate Recreation; Forming; Shaping Methods; Manual Shaping; Shaping With Machine; Dough Shapes; Machinery and Equipment Used; Cutting Weighing

Machines; Formers; Fermentation Equipment; Usage and Settings; Cleaning and Care; To Pan; Final Fermentation.

GMS 459 Mixology 2+0 3,0

Mixology; Definition, History, Taste categories, Measurements; Mixing Methods; Mixing Preparation Equipments; Metal Equipment, Glass equipment; Mixture Types; Collins, Coolers, pouce cafés, Sours, Tropical drinks, Shots, Shooters; Molecular Mixology; Non-Alcoholic Mixtures; Beverage Menu Preparation; Creating Special Mixtures.

GMS 460 Banquet Practices 1+1 3,0

Concepts of Banquet; Types of Banquets: Individual purposes banquets, Business purposes banquets, Other types of banquets; Banquets Service Staff and Roles: Banquet manager, Banqueting head waiter; Sales and Marketing Manager Banqueting Service Waiter; Banquet Administration: Location and contact details, Booking, Food and beverage requirements, Service methods, Table seating plans, Provision for guests with special needs; Mise en Place of Banquet Organization; Banquet Kitchen; Banquet Halls.

GMS 462 Coffee Industry 2+0 3,0

Coffee; Definition and History, Coffee bean; Cultivation, Growing regions; Central America, South America; Africa; Asia, Ideal climate conditions, Harvest, Coffee bean production; Coffee Processing Methods; Wet Process; Semi Wet Process, Dry process; Coffee Roasting Methods; Dosing; Coffee Utensils and Preparation Stages; Espresso Machine; V60, Chemex, Turkish coffee; Coffee Service Stages; Preparing Coffee Samples; Breast Tasting and Tasting Protocol.

GRA 208 Web Design 2+2 4,0

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

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

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

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

Labor Law: Its subject; Fundamental principles; Fields of Application of Labor Law: Employment contract; Debt emerging from employment contracts; Paying off debts; Arranging the work in terms of time; Wages and vacation;

Security and Health of Laborers; Law of Unions: Collective agreement; Law of strike and lockout.

HYO 332 Airline Management 2+0 3,0

Introducing Transportation System and its Elements; History of Civil Aviation; Deregulation; General Characteristics of Air Transport Industry; Classification of Airline Business; Airline Economics; Airline Management and Marketing; Airport Industry; Air Transportation Worldwide; Air Transport in Turkey; Current Challenges in Air Transport, Tourism and airline industry.

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 221 Economics and Tourism 3+0 3,0

Economics and Tourism: Basic economic theories; Introduction to Microeconomics: Tourism product, Tourism supply and characteristics, Tourism demand and characteristics; Equilibrium in Tourism Market: Partial equilibrium, Factors affecting equilibrium; Introduction to Macroeconomics: International tourism, National economy and tourism; Economic Impacts of Tourism: Tourism and foreign exchange earnings, Impact on the balance of payments, Impact on public revenues and expenses, Impact on prices of goods and services; Real Economic Impacts of Tourism; Measuring Economic Impacts of Tourism: Multiplier effect of tourism revenues.

İKT 351 Tourism Economics 3+0 4,0

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

İKT 351 Tourism Economics 3+0 4,0

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

İKT 470 Experience Economy 2+0 3,0

Development of Economic Theory: First and second waves, Third wave; Concepts of Experience: Dimensions, Features, Related factors; Concept of Experience Economy: Experience economy in company and human dimensions; Experience Marketing and Development; Information Technology and Experience: Examples for experience economy; Transformation in Production Processes: Co-production, Co-creation; Globalization, Glocalization and search for authenticity; McDonaldization and Disneyfication; Experience and Entrepreneurship; Experience and Specialized Services; Experience, Creativity and innovation; Experience Stories: Personal experience, Company experience, Destination experience.

İLT 107 Introduction to Communication 3+0 3,5

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

İLT 114 Rhetoric 1+1 2,0

Communication and Tourism; The Concept of Rhetoric: The relationship between communication-language-rhetoric; The Basic Elements of Speech: Sound, Formation of sound and speech organs, Quality of voice; Thought and Speaking: The oral and written expression in communication; Diction: Tone and intonation I; Diction: Tone and intonation II; Accentuation and Pause; Body Language; The Pronunciation Rules and the Failures in Pronunciation; Oral incoherency; The Importance of Speech in Tourism: Tourist and employee relations, The formal and informal speech.

İLT 213 Effective Communication Techniques 2+0 3,0

Basic Concepts: Communication and communication functions; Types of Communication: Written communication, Verbal communication; The Basic Elements of Speech: Diction and oratory; Verbal Communication: Body language, Gestures and facial expressions; Public

Speaking: Types of speech, Planning of speech, Presentation; Communication Conflicts: Empathy, "I?" or "you?"; Convincing at Interpersonal Communication: The importance of listening and active listening.

ING 133 English I **3+0 3,0**
Understanding the Basics of a Conversation When a Clear and Standard Language is used; Understanding Texts on Daily Life or Professional Language; Describing Experiences, Events or Dreams, Hopes, Purposes; Speaking Using Simple and Connected Sentences; Writing Simple and Cohesive Texts on Personal Interests.

ING 134 English II **3+0 3,0**
Understanding Basic Information in Radio and Television Programs About Daily Life, Occupation and interests; Understanding the Content of Private Letters; Participating in Spontaneous Conversations on Personal Interests; Explaining and Justifying Thoughts and Plans Shortly; Narrating a Story; Explaining the Content of a Book or a Movie and Describing Own Reactions; Writing Letters About Experiences and Impressions.

ING 147 English I **6+0 6,0**
Understanding the Basics of a Conversation on Business, School, Free Time Activities etc. When a Clear and Standard Language is used; Understanding Texts on Daily Life or Professional Language; Coping with Situations on Vacations to the Origin of the Language; Describing Experiences, Events or Dreams, Hopes, Purposes; Speaking Using Simple and Connected Sentences; Writing Simple and Cohesive Texts on Personal Interests.

ING 148 English II **6+0 6,0**
Understanding Basic Information in Radio and Television Programs About Daily Life, Occupation and Interests if the Conversation is Slow and Clear; Understanding Private Letters Mentioning Events, Emotions, Requests; Participating in Spontaneous Conversations on Family, Hobbies, Occupation, Vacation and Daily Life Related with Personal Interests; Explaining and Justifying Thoughts and Plans Shortly; Narrating a Story; Explaining the Content of a book or a Movie and Describing Own Reactions; Writing Letters about experiences and Impressions.

ING 187 English I **3+0 3,0**
Using Personal Pronouns and Possessive Adjectives; Using to be in Present Tense; Using Singular and Plural Nouns; Using Basic Language Related to Food and Drink; Using "There is-there are" in sentences; Using "have got"; Asking "yes-no" Questions and Giving Short Answers to Them; Talking about Daily and Weekly Routines; Talking about Likes and Dislikes; Talking about Sports and Hobbies; Talking about Abilities by Using "can", "can't"; Using Adjectives that Describe People; Talking about Appearance, Personality and Feelings of People; Talking about Clothes and Colours; Talking about Shopping and Prices; Using Present Continuous Tense.

ING 188 English II **3+0 3,0**
Using Simple Present Tense; Comparing Simple Present and Present Continuous Tenses; Using Prepositions of Time and Place; Giving Directions, Making Reservations; Using "to be" in Past Tense; Using Regular and Irregular Verbs in Simple Past Tense; Using Comparative and Superlative Form of Adjectives; Using Modals to Give Advice; Suggestions and Obligations; Using Future Tense: Making Sentences Using "going to" and "will"; Using If Clauses Type 0 and 1.

ING 233 English III **3+0 3,0**
Preparing Long Texts and Presentations; Understanding Complex Justifications; Reading and Understanding Articles and Reports About Daily Problems; Expressing Oneself Fluently While Talking to a Native Speaker; Presenting About Subject of Own Interests Clearly in Detail; Writing Clear and Detailed Texts About Many Subjects.

ING 234 English IV **3+0 3,0**
Understanding News Reports and Current Discussions; Understanding Movies When Standard Language is Used; Understanding Contemporary Literary Texts; Joining Discussions, Defending opinions on accustomed occasions; Explaining an Opinion About a Current Question; Giving Information in a Text or a Report; Offering Supporting or Opposite Justification on a Specific Opinion; Writing Letters.

ING 247 English III **6+0 6,0**
Preparing Long Texts and Presentations on a Well-known Subject; Understanding Complex Justifications About a Subject; Reading and Understanding Articles and Reports About Daily Problems Where Authors Exhibit a Specific Attitude or a Position; Expressing Oneself Immediately and Fluently While Talking to a Native Speaker; Presenting About Subject of Own Interests Clearly in Detail; Writing Clear and Detailed Texts About Many Subjects of Interest.

ING 248 English IV **6+0 6,0**
Understanding News Reports and Current Discussions on Television; Understanding Movies When Standard Language is Used; Understanding Contemporary Literary Texts; Joining Discussions, Justifying and Defending Opinions on Accustomed Occasions; Explaining an Opinion About a Current Question; Specifying Benefits and Losses of Different Opportunities; Giving Information in a Text or a Report; Offering Supporting or Opposite Justification on a Specific Opinion; Writing Letters Emphasizing Personal Importance of Events and Experiences.

ING 325 Academic English III **3+0 3,0**
Reading Skills for Academic Study: Developing reading fluency, Adapting reading style to different text types, Practicing critical reading skills; Listening Skills for Academic Study: Listening to longer texts, Listening to short authentic texts, Recognizing stress and intonation; Speaking Skills for Academic Study: Asking for clarification, Asking for confirmation, Giving reasons and explanations, Giving short presentations on familiar topics; Writing Skills for Academic Study: Identifying different styles of paragraphs,

Paraphrasing ideas in short texts, writing academic paragraphs, Writing formal and informal academic texts, Writing summaries.

