Course Syllabus

Code - Course Title	**TKY302U - Quality Management in Hospitality**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	Asst. Prof. İnci Oya COŞKUN

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	E-learning portal
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Accommodation Services	
Week - 2		Quality in Accommodation Services	
Week - 3		Total Quality Management and Hospitality Services	
Week - 4		The Principles of Total Quality Management	
Week - 5		Quality Improvement in Hospitality Services	
Week - 6		Traditional and New Tools of Quality Improvement	
Week - 7		Midterm Exam	
Week - 8		Quality and Customer Relationship in Hospitality Services	
Week - 9		The Relationship Between Quality and Productivity in Accommodation Services	
Week - 10		Quality Management and Assurance Systems	
Week - 11		Quality Assurance Systems in Hospitality Management	
Week - 12		Electronic Service Quality	
Week - 13		Innovation in Hospitality Management	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Defines the concepts of service and hospitality enterprises.
2	Distinguishes the importance of quality in hospitality services.
3	Explains the concept of total quality management and its principles.
4	Explains the connection between quality, customer relations, and productivity in accommodation enterprises.
5	Explains quality assurance systems and electronic service quality.

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**