



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Place Designing at Food Beverage Businesses							
Course Code		İKM212		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	76 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		In food and beverage business it is to learn the creation of appropriate eating environment.							
Course Content		The concept of space and tourist attraction , type , effects of eating environment , food and beverage venue examples of successful and unsuccessful							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Ins. Betül YEŞİLTEPE ERKAYIRAN							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Final Examination	1	110

Recommended or Required Reading

1	Ders kitapları
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Week	Weekly Detailed Course Contents	
1	Theoretical	Place concept and basic elements that make up the place
2	Theoretical	Place concept and basic elements that make up the place
3	Theoretical	Tourism and place relationship
4	Theoretical	The interior of the case in the food and beverage business
5	Theoretical	The interior of the case in the food and beverage business
6	Theoretical	The interior of the case in the food and beverage business
7	Theoretical	Successful and unsuccessful interior design in the food and beverage business
8	Theoretical	Examples of interior design in food and beverage businesses
9	Theoretical	Outdoor patients and environment in the food and beverage business
10	Theoretical	Outdoor patients and environment in the food and beverage business
11	Theoretical	Successful and unsuccessful outdoor design in food and beverage operations
12	Theoretical	Location marketing in the food and beverage business
13	Theoretical	Creating place concept in food and beverage business
14	Theoretical	Concept place samples in the food and beverage business
15	Theoretical	Concept place samples in the food and beverage business

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Midterm Examination	1	9	1	10
Final Examination	1	9	1	10
Total Workload (Hours)				76
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	
2	
3	
4	



5	
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Programme Outcomes (Cookery)

1	...
2	...
3	...
4	...
5	...

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1
P1	5
P2	5
P3	5
P4	5
P5	5