İNG 326 Academic English IV 3+0 3,0

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

İNG 333 English V 3+0 3,0

Following Long Conversations; Understanding Long and Complex Literary Texts; Expressing Oneself Fluently and Naturally; Using the Language Flexibly and Effectively; Explaining Complex Situations Combining Subtopics in Detail Clearly; Concluding a Conversation by Expressing a Specific Point of View; Expressing Oneself in a Clear way in Writing; Explaining an Opinion in Detail.

İNG 334 English VI 3+0 3,0

Understanding Television Broadcasts and Movies Easily; Perceiving Stylistic Differences; Understanding Articles and Technical Information About a Specialty; Explaining Thoughts and Opinions Clearly and Exactly; Writing Letters, Essays and Reports on Complex Subjects; Selecting a Proper Style of Speech for an Audience in Written Texts.

İNG 347 English V 3+0 3,0

Following Long Conversations Even They are not Clearly Structured; Understanding Long and Complex Literary Texts; Expressing Oneself Fluently and Naturally without Thinking About Vocabulary; Using the Language Flexibly and Effectively in Religious, Social and Professional Life; Explaining Complex Situations Combining Subtopics in Detail Clearly; Concluding a Conversation Properly by Expressing a Specific Point of View; Expressing Oneself in a Clear and Well-structured way in Writing; Explaining an Opinion in Detail.

İNG 348 English VI 3+0 3,0

Understanding Television Broadcasts and Movies Without Difficulty; Perceiving Stylistic Differences; Understanding Articles and Technical Information About a Specialty Outside Personal Interests; Explaining Thoughts and Opinions Clearly and Exactly and Associating Them with Others' Conversations; Writing Letters, Essays and Reports on Complex Subjects by Putting Important Subjects Forward; Selecting a Proper Style of Speech for a Specific Audience in Written Texts.

İNG 433 English VII 3+0 3,0

Understanding the Fluently Spoken Language; Participating in Every Type of Conversation; Understanding Idioms;

Explaining and Expressing Subjects in a Clear and Fluent Style; Writing Texts with a Clear and Fluent Style; Writing Summaries About Professional Texts.

İNG 434 English VIII 3+0 3,0

Expressing Meaning Details Clearly; Re-Handling and Re-expressing Subjects During Difficulty of Expression; Speaking Logically to Ease the Audience in order to Perceive Important Points of the Subject; Writing Well-structured and Clear Letters, Complex Reports or Articles.

İNG 447 English VII 3+0 3,0

Understanding the Fluently Spoken Language; Participating in Every Type of Conversation Without Any Difficulties; Understanding Idioms Including Daily Language; Explaining and Expressing Subjects in a Clear and Fluent Style Suiting Every Occasion; Writing Relevant Texts with a Clear and Fluent Style; Writing Summaries and Reviews About Professional Texts and Literary Works.

İNG 448 English VIII 3+0 3,0

Speaking Fluently and Expressing Meaning Details Clearly; Re-Handling and Re-expressing Subjects During Difficulty of Expression without notifying; Speaking Logically to Ease the Audience in order to Distinguish and Perceive Important Points of the Subject; Writing Well-structured and Clear Letters, Complex Reports or Articles to Ease the Audience to Understand Important Points of the Subject Matter.

İSN 102 Public Relations 3+0 3,0

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

İSP 151 Spanish I 4+0 4,0

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

İSP 152 Spanish II 4+0 4,0

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

İST 245 Statistics 2+0 3,0

What is Statistics: History, importance and usage areas of statistics; The Basic Concepts of Statistics: Functions, Unit and its types, Variable and its types, The concept of population and its types, Sample and sampling; Data Collection: Classification of data and measurement of variables; Series: Serial types, single-variable series, A multivariate series; Graphical representation of the series and graphic types; Measures of Central Tendency; Sensitive Averages: Mean and geometric averages, Harmonic and square averages; Insensitive Averages: Median and mode, applications; Variability Measures: Variation range, Standard deviation, Variance, Coefficient of variation, Concentration coefficient and curve of concentration, Symmetry and kurtosis, Applications; Regression and Correlation: What is Regression, Definition of dependent, Independent variable, Least squares estimation, Correlation and coefficient of determination and applications.

İST 320 Statistics with Computer Applications 1+2 4,0

Introduction to SPSS: Introducing SPSS menus, Data entries and definitions; Data Transferring Form Excel to SPSS; Transferring Excel Tables to SPSS; Creating Tables and Graphs Using SPSS; Calculating and Interpreting Descriptive Statistics: Calculating descriptive statistics using SPSS; Data Creation and Using Original Data; Data Analysis Using SPSS: Normality test and missing value analysis; Parametric Tests: Single sample t test, Independent binary sample t test: One way variance analysis and multiple comparison tests; Non-Parametric Test: Chi-Square test, Kruskal-Wallis H test, Wilcoxon test; Man Whitney U Test; Single and Multiple Linear Regression; Factor Analysis; Reliability Analysis; Group Studies.

İŞL 103 Business Management 3+0 3,5

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

İŞL 115 Introduction to Business 2+0 2,0

Basic Concepts: Goals and types of businesses, Business systems and external environment; Foundation of Businesses: Pre- foundation efforts, Foundation stages, Feasibility decision; Legal Structure of Businesses: Private enterprises, Public enterprises, Foreign invested enterprises, Global businesses, Global businesses; Functions of Businesses: Management, Marketing, Finance, Human Resources, Accounting, Public relations, Research and development; Numeric Decision Models in Businesses: Types of Decision, Decision environment, Basic types of quantitative decision.

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 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 230 Life Style Entrepreneurship 0+2 3,0

Characteristics of Entrepreneurship; Lifestyle Entrepreneurship; Motivations and Constraints for Entrepreneurship; Characteristics of Lifestyle Entrepreneurship; Small Scale Entrepreneurship; Local Entrepreneurship; Innovation-Based Entrepreneurship; Seminar: Guest speaker; Social Capital Based Entrepreneurship; Success Factors for Entrepreneurship.

İŞL 301 Human Resources Management 3+0 4,0

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

İŞL 301 Human Resources Management 3+0 4,0

Human Resources Management: Development, Goals and Principles; Functions of Human Resources Management:

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

İŞL 315 Strategic Management 3+0 5,0

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

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 433 Restaurant Management Issues 3+0 3,0

Restaurants: Restaurant history, restaurant classifications; Restaurant operations of the globe and Turkey: Examples; Restaurant management and management issues: Decisional problems, Directing problems, Crisis management, Leadership; HR issues: Employment issues, Hiring the wrong person, Employee training issues, Lack of employee motivation: Finance and investment issues; Production problems; Marketing problems: Lack of market research, Incorrect market analysis; Accounting issues; Improvement and development errors; Accreditation issues: Prevalent in standards, Defining professional competence; Ethic problems; Solution proposals.

İŞL 435 Yield Management 3+0 4,0

Basic Concepts: Yield Management, Short History; Components Of Yield Management; Preparation For Yield Management: Creation Of Yield Management Strategy Supply, Demand And Competitive Analysis: SWOT Analysis; Demand Resources and Reservation; Market Segmentation; Monitoring Of Demand and Operations Management: Demand Level Prediction; Monitoring Of Regional Demand; Capacity and Price Regulations; Managing the Daily Operations; Audit and Evaluation.

İTA 151 Italian I 4+0 5,0

Italian Alphabet; Italian Sound System; Masculine and Feminine Definite Articles; Masculine and Feminine Indefinite Articles; Feminine and Masculine Singular and Plural Forms of Nouns; Subjective Pronouns; Present Tense; Conjugation of Regular and Irregular Verbs In 'Are' 'Ere' 'Ire'; Use and Conjugation Of Verbs 'Essere' and 'Avere' Cardinal

and Ordinal Numbers; Modal Auxiliaries; Interrogatives; Negative Expressions and Qualitative Adjectives.

İTA 152 Italian II 4+0 5,0

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

İTA 255 Italian I 3+0 4,0

Sounds in Italian; Masculine and Feminine Definite Articles; Personal and Demonstrative Pronouns; Use and Conjugation of Verbs 'Essere?' and 'Avere?'; Introducing Oneself; Improving Reading Comprehension by means of Dialogs ; Describing People ; Days ; Months ; Years ; Asking the Time ; Ordinal and Cardinal Numbers.

İTA 256 Italian II 3+0 4,0

Simple and Compound Prepositions; Past Tense and Conjugation of Verbs in this Tense; Transitive and Intransitive Verbs in Past Tense; Improving Reading Skills; Analyzing Paragraphs and Texts; Interrogatives: Asking Questions; Introduction to Italian Culture and Daily Language.

İTA 357 Italian III 3+0 4,0

Imperfect Tense and Conjugation of Verbs in this Tense; Prepositions; Double Object Pronouns; Possessive Pronouns; The Use of Partitives 'Ci?' and 'Ne?'; Construction of Passive with 'Si!'?

İTA 358 Italian IV 3+0 4,0

Future Tense; Future Perfect Tense and the Conjugation of Verbs in this Tense; Demonstrative Pronouns; Adverbs; Past Perfect Tense and the Conjugation of Verbs in this Tense.

KON 204 Bar Management 1+2 3,0

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

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

Hygiene; Definition and Importance; Nutrition: Aliment Materials, Causes of food poisoning, Nutritional materials, Nutrition elements; Nutrimet Contaminations; Substances

Hazardous to Human Health: Microbiological parasites, Biological materials; Aliment hygiene, Toxic and chemical materials that contaminate Food; Food Degeneration; Kitchen Hygiene; Staff Hygiene; Disinfectants; Hygiene control and Management.

KON 301 Cuisine Management 3+0 4,0
Kitchen Organization; Kitchen Culture; Kitchen Staff; Kitchen Set; Kitchen Equipment; Security In Kitchen; Kitchen Organization: Purchasing And Storage; Planning Work Process; Kitchen Planning; Functional Relations In Kitchen; Physical Characteristics of Kitchen; Main Functions.

