



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Professional Foreign Language II							
Course Code		TRZM208		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		This course aims at teaching English terms, conversations, reading and writing skills about tourism sector, especially travel and accommodation areas.							
Course Content		Type of destinations, tourist attractions, activities, tpes of transport, describing a city, recommendations for travellers							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)		Ins. Nursel ÖZEN							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Career Paths: Tourism
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Week	Weekly Detailed Course Contents	
1	Theoretical	Cultural Differences
2	Theoretical	Travel Packages
3	Theoretical	Giving Directions
4	Theoretical	Airport Transfer
5	Theoretical	International Travel
6	Theoretical	Emergency
7	Theoretical	Communicating by Email
8	Theoretical	Taking Reservations
9	Theoretical	Difficult Customers
10	Theoretical	Local Attractions
11	Theoretical	On a Tour
12	Theoretical	Job Advertisements
13	Theoretical	Curriculum Vitae
14	Theoretical	Getting a Job
15	Theoretical	Glossary and Term Revision

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	5	0	2	10
Individual Work	5	0	2	10
Midterm Examination	1	0	1	1
Final Examination	1	0	1	1
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Students are able to talk about tourist destinations in basic sentences.
2	Students are able to list tourist attractions in a city or country.



3	Students are able to take reservations.
4	Students are able to write short descriptions of cities for tourists.
5	Students are able to give recommendations for travellers.
6	Students are able to use business skills such as writing a CV, reading job advertisements, and writing emails.

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

