# AYDIN ADNAN MENDERES UNIVERSITY
# COURSE INFORMATION FORM

| Course Title | Hotel Management | | | | | | |
|---|---|---|---|---|---|---|---|
| Course Code | TRZM104 | | Couse 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** *(Cooking)*

| | |
|---|---|
| 1 | An ability to use theoretical knowledge in practice |
| 2 | Ability to work in teams, including interdisciplinary |
| 3 | An ability to manage a process to meet requirements |
| 4 | An ability to identify and solve problems in professional practice |
| 5 | Awareness of professional ethics and responsibility |
| 6 | Awareness of the necessity of lifelong learning and the ability to realize this |
| 7 | Ability to have knowledge about sectoral problems |
| 8 | An ability to understand and apply professional legal regulations |
| 9 | Ability to communicate effectively |
| 10 | Ability to use communication tools and other professional tools and techniques |
| 11 | An ability to plan and implement professional processes |
| 12 | Ability to communicate in a foreign language |
| 13 | Professional self-confidence skills |
| 14 | Entrepreneurship skills |
| 15 | Ability to understand and apply social and social responsibilities |

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

| | L1 |
|---|---|
| P1 | 5 |