KON 411 Hotel Management 3+0 3,0
Hotel Administration: Description of hotel administration, Development of hotel administration, Site selection for the hotel investment, Classification of hotels; Hotel Management: Concept of management, Description of hotel manager and responsibilities, Management theories, Functions of management; Hotel Organization: Structure and analysis of organization; Management of Front Office Operations; Management of Housekeeping Operations; Service Management; Accounting; Marketing Management; Human Resources Management in Hotels.

KÜL 101 History of Culture 2+0 3,5
Concept of Culture: Etymology and origin; Methodology of Cultural History Research; Culture and Civilization; History of Culture as a Science; Culture and Society; Concept of Culture and Social Development; Culture and Thought; Critical Thinking in the Intellect of the Middle Ages; Renaissance in the Cultural History; The Age of Enlightenment; The West and Ottoman/Turkish World in the 19th Century; Enlightenment in Turkish Cultural History; Mile Stones in Transition from Ottoman to the Turkish Republic; History of Modern Turkish Culture; Education and Culture in the Turkish Republic.

KÜL 199 Cultural Activities 0+2 2,0
Participating Actively or as a Spectator in Sports Activities; Participating in Activities Arranged by the Counseling Center; Participating in Workshops in Art; Education on Museums; Participating in Art Trips; Participating in Cultural Trips; Participating in and Taking Duty in activities such as Cinema, theatre, scientific Meeting etc.; Taking duty in Clubs; Being a Student Representative and Participating in Environmental Activities.

KÜL 402 Culture - Art Management 2+0 3,0
Basic Concepts: Culture, Art, The culture and art commodities; The Culture-and-Art-Based Economies: Experience economy, The macro socio-economic and cultural conditions, The state and the state interventions and regulations; Cultural Capital: The Formation of Culture, Art and Appreciation, the Economic, Social, and Political Capital, Cultural heritage and heritage usage; The Micro Approaches to Culture and Art Management, Culture and art work as an asset; The Frankfurt School and Culture Industry; The Culture and Art Management and the Worldwide Practices; Culture and Art Oriented Tourism: Cultural

hegemony, Culture and art marketing, Examining culture and organizations via actor/structure context.

MAT 136 Mathematics 3+0 4,5
Numbers: Numbers, Arithmetic operations; Number Systems: Decimal numbers, Decimal numbers and decimal expansion of rational numbers; Root and Exponents: Number of transactions related to root, Exponential number of related transactions; Absolute Value Concept; Ratio and Proportion: Percentage calculations; One Unknowns in the First Degree Equations and Inequalities; Rational Equations; First Degree Equations for Two and Three; Rational Expressions: The process of rational expressions; Equations and Inequalities: Equation systems and solutions; Functions: Concept, Resultant and inverse function of the concept; Reverse Function; Graphing: Some special function graphs.

MAT 164 Basic Mathematics 2+0 2,0
Sets and Numbers; Identity; Transactions with Equations and Inequalities; Coordinate Plane; Line and Parabola Equations; Functions; Limits and Continuity; Derivative; Derivative Applications; Exponential and logarithmic functions; Indefinite Integral; Definite Integral and Applications; Linear Equation Systems; Matrices; Determinants; Linear Programming; Multivariate Functions.

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

MİT 314 Anatolian and Turkish Mythology 3+0 4,0
Sumerian Mythology: Gilgamish, Mythological Flood, Effects of Sumerian mythology on Western mythology; Anatolian mythology: Mother goddess, its contribution to Anatolian culture; Hittite mythology: Religion of Hittites Huri and Sumer mythology interactions; Lydia and Lycia mythology: Lydians religion, Lycian religions, Mytologic heroes; Phrygian mythology, Phrygian religion, Phrygians interaction with various myths, Its contribution to Anatolia; Turkish Mytology; Shamanism: definition of the word "Shaman" and historical progress of shamanism; Ancient Turkish legends: Saka legends, Alpher-Tunga and Shu legends.

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 239 Cost Accounting 3+0 4,0

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

MUH 311 Auditing and Financial Analysis 3+0 4,0

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

MUH 419 Financial Accounting 3+0 4,0

Business Enterprise and Classification of Business Enterprises; Accounting and Stakeholders; Balance Sheet Equation; Financial Transactions and Sample Transactions on Balance Sheet Equation; Documents: Recording procedures; Uniform System of Accounts and Classification of Accounts; Recording Financial Transactions; Trial Balance; Connection Between In-Term and Term-End Transactions; Valuation Criteria Within the Frame of Legal Regulations; Term-end Transactions; Integrated Examples of Term-End Transactions.

MÜZ 151 Short History of Music 2+0 3,0

Mile Stones in the History of Music; Music of the Antique Period; Music of Far East; Music of Anatolia; Music of the Middle Ages: Gregorian Chants; Music of Renaissance: Bach and Handel; Music of the Classical Age; Pianoforte in the Classical Age; Romantic Age; Nationalist Movement; Contemporary Music; Nationalism and Universality.

PSİ 104 Social Psychology 3+0 3,0

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

PZL 210 Customer Relations 2+0 3,0

Concept of Customer Relations Management; Customer Value and Customer Classification; Customer Relations Process; Customer Services Quality and Control; Customer Complaints; Customer Loyalty: Reaching customers and customer retention programs; Role of information technology: Using information, Database marketing, Sale force automation; Customer Relations Management and Internet; Analysis and Planning Process in Customer Relations Management; Integrating Customer Relations Management and Company Strategies; Management of Customer Oriented Change.

PZL 251 Tourism Marketing 3+0 3,0

Concept of Tourism Marketing; Tourism Markets; Differences Between Tourism Marketing and Service Marketing; Similarities and Differences Between Tourism Marketing and Service Marketing; Fundamentals of Tourism Marketing; Purpose of Tourism Marketing; Pricing in Tourism Marketing; Distribution Channels in Tourism Enterprises; Sales Promotion Decisions in Tourism Enterprises; Market Research in Tourism Marketing.

PZL 251 Tourism Marketing 3+0 3,0

Concept of Tourism Marketing; Tourism Markets; Differences Between Tourism Marketing and Service Marketing; Similarities and Differences Between Tourism Marketing and Service Marketing; Fundamentals of Tourism Marketing; Purpose of Tourism Marketing; Pricing in Tourism Marketing; Distribution Channels in Tourism Enterprises; Sales Promotion Decisions in Tourism Enterprises; Market Research in Tourism Marketing.

PZL 256 F&B Marketing 3+0 4,0

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

PZL 306 Consumer Behavior 2+0 3,0

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

PZL 306 Consumer Behavior 2+0 3,0

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

PZL 320 Event Marketing 3+0 4,0

Describing and Classifying Events; The Characteristics of Event Products; Stakeholders of Events; Event Marketing Plans and Strategies; Marketing Information Systems in Events; Event Product; Event Distribution; Pricing in Events; Event Promotion; People Consumer, Volunteer and staff in Events; Event Process; Physical Evidence; Consumer Behavior in Events; Impacts of Events.

REK 218 Recreation Leadership 2+0 3,0

Basic Concepts Related to Leadership; Structure of Leadership; Natural Structure of leadership; Definition of Leadership; Leadership in Hierarchical Levels; Approaches to Leadership, Trait Approaches; Behavioral Approaches; Conditional Approaches; Leadership Functions; Basic Requirements for Leadership; Variables of Leadership; Recreational Leadership: Work fields of recreational leaders, Responsibilities of the recreational leaders.

REK 412 Recreation Management 3+0 5,0

Concept of Leisure and Recreation; Leisure and Recreation Industry; Relationship between Recreation and Management; Place and Importance of Management in Recreation Services; Description of Recreation Management; Requirement of Recreation Management; Functions of Recreation Management: Planning, Organizing, Coordinating, Directing, Controlling; Leadership in Recreation Management; Human Resources Management in Recreation; Leisure and Recreation Marketing; Service Management in Recreation; Contemporary Trends in Recreation Management.

REK 421 Orienteering 1+2 3,5

The Definition, Aim and Content of Orienteering; The Teaching of Orienteering in Elementary School, Teaching In Tourism, Mapping; Characteristics of IOF Maps, Learning Maps; Using Orienteering Compass; Definition of Course For Competition, Preparing Course Principles; Characteristics of Control Points; Orienteering Competition; Land Workings; Team Equipments, Characteristics of Competitor, Referee knowledge; Land Working.

REK 423 Recreation in Disabled Group 3+0 3,0

The Meaning and Importance of Recreation for Disabled; Variety, Reasons and Classification of Disabled; The Effects of Recreative Activities on Disabled Persons; Recreative Activities: Health related physical fitness, Rhythmic movement and dance, Aquatics, Educational games, Winter activities, Adventure and outdoor activities; Modifying Movement Experiences: Modifications for intellectual, orthopedic, visual, deaf and hard-of-hearing disabilities; Programming Recreative Activities for Disabled: Programming for intellectual, orthopedic, visual, deaf and hard-of-hearing disabilities; General Program Evaluation.

REK 429 Adventure Recreation 3+0 4,0

Scope and Fundamental Concepts of Adventure Recreation; Place and important of Adventure Recreation; Types of Adventure Recreations; Adventure Tourism: Being developed of adventure as tourism products, The relationship with adventure recreations of adventure tourism and risk,

Adventure tourism activities, New concepts and extended scope of adventure tourism, Industrial size of adventure tourism; Adventure Recreation Education: Recreation programs in adventure and nature education, Sample applications in adventure and nature education programs, Responsibilities of adventure and nature education programs, Adventure and nature education applications in schools.

REK 435 Therapeutic Recreation 0+2 3,0

Therapeutic Recreation: Definition, Purpose and importance, History of therapeutic recreaton; Philosophy of Therapeutic Recreation; The Benefits of Therapeutic Recreation: Physical, Cognitive, Emotional and social, The therapeutic recreation process: Assessment, Planning, Implementation and evaluation, The applicability of the method for specific groups: Places, Models and modalities of practice, Program design for therapeutic recreation: Treatment and evaluation program, Leadership in therapeutic recreation.

