



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Hotel Management							
Course Code		TRZM104		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course, the student; It is aimed to gain the competence to explain the basic concepts of hotel management and to manage the management and organization activities in hotel businesses.							
Course Content		Introduction to the Hospitality Industry, Definition and Characteristics of Hotel Businesses, Classification of Hotel Businesses, Management in Hotel Businesses, Human Resources Management and Functions in Hotel Businesses, Marketing in Hotel Businesses, Functions of Other Departments in Hotel Businesses							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Ins. Nurcan YILMAZ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Hotel Management - Prof. Dr. Meryem AKOĞLAN KOZAK
2	Hotel Management and Management - Asst. Assoc. Dr. Zeki AKINCI

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to the Hospitality Industry
2	Theoretical	Classification and Characteristics of Hotel Businesses
3	Theoretical	Establishment Selection in Hotel Businesses
4	Theoretical	Management in Hotel Businesses
5	Theoretical	Human Resources Management in Hotel Businesses
6	Theoretical	Marketing in Hotel Businesses
7	Theoretical	Customer Relationship Management in Hotel Businesses
8	Theoretical	Accounting in Hotel Businesses
9	Theoretical	Financial Management in Hotel Businesses
10	Theoretical	Front Office Management in Hotel Businesses
11	Theoretical	Housekeeping Management in Hotel Businesses
12	Theoretical	Food and Beverage Services Management in Hotel Businesses
13	Theoretical	Animation and Entertainment Services Management in Hotel Businesses
14	Theoretical	Technical Service and Security Services in Hotel Businesses
15	Theoretical	Outsourcing in Hotel Businesses
16	Theoretical	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Individual Work	10	0	2	20
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	Explain the place and importance of hotel management in the tourism industry
2	Classifying hotel businesses according to their characteristics
3	Explain the organizational structure of hotel businesses
4	Explain the functions of departments in hotel businesses
5	Have organizational skills in hotel businesses

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	L2	L3	L4	L5
P1	5	5	5	5	5
P2	4	4	4	4	4
P3	5	5	5	5	5
P4	3	3	3	3	3
P5	2	2	2	2	2
P6	5	5	5	5	5
P7	2	2	2	2	2
P8	3	3	3	3	3
P9	1	1	1	1	1
P10	2	2	2	2	2
P11	3	3	3	3	3
P12	1	1	1	1	1
P13	3	3	3	3	3

