



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Directed Study							
Course Code		TRZM252		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		In this course, is intended the student has reached the final stage of school, do in-depth research on a topic related to the profession, to develop itself on the study subjects, to reporting his work in accordance with the previously determined conditions and are effective.							
Course Content		A subject of study for students of professional and ethical rules according to scientific studies, research and reporting							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)		Lec. Ahu SEZGİN, Lec. Erhan COŞKUN, Lec. Yeter ÇAN DOMRUK							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Books related to subject
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Week	Weekly Detailed Course Contents	
1	Theoretical	Distributed the study topic to students
2	Theoretical	General publicity of research methods and planning research
3	Theoretical	Accessing to primary and secondary sources for research
4	Theoretical	Compilation process of accessible sources, text transfer and transfer types
5	Theoretical	Developing project / survey arrangement / sample surveys / sample projects
6	Theoretical	Preparing the contents and parts
7	Theoretical	Preface, abstract, preparation and display of shapes and graphics
8	Theoretical	Creating the bibliography (Midterm Exam)
9	Theoretical	Designing the references
10	Theoretical	Supervision of compliance with the writing rules, elimination of errors
11	Theoretical	Evaluation of the results obtained in the study
12	Theoretical	Ethics in scientific studies
13	Theoretical	Reporting techniques
14	Theoretical	Preparing of the study report

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Term Project	1	10	1	11
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To comprehend what scientific research is
2	To learn scientific research process
3	To learn how to make a project



4	To improve student's vocational interest and depth of knowledge
5	To gain ability to work independently and self learning skill

Programme Outcomes (Tourism and Hotel Management)

1	To know the concept of tourism management well and to adapt the areas of economy, accounting, finance, management, marketing, human resources to the tourism sector.
2	To have knowledge of the tourism sector and the accommodation, food and beverage, travel, transportation, entertainment and other businesses that constitute the sub-industry of tourism.
3	To have knowledge about the coordination and integration of sub-industries of the tourism sector. To adsorb the communication and coordination between hotel departments.
4	To follow the developments in the tourism sector and to renew himself/herself.
5	To know the legislation about the structure and operation of the tourism sector. To have knowledge about the legal regulations regarding tourism businesses and tourism types.
6	To have detailed information about accommodation businesses and to learn the basic areas of hotel management (front office, housekeeping, food and beverage services, entertainment services).
7	To be able to communicate with guests in written and verbal and to have the power of persuasion. To have knowledge about sales and marketing and to have the ability to persuade.
8	To have basic computer knowledge and ability to use related programs. To have knowledge about software used in the hospitality industry.
9	To learn about Atatürk's principles and reforms. To have knowledge about history and geography. To have enough knowledge about the geography of Turkey and world tourism.
10	To have sufficient degree knowledge of English (reading, writing, listening and speaking). To be able to communicate with guests in English (written and verbal).
11	To have detailed information about occupational health and safety. To know well the legislation determined within the scope of occupational health and safety and to follow the developments.
12	To be able to produce ideas about the solution of business or guest problems and apply them.
13	To adopt the company she/he works, to fulfill his responsibilities and to be prone to teamwork. To fulfill the requirements of the department she/he works. To act in accordance with the hierarchical order of tourism businesses.

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
P6	5
P7	5
P8	5
P9	5
P10	5
P11	5
P12	5
P13	5