RUS 147 Russian I 6+0 6,0

Recognition of the Russian Language Alphabets: Phonetic Perception; Attachments of Nouns; Meeting: Handwriting, Highlighting, Phonetic Studies; Construction of Plurals, Possessive Nouns; Tense Patterns; Plurals of Nouns; Registration Forms; Task List; Conjugation; Past Tense; Using Imperative; Using Future Tense; Introduction to Adjectives; Telephone Conversation Patterns.

RUS 148 Russian II 6+0 6,0

Using Possessive Patterns; Meeting Using Complex Sentences; Building Complex Sentences Using the Verbs ??????, ????, ??????, ?????? Ordering Dialogues in Restaurants; Using Action Verbs; Specifying Size and Quantity; Specifying Time;"-??" Suffix Verbs; Calendar: Days, Months, Seasons; Meals: Breakfast, Lunch, Dinner; Directions; Telephone Conversation Patterns; Language Exercises.

RUS 151 Russian I 4+0 4,0

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

RUS 152 Russian II 4+0 4,0

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

RUS 247 Russian III 6+0 6,0

Exercises: Airports and Airport services; Possessive Construction; Offering Assistance to People Who Need Help About Their Complaints and Problems; Health-related Questions; Forms of Names: Accusative case, Locative case, Ablative case; Possessive Adjectives and Pronouns; "????, ??????" Verbs; Short Adjectives; Demonstrative Prepositions and Nouns; Passive Expression; Passive Sentences; Reading, understanding and telling stories; Direct and Indirect Speech; Exercises.

RUS 248 Russian IV 6+0 6,0

Giving Directions; "????-?????, ?????-?????" Verbs; Hotel Related Dialogues; Taking Care of Medical Problems and First Aid; General Reflexive Verbs; Roof Reciprocal Verbs; Using Reflexive Verbs; Complete and Incomplete Verbs; Weather Forecasts; Compound Sentences; Using Imperatives in Sentences; Getting Prepared for Traveling; Reading, Understanding and Telling Stories; Direct and Indirect Speech.

RUS 347 Russian V 3+0 3,0

To Communicate with The Guests; Taking Reservations; Travel Agents: Transportation, Ticket purchasing-booking; Currency Exchange; Delivery of Luggage; Customs and Passport Control; Problems May Arise During Travel; Things to Do in An Emergency; Forms of Tourism; Application; Scrutinising Texts; Oral and Writing Performances; Job Opportunities in Tourism Realm: Writing a letter for job application, Responding to job advertisements.

RUS 348 Russian VI 3+0 3,0

Wonders of the Ancient World; New Seven Wonders of the World; Russia: Official symbols, Physical structure, Population, Political structure, Economic structure and resources; Religion, Official and religious holidays; Great Names in History; Igor I. (Great Knez Kiev), Vladimir I. (Kiev Great Knez), the Baptism of Rus; Aleksander Nevski IV. Ivan (Russia), Ivan Susanin; Peter I. (Russia), II. Katerina; Aleksandr Suvorov and Mikhail kutuzovrus-Byzantine War (941); Baptism of Russia; Ottoman-Russian War in the 18th Century; The Russian Revolution (1917).

RUS 447 Russian VII 3+0 3,0

Russia tours: Moscow, St. Peterburg, Novgorod, Russia's Golden Ring, Artek and Crimea, Kazan, Siberia, Baikal, Kamchatka, Karelia, Solovki; Heroes of Russian Fairy Tales; Russian Literature; Russian Painters, Russian Composers, Russian Architects; Local Cuisine; Russian Tradition; Hand Arts; Mikrominyat and Foberj Museums; Sergey Dyagilev; System of Stanislavski; Baykanu Cosmodrome; Yuriy Gagarin; Famous Russian Scientists; Russian Sports.

RUS 448 Russian VIII 3+0 3,0

Turkey: Official symbols, Physical structure, Population, Political structure, Economic structure, Energy and resources, Islam, Official and religious holidays; Summer and Winter Tourism in Turkey; Istanbul Tour: Miniaturk, Hagia Sophia, Blue Mosque, Kariye Museum, Basilica Cistern, Topkapi Palace, Dolmabahce Palace, the Egyptian

and Grand Bazaar, the Golden Horn and the Bosphorus, the daughter and the Galata Tower; Great Names in History; Turkish Tradition; Gastronomic Tourism in Turkey; Local Cuisine; Turkish Coffee and Tea; Hand Arts; Folk Songs; Heroes of Turkish Epics and Tales, Shadow Play; Ancestors' Sports.

SAG 408 Basic Health Information and First Aid 1+1 3,0

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

SAN 155 Hall Dances 0+2 2,0

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

SAN 213 Argentine Tango 1+2 4,0

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

SAN 216 Recreation and Dance 0+2 3,0

Description of Rhythm and Dance: Historical development and classification of dance. Studying different stepping forms; Walks by Diverting, Studying of movements suitable to music, using different stepping forms, Studying arm positions amongst the basic dance positions; Suitable Music Choice for Dance; Hops, Gallop movements by using the space; Attacks, Flexibilities and different stepping forms; Jumps, Hops, Twists; Connection Movements; Creating Composition Individually; Floor Movements and Rowing Types; Such as Waltz, Mambo, Cha cha and their steppings; Creating Figures by Dual and Quartet; Creating a Composition Together with Group; Rowing Methods and Studying Composition as a Group.

SAN 402 Byzantyne Iconography 1+1 2,0

Basic Concepts in Iconography; Iconography: Issues and techniques; Christian Art: The birth of Christian art; The Bible: Virgin Mary, St. John the Baptist, the Twelve

Apostles, and the life of Jesus; Byzantine Art: Similarities and differences in works of art with religious themes in Early, Middle and Late Byzantine ages; Iconographic Examples: Gabriels annunciation to Mary about Jesusbirth, Birth of Jesus, Baptism of Jesus, Overview of Byzantine iconography in the Cappadocia region, Istanbul; Councils: Christian councils and II. Council of Nicaea.

SAN 408 Creativity 3+0 3,0
Concept of Creativity; Concepts Related to Creativity; Innovation and Change; Creativity Processes; Creative Intelligence; Creative Activity; Personal Creativity; Creativity Conditions; Characteristics of Creative Individuals; Relationships Between Art and Creativity; Organizational Creativity; Creativity Management.

SHU 210 Ticketing 5+0 5,0
Planning a Journey; Ticket Concept; Setting and Application of Local Fares; Mile Plus Applications; Mile Reduction Applications; Characteristics of Round-trip Fares; Mile Calculating Systems of Round-trip Travels; Ticketing Systems: SITI fare System, SOTI fare system, SOTO fare system, SITO fare system; Determination of Special Fares; Mix Fare Class Passengers and Determining of Their Fares.

SNT 104 Introduction to Art History 3+0 4,0
Concept of Art History: Definition and Types; Art History Terminology: Architecture, Painting, Sculpture and Craftwork; Islamic Art: Birth of Islam and Umayyad Dynasty; Turkish Architecture: Mosques, Madrasahs, Caravanserais, Mausoleums, Palaces and other masterpieces of Kara-Khanid, Ghaznavid and Great Seljuqs; Antique Art: Archaic, Classical and Hellenistic era Ancient Greek architecture: Painting, Sculpture and Small arts; Sultanate of Seljuq Architecture: Mosques, madrasahs and masjids; Ottoman Empire Architecture: Mosques, masjids and madrasahs; Classical Ottoman Era Architecture: Baroque and Empirical style.

SNT 155 History of Art 2+0 2,0
History of Civilization and Evolution of Art: Prehistory to Present; Concepts and Terminology in Art with Samples; Interrelation among Art-Religion and Society; Effects of Religion on Artistic Development; Reflections and Interpretations of Judaism, Christianity and Islam on Art; Renaissance: Emergence, Effects, Artists, Works of Art; Architecture and Plastic Arts; Art in the 19th and 20th Centuries: Relevance of the main historical events of the period.

SNT 201 Islamic Art 2+0 3,5
The Concept of Islamic Art: The Problem of the Geographical and Cultural Environment; Historical Period and Changes; Early Islamic Tradition; Urbanisation and Architecture; Changing Geography and the Influence of Architectural Traditions; Religion and Art, Government and Art, Dogmatism and Living Art, Examples of Umayyad and Abbasid Art, Interpretation of Architecture and Iconography; Islamic Architecture in North Africa; Architecture of the Tolun Dyansty, Fatimi, Eyyubi and Mamelukes.

SNT 205 Byzantine Art I 2+0 5,0
Foundation of Eastern Roman Empire; Historical Geography and Transformation from pre-Byzantine cultures to Byzantine Civilization (Historical, Political and Cultural Heritage); Establishment of Constantinople; Monuments, Squares and Buildings; Political, Religious, and Social Characteristics of Byzantine Art.

SNT 206 Byzantine Art II 2+0 5,0
Byzantine Art in Anatolia; Local Forms; Chronological Classification; Characteristics of Byzantine Architecture: Social, military and religious buildings; Samples of Art from Anatolia and out of the Anatolia; Descriptive Studies of Buildings and Sites; Formal, Historical and Aesthetic Comparisons among Local, Metropolitan, European and Mediterranean Byzantine Architecture.

SNT 218 Classic Otoman Architecture and Mimar Sinan 2+0 4,5
Description and Concepts; Historical Frame and Classic Otoman Geography; towns in Classic Otoman Period: capital and country; Period of Fatih Architecture; Period of Bayezid II Architecture; Period of Selim I Architecture and Introduction Period of Kanuni Sultan Architecture; Hassa Mimarlar Ocağı and Architect Sinan; Period of Selim II Architecture; Period of Murat III Architecture; Otoman Architecture and Architect Sinan Until Westernization.

