Course Syllabus

Code - Course Title	**TRZ144 - Hospitality Management**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.0**
Language of Instruction	İngilizce
Course Type	Required Courses
Course Instructor(s)	ARAŞ. GÖR. DR. FUAT ÇİFTÇİ

Mode of Delivery	Face to face
Prerequisites	There is no prerequisites and co-requisites.
Courses Recomended	-
Recommended Resources	1. Emir, O. (Ed.). (2020). Konaklama İşletmeciliği. Anadolu Üniversitesi Basımevi. Eskişehir. 2. İsmet, K. (2010). Konaklama işletmeciliğinde stratejik yönetim süreci: Kavramsal bir yaklaşım. Karamanoğlu Mehmetbey Üniversitesi Sosyal ve Ekonomik Araştırmalar Dergisi, 2010(1), 27-35.3. Karaman, A. (Ed.). (2016). Otel işletmeciliği. Eğitim Yayınevi.4. Akoğlan Kozak, M. (Ed.) (2016). Turizm İşletmeciliği. Detay Yayıncılık: Ankara.
Work Placement	There is none.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Hospitality Management: History, Structure and Features	
Week - 2		Classification of Hospitality Businesses Qualifications of Hospitality Organisations Personnel	
Week - 3		Management and Organization in Hospitality Businesses	
Week - 4		Marketing in Hospitality Businesses	
Week - 5		Market Segmentation And Marketing Strategies	
Week - 6		Human Resources Management in Hospitality Businesses	
Week - 7		Rooms Division Management in Hospitality Businesses	
Week - 8		Mid-term	
Week - 9		Food and Beverage Services in Hospitality: Meals and Service Types	
Week - 10		Organizational Structure of Food and Beverage Services	
Week - 11		Accounting in Hospitality: Accounting Knowledge and Applications	
Week - 12		Financial Management in Hospitality Business: Finance and Cost Control	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Support Services in Hospitality Businesses: Organization and Types	
Week - 14		Final Exam Field Visit	

Learning Outcomes

#	Learning Outcome
1	Explains the characteristics of hospitality establishments.
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.