AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		International Hotel Management					
Course Code		REH437		Couse Level	First Cycle (Bachelor's Degree)		
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to be able to give information about hotel management at an international level and to identify the management of international hotel chains in different countries and regions					
Course Content		Getting information about organizational structure, general and regional strategies of international hotel chains that are active in different countries and regions					
Work Placement		N/A					
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion, Individual Study				
Name of Lecturer(s)							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Gee, Chuck Y.(1994), International Hotel Management, AH&MA, Michigan.

Week	Weekly Detailed Course Contents	
1	Theoretical	International Hotels/ Determining the presentations of students
2	Theoretical	Organization and strategies of international Hotels
3	Theoretical	Students' Presentations / Discussion
4	Theoretical	Students' Presentations / Discussion
5	Theoretical	Students' Presentations / Discussion
6	Theoretical	Students' Presentations / Discussion
7	Theoretical	Students' Presentations / Discussion
8	Theoretical	Students' Presentations / Discussion
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	Students' Presentations / Discussion
11	Theoretical	Students' Presentations / Discussion
12	Theoretical	Students' Presentations / Discussion
13	Theoretical	Students' Presentations / Discussion
14	Theoretical	Students' Presentations / Discussion
15	Theoretical	Students' Presentations / Discussion
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Midterm Examination	1	8	1	9
Final Examination	1	9	1	10
			Total Workload (Hours)	75
			[Total Workload (Hours) / 25*] = **ECTS**	3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to recognize International Hotel Chains,
2	To be able to identify the structure of International Hotel Management and Organization,

3	To be able to evaluate the regional structuring of International Hotels,
4	To be able to recognize the competition strategies of International Hotels
5	Gets information about the sales promotion activities of International Hotels.

Programme Outcomes *(Tourism Guiding)*

1	To have scientific and professional ethical values
2	To gain the ability of analytical and critical thinking
3	To have an awareness of requirement of gaining lifelong new knowledge and skills
4	To know the basic concepts about tourism sector
5	To comprehend relationship between tourism and natural, cultural and social environment
6	To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate
7	to be able to use the second foreign language at medium level.
8	to have the ability of doing team work.
9	To gain the ability to use information technologies in his/her field at a good level.
10	To gain administrative knowledge and ability in his/her field.
11	To be competent on the subject of human relations and behaviours which are required in tourism industry
12	To be able to track the trends in his/her field.
13	To have knowledge and ability on the subjects required for his/her profession.
14	To have comprehensive knowledge required for his/ her profession about other tourism services
15	To have enough knowledge about culture and customs of his/her own country.
16	To have enough knowledge about different cultures and customs.

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	4	4	4	4	4
P2	5	5	5	5	5
P3	5	5	5	5	5
P4	5	5	5	5	5
P5	4	4	4	4	4
P6	3	3	3	3	1
P7	2	2	2	2	1
P8	5	5	5	5	4
P9	4	4	4	4	1
P10	5	5	5	5	3
P11	5	5	5	5	3
P12	5	5	5	5	4
P13	5	5	5	5	4
P14	5	5	5	5	5
P15	2	2	2	2	2
P16	2	2	2	2	2