SNT 301 Art of Anatolian Seljukid I 2+0 3,0
Development Period of Architecture of Anatolian Seljukid, Study of Anatolian Seljukid Art (From the Beginning to the Period of Seljukids) According Architectural Characteristics Domestic and Foreign Factors Playing Role in Formation of this Art; Comperative Study of Historical Periods of Anatolia; Study of Architectural Forms of Anatolian Seljukid Art by Comparing Areas, Sources, Materials and Technical Characteristics.

SNT 302 Art of Anatolian Seljukid II 2+0 3,0
Development Period of Decorating Art of Anatolian Seljukid, Study of Domestic and Foreign Factors Playing Role in Formation of Decorating Art: Study of Historical Periods of Anatolia Comprative (From the beginning to the Period of Seljukid) regard to the Decorating Art of Anatolian Seljukid According to its Areas, Sources, Form, Material and Technical Characteristics.

SNT 311 Turkish Handcraft I 2+0 3,0
Defining Turkish Handicrafts (Ceramics, Tiles and Metals Artwork); Functions of Works and the Nature of the Places they Were Used; Explanation, with the Help of Written Sources, of the Historical Background to Works which Emerged from Surface Research and Scientific Excavations; Development of these Branches of Art in Anatolia, Use of Materials, Production Techniques and Analysing Elements of Decorative; Examining Works Held in National and International Museums and Private Collections.

SNT 312 Turkish Handcraft II 2+0 3,0
Defining Turkish Handicrafts (Carpets, Kilims and Textiles); Functions of Works, and the Nature of the Places Where They Used; Explanation, with the Help of Written Sources, of the Historical Background to Works which Emerged from Surface Research and Scientific Excavations; Development of these Branches of Art in Anatolia, Use of Materials, Production Techniques, and Analysing Elements of Ornaments; Examining Works Held in National and International Museums and Private Collections.

SNT 335 Ottoman Art I 2+0 4,5
Introduction to 14th Century Ottoman - Turkish architecture: Early constructions and their comparison with those of 14th century; 15th Century Ottoman Architecture; Anatolian and Non-Anatolian Samples; Ottoman Religious, Military and Civil architecture; Types of Functional Plans of the Constructions; 16th Century Turkish Architecture: Classical period architecture, Mimar Sinan and his works, Ornamentation in the 14th and 16th Century Ottoman Architecture; Stone, Wood, Earth ware and Samples; Turkish Hand Crafts: Carpets, Miniature, Glass work, Tiles and Pottery.

SNT 336 Ottoman Art II 2+0 4,5
17th-18th Century Ottoman Architecture: Development after Mimar Sinan; Style of the 18th Century; Turkish Baroque and Rococo; 19th Century and Late Ottoman Architecture: Samples of Empire and Neo gothic style, Mosques, Tombs, Madrasas, Fountains, Caravanserais, Turkish baths, Palaces; Plan and Plastic Character of Turkish Houses: Istanbul-Anatolian samples, Wall pictures with western influences in Ottoman constructions, Embroidery; Samples of Turkish handwork; Carpets, Miniatures, tiles and pottery.

SNT 339 Early Ottoman Architecture 2+0 4,5
Description and Concepts; Historical Frame and Early Ottoman Geography; Citizens and Nomads in Early Ottoman Period; Period of Osman Gazi; Dervish Lodges and Mosques with Dervish Lodge; Period of Orhan Gazi Architecture; Period of Murat I Architecture; Period of Yıldırım Beyazid Architecture; Period of Interregnum Age and Çelebi Mehmet Architecture; Period of Murat II Architecture; Centralization and Transformation of Ottoman State.

SNT 353 Early Christian and Byzantine Architecture I 2+0 4,5
Late Classical Art; First centuries of the Christianity and early domus ecclesias; Evolution of the basilical plan-type; Early Christian Period churches in Italy; Holy Land and Anatolia; Monuments of the new capital of the Byzantine Empire; Regional (Bithynia, Ionia, Lycia-Pamphylia, Cilicia and Isauria) features of religious architecture of the Early Byzantine Period in Anatolia; Byzantine Architecture of Justinianic Period; Important buildings dating to Justinianic Period in Constantinople and throughout Anatolia; The churches in the 6th century in Syria, Italy and Greece.

SNT 354 Early Christian and Byzantine Architecture II 2+0 4,5
Byzantine Architecture from the period of Emperor Justinianus until the Middle Byzantine Period; Church architecture of (7th -8th centuries) Dark Ages and the evolution of the cruciform plan; Causes and the results of the Iconoclasm; Architecture of Komnenos Dynasty in Constantinople and Anatolia; Origin and the evolution of the cross in square plan type; Architecture of Palaiologos Period in Constantinople and Anatolia; Monumental sculptures and architectural decoration in the Middle and the Late Byzantine Architecture.

SOS 128 Introduction to Behavioral Sciences 3+0 4,0
Introduction to Sociology and the Methodology; Emergence of Science of Sociology and Sociological Theories; Society and Social Structure; Culture; Socialization; Social Groups; The Family; Social Stratification and Social Change; Introduction to Psychology; Psychology of Lifelong Development; Motives and Emotions; Sensation and Perception; Learning; Psychology of Personality Theories; Social Effects on Behavior and Attitudes.

SOS 129 Leisure Time 2+0 2,0
Etymologic Roots of Leisure; The changes in the concept of leisure in the historical process; Leisure in Different Disciplines; The Theories of Leisure; Leisure in the Postmodern World; Class and Leisure; The Meanings of Leisure; Leisure, Self and identity; Leisure, Life quality, Life satisfaction; The Role of Leisure in Community; Leisure and Community Development; Leisure and Tourism.

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.

SOS 217 Introduction to Sociology 3+0 3,0
Introduction to Sociology; Sociological Research Techniques and Methods; History of Sociology; Culture; Socialization; Institution of Family and Kinship Relations; The Institution of Education; Political Institutions; Population; Community Groups; Social Stratification and Change; Industrialization; Social Development and Post-Industrial Knowledge Society; Crime and Society; Gender; Media Institutions; Social Inequality and Poverty.

SOS 225 Critical Thinking 2+0 2,0
Introduction to Critical Thinking: Reasoning and scientific thinking, Identifying arguments and evaluating; The Construction of Fake Scientific Arguments; Self and Awareness: What is Real/True; The Methods of Knowing and Thinking; Language, Thinking and logic; Failure of thinking, Induction and Deduction; Usage of Resource and Examining of Resource Reliability; Tourism and Critical

Thinking; The Theory of Critical Thinking; The Relationship Between Critical Thinking and Tourism.

SOS 312 Organizational Behavior 3+0 4,5

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

SOS 336 Folklore 2+0 3,0

Terms: Folk, Culture, Tradition, Anonymous; History: First studies in Europe, First studies in Turkey; Multiculturalism: Political approach, Cultural hybridization, Acculturation process; Elements of Folk Culture: Classification of the elements; Oral Culture Elements: Legend, Folk tale; Material Culture Elements: Hand crafts, Folk architecture; Folk Knowledge: Food Culture; Social Practices: Festivals and ceremonies; Intangible Cultural Heritage: Definition, Introduction of intangible cultural heritage elements.

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

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

STV 404 Intercultural Communication 3+0 4,0

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

STV 404 Intercultural Communication 3+0 4,0

Introduction to Intercultural Communication; Importance of Intercultural Communication; Cultural System's on Intercultural Communication; Impact of Intercultural Communication; Values and Intercultural Communication; Intercultural Communication and Language; Intercultural Communication and Mass Media; Intercultural Communication and Nonverbal Messages; Intercultural

Communication and Culture Shock; Intercultural Communication and Communicator; Intercultural Communication and Opinion Leadership; Innovation and Change.

TAR 106 History of Islam 4+0 6,0

Subject of Islamic History and Islamic Historiography; Semitic Races, Arabs and Southern Arabic States: Political, Social, Economic, Cultural and Religious Situation of Southern Arabic States; Northern Arabic States before Islam: Political, Social, Economic, Cultural and Religious Situation of Northern Arabic States; Political, Social, Economic, Cultural and Religious Situation of Hijaz Area before Islam; Monotheistic Faith in Hijaz before Islam; Birth and Spread of Islam: Period of Mohammed; Situation of Neighbors of Arabs During the Spreading of Islam; Spreading of Islam out of Arabia.

TAR 114 Phrygian Civilisation 2+0 4,0

Phrygian Kingdom and Civilization: Phrygian Area and Geography, Political History of Phrygians, the Origin of Phrygians, the Foundation of Phrygian Kingdom, Expansion of Phrygian State, the Fall of Phrygian Kingdom; Phrygian Civilization: The Social Structure of the Phrygians, the Phrygian Religion, the Phrygian Language and Writing, Phrygian Architecture, Phrygian Pottery, Phrygian Metal Works and Phrygian Handcrafts; Relation Between Phrygians and Western Anatolia, Hellas and Mesopotamian States.

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

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

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

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

TAR 203 Byzantine History 3+0 5,0

Early Byzantine State (324-610); Imperium Romanum Christianised, Migration of Germans and Period of Sectarian Wars; Failure of Iustinianus I; Heraklios Dynasty and Renovation Efforts of the Byzantine (610-717); Period of

Macedonian Dynasty (843-1025); Iconoclasm Era (711-843); Period of Officials Nobility Class of Capital (1025-1081); Falling of Administrative System of the Middle Byzantine State: Michael VIII and Reviving of the Empire; Byzantine as a little State; Period of Serbian Sovereignty and Civil Wars; Conquest of Balkans by the Ottomans and Vassalage of Byzantine; Collapse of State.

