Course Syllabus

Code - Course Title	**TRZ293 - Hospitality Management**
Course Type	III. SEMESTER
Laboratory + Practice	3+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	DOÇ. DR. ARZU TOKER

Mode of Delivery	Face to face
Prerequisites	There is no prerequisites and co-requisites.
Courses Recomended	Introduction to Business
Recommended Resources	Akoğlan Kozak, M. (2012). Otel İşletmelerinde Yönetim - Fonksiyonel Yaklaşım. Ankara: Detay Yayıncılık.Emir, O. (Ed.) (2021). Konaklama İşletmeciliği. Eskişehir: Anadolu Üniversitesi YayınlarıGünaydın, Y. (Ed.) (2022). Resort Otel İşletmeciliği. Ankara: Detay Yayıncılık
Work Placement	There is none.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		History of hospitality, evolution of the hotel industry	
Week - 2		Classification of hospitality businesses Qualifications of hospitality organisations personnel	
Week - 3		Management and Organization in Hospitality Businesses I	
Week - 4		Management and organization in hospitality businesses II	
Week - 5		Rooms division management in hospitality business	
Week - 6		Sales and revenue management in hospitality business	
Week - 7		Human resources management in hospitality business	
Week - 8		Mid-term	
Week - 9		Marketing in hospitality business	
Week - 10		Customer relationship management in hospitality business	
Week - 11		Sustainability management in hospitality business	
Week - 12		Technology management in hospitality business	
Week - 13		Support services management in hospitality businesses	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Field trip	

Learning Outcomes

#	Learning Outcome
1	Analyzes the fundamental structure and operations of lodging enterprises.
2	Explains the basic business functions of Hospitality businesses.
3	Explains the support services available in hospitality establishments.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.