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 *(Catering Services)*	
1	Genel turizm ve yiyecek içecek sektörü ile ilgili temel kavramları tanımlar.
2	Yiyecek içecek İşletmeciliği alanındaki yasal düzenlemeler, mesleki standartlarını, işletmelerin etkilendiği iç ve dış çevresel faktörleri bilir.
3	Yiyecek içecek ve ikram hizmetlerinin verildiği işletmelerin organizasyon yapısını ve işleyişini bilir ve uyum sağlar.
4	...
5	...
6	...
7	...
8	...
9	...
10	...
11	...
12	...
13	...

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	5	5	5	5	5
P3	5	5	5	5	5
P4	5	5	5	5	5
P5	5	5	5	5	5