TAR 205 History of Religion 2+0 4,0

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

TAR 206 History of Ottoman Empire (1300-1520) 4+0 5,0

Establishment of Ottoman State: Osman Ghazi, Orhan Ghazi, Murad I., Sultan Bayezid the Thunder and Unification of Anatolia; Civil disorder after defeat in Ankara War, struggles, Mehmed Celebi. Düzmece Mustafa rebellion, Sheikh Bedreddin, kadı of Simavna, rebellion; Sultan Murad II., Ottoman States in Anatolia and of Istanbul, war of Cosova 2nd; Mehmed the Conquerer: Conquest of Istanbul and results, Policies of Mehmet the Conquerer, for the western fields and the Black see; The period of Sultan Bayezid, II: Cem's rebellion and Sultan Bayezid Period of Sultan Selim the Grim.

TAR 211 Roman History 3+0 5,0

Sources of the Roman History; Geographical and Chronological Boundaries; Etruscans and the Kingdom Period; Sociopolitical and Socioeconomic Structure; Res Publicae; Rome as a Mediterranean Power; Diplomacy and the Army; Struggle of Patricii and Plebs, the Roman Law; New Social and Economic Structure; Fall of the Roman Republic; Age of Augustus and Pax Romana, Cult of Emperor; Consolidation of the Roman Empire and the Cities; Social, Economic and Cultural Life in Rome, Latin Literature, Architecture and Engineering, Philosophy; Transformation of the Empire, From the Pagan Society to the Christian Empire; Decline and Fall Period; Heritage of Rome

TAR 218 Religion of the Turks 2+0 4,0

Central Asian Pagan Cults; Turkish Life Styles and Folklore; Religion of the Turks before Islam: Shamanism and Turkish Culture, Buddhism; Chinese Mythology: Chinese Philosophy; Indian-Tibetan Buddhism; Zoroastrianism, Manicheanism; Judaism; Christianity; Turks and Islam: Turkish Geography, Culture and Faiths of Turks During the Spreading of Islam, Orthodox Islam and its point of view for Turks, Alevi and Bektashis.

TAR 232 History of Civilization 2+0 3,0

Generation of the World and Prehistoric Ages; Paleolithic Era; Mesolithic Era; Neolithic Era; Chalcolithic Era; Birth of Civilization; Ancient Mesopotamian Civilization and

History; Ancient Egyptian Civilization and History; Ancient Anatolian Civilizations; Middle Asia and Iran; Ancient Greek Civilization and History: Minos civilization, Myken civilization; Roman Civilization and History; Roman Imperialism and Republic Era; Roman Empire; Roman Culture and Civilization.

TAR 303 History of Ottoman Empire (1520-1730) 4+0 5,0

Ascendancy of Süleyman the Magnificent to throne: Conquest of Belgrade and Rhodes, Campaigns to Hungary, the first Siege of Vienna, Pact with Austria; Commercial concessions given to France, relations with Persia: Pact of Safevis, Relations with Portugal and campaign of India; Period of Selim II: Sokollu Mehmed Paşa and Channel Project, Conquest of Cyprus, defeating in İnebahtı, re-establishment of Naval Army; Period of Murad III: Campaigns of Egri and Hacova, Reasons of decline of Ottoman Empire.

TAR 304 Ottoman History (1730-1908) 4+0 5,0

Political events in Selim III is period: Egypt Question, relations between Ottoman and English and relations between Ottomans and French, Political events in Mahmut II's time; The treaty of Bucarest, War with Russia, the treaty of Edirne, Relations between Ottomans and French, Egypt Question (Mohammad Ali Revolt) Political events in Tanzimat Period: relations between Ottoman and Europe: The Refugee problem, the Crimean War and the Peace of Paris, Crisis in the Lebanon, the Revolt in Crete, Political events in Constitutional Monarchy Period, War with Russia and the Treaty of Ayestefanos and Berlin.

THU 203 Community Services 0+2 3,0

Various Community Projects: Helping young students during 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., take part in the projects which raise environmental awareness, Integrating with the community and enabling use of knowledge accumulated in the courses.

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

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

TİY 423 Drama 1+1 2,0

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

TKY 305 Oulity Management 3+0 4,0

Concept of Quality: Definition, Objectives and features; Historical Development of Quality; Total Quality Management: Definition, Objectives and features; Quality Circles; Concept of Service and Services Quality; Characteristics of service, Service sector; Dimensions of Service Quality; Measurement of Service Quality; Quality Management Systems: TSE, ISO 9001 Quality management system, ISO 22000 Food safety management systems, ISO 14001 Environmental management systems.

TRR 104 Introduction to Tour Guidance and Professional Ethics 3+0 3,0

Development of Travel and Tour Guidance; Classification of Tours; Tour Management: Planning, Pricing; Tour Staff; Tourist Guidance: Professional issues, Role of tourist guides; Qualifications of Tour Guides: Leadership, Social and communication skills; Institutions of Tour Guidance; Ethical Principles and Types; Ethical Factors; Ethical Issues; Consumer Rights in Tourism Industry.

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

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

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

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

TRR 302 Tour Guiding Seminars 2+0 3,0

Discussions, Conferences and Seminars on Profession of Tour guidance; Professional Problems of Tour Guides; Specialization at Regional and National Guidance; Professional Ethics and Responsibilities of Guides; Relations between Travel Agencies and Tour Guides; Recreational Leadership of Tour Guides; Structure and Mechanism of Tour Guides Union; Professional Guidance and Similar Subjects.

TRR 303 Life in Nature 0+2 2,0

Basic Rules of Life in Nature; Orientation of Basic Equipment Used in Nature; Selection and Use of Personal Equipment; Housing (Camping); Feeding; Outfits;

Techniques of Trekking in Nature; Wild and Poisonous Animals; Navigation; Navigation Methods in Nature; Route Planning; Emergency and First Aid Principles; Team Work and Rules; Social Values to be Considered in Nature; Gaining Leadership Abilities; Self-sufficiency in Nature; Horse Behavior in Nature; Vital Signs of Horses; Horse Riding Rules in the Field; Selection and Use of Appropriate Materials for Horse-Riding in the Field.

TRR 304 Campus Tour Guiding 0+2 3,0

Drama education; Diaphragm and diction training; Social behavior and protocol training; Training about Yunus Emre Campus; Training about İki Eylül Campus; Training about the University; Preparation of campus tour promotional materials; Preparation of Promotional Texts and Presentations About Anadolu University; Preparation of Introductory Texts and Presentations about the Faculties.

TRR 306 Horse and Stable Care 0+3 3,0

Introduction to Maintenance of Horses and Stables: Basic concepts; Description of Equestrian facilities: Work order in the facility, Rules to be followed in the facility, Rules for approaching to horses; The Physical Control of Horses: Evaluation of horses' health, Basic first aid and dressing for horses; Misbehavior of Horses and Causes; Basic Care of Horses (Grooming): Hosting horses before practice, Hosting horses after practice.

TRR 308 Horseback-Riding 0+6 6,0

Necessary Characteristics of Safari Horses; Practice Areas for Horses and Features; Apparel and Equipment: Equipments required for horses and riders, Apparel for horses and riders; Horse Equinism; Aids Applied for Horses in Equestrianism; Equestrianism: Balance, harmony and flexibility; Managing horses in a balanced manner and improving the equestrian mentality.

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

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

TRR 406 Graduation Thesis in Tour Guiding 2+4 8,0

Developing scientific thinking and research skills to prepare a graduation thesis on the issues of Tour Guiding; Relations between Tourism Enterprises and Guides; Country Orientation; Promotion of The Tourist Destinations and Increasing Their Attractiveness; Cultural Tourism; The Agenda of Tourist Guides; International Tourism and Roles of Tourist Guides; Domestic Tourism and Roles of Tourist Guides; Diversification of Tourism and Specialization of Tourist Guides and so forth.

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

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

TRZ 101 Introduction to Tourism 3+0 3,0

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

TRZ 101 Introduction to Tourism 3+0 3,0

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

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

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

TRZ 139 Technical English I 2+0 3,0

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

TRZ 140 Technical English II 2+0 3,0

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

TRZ 143 Accessible Tourism 3+0 4,0

Accessible Tourism: The Concept; Updates In Accessible Tourism; Norms And Regulations Related To Accessibility; Analyzing The Needs of Customer With Disabilities; Serving Customer With Disabilities; The Main Topics of Accessible Tourism Which Divided It From The Other Tourism Types; The Types of Disabilities And Their Needs In Tourism; Urban Development And Town Planning According To Disability Types; Improving The Accessibility of Tourist Resources; The Activities About Accessibility In Hotels; The Activities About Accessibility In Travel Agencies; The Activities About Accessibility In Food And Beverage Enterprises; The Activities About Accessibility In Transportation; Planning Accessible Tourist Activities; Organizing Accessible Tourist Activities; Best Practices For Accessible Tourism Business Administration Research Approaches of Tourism.

TRZ 145 Introduction to Tourism 2+0 2,0

Basic Concepts: Tourism and tourist, Definition of tourism; Types of Tourism: Based on the number of people involved, Based on the age of the participants, Based on the socio-economic status of the participants, Based on the the purposes of participants; Factors Influencing the Development of Tourism; Tourism Industry: Tourism supply and tourism demand, Elements of tourism product; Links Between Tourism and Economic, Social, Physical Environment; Tourism Industry in Turkey.

TRZ 151 Career Development in Tourism Enterprises 2+0 2,0

Career Development: Career description, Career steps, Career development system; Career Planning: Self-assessment, Career opportunities in travel and tourism services; Career Opportunities in Hotels and Lodging; Career Opportunities in Restaurants and Culinary Arts; Other Career Opportunities; Job Application Process: Preparing resumes, Psychometric tests, Interview techniques; Time Management; Work-Life Balance; Career Management.

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

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

TRZ 269 Ecology and Tourism 3+0 3,5

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

and carbon footprint; Ecology and Sustainable Tourism: Sustainable development, Ecological approaches to the tourism industry, Ecotourism.

TRZ 271 Special Interest Tourism 3+0 4,0

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

TRZ 281 Restaurant Management 3+0 4,0

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

TRZ 283 Psychology of Tourism 2+0 2,0

Key Concepts: Tourist psychology, behaviour and experience; Approaches to Tourist Motivation: Historical and Contemporary Approaches to Travel Motivation; Psychological Aspects of Tourist Behaviour; Psychological Benefits of Tourism; Categories of Tourists; Social Role of the Tourist: The Disengaged, Empathy, Sympathy, The Self, Corrective actions; Social Contact Between Tourists and Hosts: Host Perceptions of Tourists, Tourists' perceptions of the local people; Tourism and Humour.

TRZ 285 Individual Outdoor Activities 2+2 3,0

Introduction to Individual Outdoor Activities; Motivations for Going to the Nature; Intentions to the Nature; Experience of the Nature; Recreational Leadership; Leader of Bicycle; Leader of Catching and Releasing; Leader of Trekking; Leader of World Travelers; Leader of Climbing; Leader of Diving; Experience Transfer Presentations: Trekking, Bird and botanic observation, Hobby gardens, Mountaineering and speleology, Ar sports, Amateur fishing, Tree and seed planting, Geocaching, Bicycle sports.

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

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

TRZ 304 Tourism Policy and Planning 3+0 3,0

Fundamentals of Tourism; Characteristics and Definition of Tourism Policy: Components of tourism policy, Objectives

of tourism policy; Tourism Planning: Objectives of planning, Important components of planning and application phase; Necessities of Being a Tourism City; Life-cycles of Tourism Regions in Terms of Tourism Planning; Investments in Tourism Industry; Legal Regulations about Tourism in Turkey; Tourism Marketing Inclinations for 2000 and beyond; Problems of Policy and Planning in Tourism; Entrance Process into European Union: Its effects on Turkish tourism.

TRZ 305 Sociology of Tourism 3+0 3,0

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

TRZ 307 Support Services in Hospitality 3+0 4,0

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

TRZ 308 Travel Management 3+0 3,0

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

TRZ 308 Travel Management 3+0 3,0

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

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

Sustainable Tourism; Sustainable Hotel Construction; Legislations on Environmental Management; Standards of Environmental Management; Volunteer Environmental Management Prizes; Environmental Management and Personnel; Environmental Management and Guests; Establishment of the Environmental Management Policy; Buying; Reducing; Reusing; Recycling; Public and Local Administrations in Environmental Management.

TRZ 310 Destination Management 3+0 5,0

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

TRZ 310 Destination Management 3+0 5,0

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

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

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

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

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

TRZ 316 Tourism Law 3+0 4,0

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

TRZ 352 Tourism Legislation 3+0 4,0

Regulatory Rules for Communal Living and Travel; Use of Coasts; Incentives in Tourism; Qualifications of Tourism Facilities and Certification; Dealings of Tourism Businesses with Each Other, Guests/Customers and Tourism Ministry; Use of Thermal Waters in Tourism Centres and Areas; Territorial Sea and Sail Rules; Travel Agencies and Association Law; Tourist Guide Law; Hunting Law; Ministry Organization and Duties; Trading and Work Permits; Protection of Consumers.

TRZ 353 International Tourism Management 3+0 4,0

Basic Concepts: Local, Regional, International, And global; The Development of International Tourism: The periods of globalization: Tourism practices in different continents: Tourism in Asia, Tourism in Europe, And Tourism in America; The Boundaries of International Tourism: Economic, Socio-cultural, And political; The future of International Tourism: The expectations and the policies.

TRZ 354 Conference and Event Management 3+0 4,0

Introduction to the Congress and Event Management; Meetings, Incentives, Congresses and events; Destination Management; Marketing and Management of International Congresses; Meeting Services in Hotel Businesses; Special Events; Exhibition and Fair Services; Information Technologies and Meeting Management; Meeting Management in Hospitality Businesses; Event Services and Human Resource Management; Future of Meeting Services.

TRZ 355 Computerized Front Office Management 2+2 4,0

Introduction: Hotel business and front office department; Reservation: Market segments and reservation resources, Individual and group reservations; Accommodation: Check-in and in-house services; Guest Accounts: Tracking guest transactions, Billing; Forecasting Available Room Numbers: Calculating room rate; Preparing Forecasted Budget; Selling With Dealers: Selling with agency and operators, Online distribution channels; Hotel Trip With Students; Yield Management; Implementation Levels of Yield Management; Auditing and Evaluating Performance.

TRZ 356 Housekeeping Management 2+2 4,0

Definition and Organization of Housekeeping Management Department; Human Resources Management in Housekeeping; Planning in Housekeeping; Control in

Housekeeping; Budgeting and Decoration in Housekeeping; Hygiene and Security in Housekeeping; Tools and Equipment, and Materials used in housekeeping; Room Types; Types of Cleaning and Room Cleaning; Guest Invitation for Presentation of Tools and Equipment Used in Housekeeping; Bathroom Cleaning and General Cleaning; Floor Trolley and Floor Office; Laundry; Computer Applications in Housekeeping; Technical Tour to the Hotel for the Introduction of Housekeeping Department.

TRZ 357 Ergonomics in Tourism 2+0 3,0

General Concepts: Introduction to ergonomics, Individuals' adaptation to PCs, Machines and Tools, Concept of fatigue concept; Ergonomics in Tourism Businesses: Ergonomics in office, Anthropometry, Ergonomic design in tourism enterprises; Software; Improvement in Office: Problem definition, Improvement in problematic Area, redesign; Team Works; Final Evaluation.

TRZ 358 Digital Tourism 2+0 3,0

Digital Age and Digital Culture; Digital Channels: Communication, Information accessibility; Effects of the Digital Revolution: Effects on enterprises, Effects on consumers; Digital Experience and Innovative Service Design; Evolution of the Internet and Tourism Industry; New Marketing Strategies in Tourism: Internet and social medi; Technology, Production and consumption relationship; Accommodation Companies and Digital Channels; Travel Enterprises and Digital Channels; Transportation Companies and Digital Channels; Food and Beverage Companies and Digital Channels; Destinations and Digital Channels; Recreative Activities and Digital Channels.

TRZ 359 Creative Cities 2+0 3,0

Defining and Analysis of Creative Cities; Creative Economy; Paradigm of Creative Class; Neo-Liberal Economy and Creative Industries; Classification of Creative Industries; Creative Tourism (Meaning and Roots); Motives and Consumer Behavior in Creative Tourism; Creative Experience Model; Creative Cities and Local Development; Place Spirit; Creative Cities and Livable Community; Clustering, Networks and creativity.

TRZ 361 World Culinary Culture 3+0 4,0

Introduction to Culinary Culture: Concepts of culinary, Characteristics of culinary culture, History of cuisine; Samples From and Features of the Culinary Culture in the World: French cuisine, Italian cuisine, Spanish cuisine, English and Balkan cuisine, Scandinavian and Russian cuisine, Central and North American cuisine, Mexican cuisine, Cuisines of South American countries, Chinese cuisine, Indian cuisine, Japanese cuisine, Korean cuisine, South East Asian cuisine, African cuisine, Middle Eastern cuisine, Turkish cuisine.

TRZ 408 Industrial Tourism Project 2+4 8,0

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

Analysis of Research Results; Interpreting the Findings; Reporting the Research; Submitting the Project.

TRZ 415 Institutionalization of Tourism 2+0 3,0

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

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

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

TRZ 420 Mass Food Production 3+0 5,0

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

TRZ 424 Tourism Transportation 3+0 5,0

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

TRZ 427 Research Methods in Tourism 3+0 4,0

Basic Concepts: Sciences and Social Sciences, Qualitative and quantitative research approaches; Stages of Quantitative Research: Topic, Aim, Literature review, Population and

sampling, Data collection and analysis, Reporting; Descriptive Methods: Survey, Interview, Observation; Testing and Measuring Tools: Types of scales, Validity, Reliability, Measurement tools; Relational Methods; Causal Comparative Method, Experimental Methods; Research Ethics; Evaluation of Scientific Research.

TRZ 429 Project Management 3+0 4,0

Phases of project management; Forming the project team: Responsibilities of project leader, Organization of the project, Role distribution, Gathering necessary information, Brainstorming to determine instructional strategies; Developing, distributing and presentation of plans; Preparing and testing blue-print materials; Developing original materials; Work conditions; Work flow; Resources; Internal and external relationships; Production system; Evaluation; Management of distribution and monitoring services.

TRZ 431 Project Preparation and Management 1+2 4,0

Project Preparation and Basic Concepts; Introduction to Project Management: Definition of projects, Components of projects; Initiating the Project: Determination of the nature and aim of the project, Cost and budget, Determination of shareholders; Planning the Project: Determining team members, Determining budget, Risk planning; Implementation of the project and control: Coordination of resources, Monitoring the variables of the project; Closing the Project: Finalization of all activities, Completing project agreement; Project Examples.

TRZ 433 Operations Management in Tourism Enterprises 3+0 3,0

Introduction to Operations Management; Production Planning in Tourism Facilities; Inventory Planning in Tourism Facilities; Supply Chain Management in Tourism Facilities; Human Resource Management and Personnel Scheduling in Tourism Facilities; Facility Planning in Tourism Facilities; Quality Management in Tourism Facilities; Performance Measurement in Tourism Operations; Problem Identification in Tourism Facilities; Problem Solving in Tourism Facilities; Students' Team Works; Visit to Tourism Enterprise; Students' Team Works.

TRZ 457 Ethics in Tourism 3+0 4,0

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

TRZ 458 CRS Applications-Amadeus 3+0 5,0

Encoding/decoding; Tariff Displays; Flight Availability; PNR Optional Fields; Segment Sell; Name; Address Phone; Ticketing; Special Service Requirements; Reservations; Hotel Reservations; Car Availability and Quotes, ; Availability Display; Passenger Ticket Coupons; Reservation Procedures; Seat Availability.

TRZ 461 Processive Drama 0+2 2,0

Approaches in Drama: Realm of processive drama, Approaches in processive drama, Mantle of the expert, Commission creation; Techniques in Processive Drama: Dull image, Forum theatre, Private property, Diary, In-role writing, Flashbacks, Rituals and ceremonies, Interview; Creative Problem Solving: Problem identification, Life history analysis, Pre-script writing, Identifying heroes, Creating possible solutions, Implementation of the technics, Reporting, Evaluation.

TRZ 463 Tourism Field Studies 0+3 4,0

Giving Information on the Preparation of Reports in the Field of Tourism Management; Determination of Subject; Research on the Topic; Literature Review; Making the Research Plan; Writing the Study: Introduction, Methods, Results, Discussion; Evaluation; Making the Necessary Corrections; Presentation of the Study: Oral presentation, Written presentation.

TRZ 465 Product Development in Tourism 3+0 4,0

Understanding Consumer Needs and Wants; Methods Used in Determining Consumer Needs and Wants; Products in Tourism; Classification of Products; Product Life-cycle; Importance of New Product Development; Concept of Innovation; Innovation in Service; Resources of Innovation; Internal and External Factors in Product Development; Process of Product Development: Idea generation, Idea screening, Concept development, Market test, Marketing strategy, Business analysis, Product development and commercialization.

TRZ 469 Space and Experience 2+0 3,0

Place, Space, Usage of Place; Formation of Place, Social construction; Differentiation of Place: Urban as architecture and spirit of urban: Public sphere, Private sphere, Places and consumption: Place as a gaze, Place and discipline, place and consumption elements; Re-Production of Place: Gentrification; Place Experience; Place and Emotions: Familiarity, Nostalgia, Authenticity, Uniqueness; Place and Tourism: Economical, Geographical, Social and cultural context; Place Identity, Place attachment.

TRZ 470 Drama in Tourism 0+2 2,0

Drama Applications in Tourism: Tourism destinations and drama, Guiding and storytelling, Cultural heritage, tourism and drama, Mythology, tourism and drama, History and drama; Tour Guiding and Drama: Improving narrative skills, Non-verbal improvisation, Verbal improvisation, Tourist's and the guide's dramatization, Promotional material and dramatization, Preparing promotional materials; Improving Talent and Skills: Critical thinking skills, Communication skills, Comprehension and interpretation skills, Ability in understanding different cultures, Problem solving skills, Environmental and social responsibility.

TRZ 471 Productivity Management in Tourism Enterprises 3+0 4,0

Business Management; Productivity and the Basic Contents of Productivity; Productivity Studies in Tourism Management; Place of Incorporation, Productivity relations

in hotel enterprises; Productivity Improvement of Physical Work Studies; Price, Service, Productivity Relations in Accommodation and Food, Beverage departments of hotel enterprises; Productivity Increasing Principles Productivity Improvement in Management of Human Resources; Work Study and Productivity Improvement; Behavioral Techniques to Increasing Productivity; Productivity of Marketing and Sales Services in Hotel Businesses.

TRZ 472 Animation Services Management in Tourism Enterprises 2+0 3,0

The Relationship Between Recreation and Animation; Historical Development of Recreation Services, Tourism-recreation relationship; Concept and Types of Animation; Animation: Functions and characteristics; Businesses and Animation Costs; Principles of Animation, Management Style, Team creation; Implementation Stages and Preparations of Animation Programs; Organization of Animation Services and Responsibilities of Animation Staff; Execution of Animation Activities, Coordination and supervision of the tourist influence methods of animators; Animation and Traditional Culture; The Economic Qualification to Traditional Cultural Values; Examples of Animation Games; Implementing Animation Events in the Hotels and Resorts.

TRZ 473 Local Authorities and Regional Development 3+0 3,0

Definition and Types of Regions; Economic Area and the Concept of Triple Region; Distinction of Regions Based on the Degree of Development; Organizational Structure of Regional Development Policies; Regional Planning and Development; Regional Development Models; Regional Inequalities and Tourism; Regional Development Methods and Tourism; Development Agencies and Their Role in Regional Development; Tourism and Regional Development and Planning in Turkey; Regional Policies in the Adaptation Process to European Union; Relationship Between Local Authorities and Regional Development; Problematic Areas of Local Authorities for Development; Applications of Local Authorities for Development.

TRZ 474 Tourism Management Graduation Project 2+4 8,0

Determining the Subject of the Thesis Project; Collection of Data in Relation With the Project, or Thesis Writing Methodology; Explaining the Writing Methodology; Preparing Final Work in a Field of Interest: In such topics as tourism politics, Marketing destinations, Culture tourism, Hospitality business, Food and beverage business, Travel business, Transportation systems, Customer preferences and behaviour.

TRZ 475 Innovation in Tourism Enterprises 2+0 3,0

General Concepts: Innovation and related terms with innovation; Innovation in Tourism Businesses: Importance of innovation management, Innovation applications in the tourism sector, Types of innovation; Change in Production and Process; Innovation in a competitive environment: Competitiveness of enterprises and Innovation; Innovation Process: Strategy of innovation, A process of new product

design in tourism; Innovative Applications In Tourism: Innovative applications in lodging, Innovative applications in marketing, Innovative applications in sales, Innovative applications travel agencies and tour operations, Innovative applications in social media.

TRZ 476 Simulation Applications in Hotels 1+2 4,0

Introduction: Yield management; Introduction of the Program: Interfaces; The Creation of Working Groups; Market Segmentation: Customer profile analysis, Analysis of reports according to profiles, Room distribution; Analysis of Performance Indicators; Setting Objects: Monthly, Annually; Decision Making: Room allocation, Deciding to hotel properties and activities, Room pricing, Marketing; Debt and Payments; Seminar: Guest speaker; Monitoring Reports: The objective reports, Performance statistics, Revenues, Occupancy, Market share, Demand; Monitoring of Performance Statistics Reports; Evaluation.

TRZ 478 Spatial Design at Touristic Areas 3+0 5,0

Description of the Concept of Space, Tourism and space; Natural Spaces and Humane Spaces; Effects of Tourism on Spaces; Carrying Capacities; Continuity of Settings, Sustainability, Sustainability in tourism; Sustainability Practices in Tourism Settings and Sustainable Model Implications; Tourism and Spatial Mobility; Bringing Touristic Functions to Natural Spaces, Functional planning in natural spaces; Given Services for Different Visitor Groups in Natural Spaces; Bringing Touristic Functions to Historical Spaces; Bringing Touristic Functions to Cultural Spaces; Spatial Planning of Cities for Touristic Purposes; Accessibility in Tourism Spaces, Travelling as a human right, Structures and means of transportation; A Seminar on the Topic of "Tourism and Accessibility for Everyone".

TRZ 480 Tour Operation Applications-Sejour 1+2 4,0

Introduction to Sejour Automation; Definitions: Users, Tour operator, Pricelists, Groups; Contracts: Hotel definitions, Hotel contracts, Transportation contracts; Reservation: Reservation definitions, Reservation procedures, Customer procedures; Operation: Operation definitions, Customer traffic, Vehicle management; Tours: Tour definitions, Tour reservation; Billing: Invoice calculation, Billing reports; General menu; Reorganization; Online menu.

TRZ 482 Globalization and Competitive Strategies in Tourism 3+0 4,0

The Definition and History of Globalization; The Definition and Importance of Competition; Global Tourist and Characteristics of Global Tourists; Types of Activities and Organizational Structures of Global Companies; Global Tourism Organizations: World tourism organization, World travel and tourism council, International air transport association; Competitive Strategies in Global Companies; The Development of Competition in the Process of Globalization; The Competitive Five Forces Model in Global Tourism Companies.

TRZ 484 Customer Relationship Management 2+0 3,0

The Concept of Customer Relations Management: Definition, Scope and importance; Communication with

Customers and its Dimensions: The concept of communication and effects of communication; Customer Commitment: Dimensions of customer commitment and quality; Strategic Approach in Customer Relationship: The concept of strategy and its dimensions; The Process of Planning and Adopting Customer Relationship; Organizational Culture and Customer Relationship; Customer Loyalty: Dimensions of customer loyalty and its effects; Methods of Customer Relationship Management; Problems in Customer Relationship Management; Measuring Customer Relationship Management.

TRZ 486 Contemporary Issues in Tourism 3+0 4,0

The Impacts of Single Currency (Euro) Application for Tourism Industry; The Impacts of Euro to European Holiday and Circuit Tourism Market; The Situation of Former Eastern European (FEE) Countries Integrated in EU; General Effects of FEE Countries to European Tourism Industry; The Operations of Multinational Tourism Companies in FEE Countries; The Importance of Russia and Turkic Republics (RTR) for the Countries Operating in Holiday Tourism Market; The EU Laws for Russian Made Planes; The Dependence Relation of Turkey and North African Countries with RTR Market; The Impacts of Natural Disasters to Far East Holiday Tourism Market; The Greatest Producer, China, and Holiday Necessity of Chinese Citizens; The Global Leadership and EU Relationship; The Competition of Tourism Companies Operating in EU Market; Global and Multinational Growth Strategies.

TRZ 801 Types of Tourism I 2+0 3,0

Tourism Product and Tourism Product Diversification; Alternative Tourism; Rural Tourism; Plateau Tourism; Eco-Tourism; Botanical Tourism; Cave Tourism; Birding; Hunting; Sports Tourism: Air sports tourism, Water sports tourism; Winter Mountain Sports and Tourism; Adventure Tourism; Golf Tourism, Camping and caravan tourism.

TRZ 802 Types of Tourism II 2+0 3,0

Yacht Tourism; Cruise Tourism; Third Age Tourism; Youth Tourism; Cultural Tourism; Ethnic Tourism; Event Tourism; Sadness Tourism; Religious Tourism; Gastronomic Tourism; Wine Tourism; Gambling Tourism; Shopping Tourism; Mice; Leisure Tourism; Health Tourism; Space Tourism; Festival Tourism.

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.