



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Entertainment								
Course Code	REM118	Course Level			First Cycle (Bachelor's Degree)				
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The aim of this course is to emphasize the importance of the animation department which carry out the mission of attracting visitors to the touristic areas by satisfying and entertaining them.								
Course Content	To comprehend the importance of department of animation in tourism establishments								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Demonstration, 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	Blair, P. Animasyon Yapım Teknikleri (Çevr: M. Kılıç), Es Yayınları, İstanbul 2018.
2	Williams, R. The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators, 2012.

Week	Weekly Detailed Course Contents & Teaching Methods	
1	Theoretical	Definition of animation
2	Theoretical	Development of animation in the world
3	Theoretical	Development of animation in Turkey
4	Theoretical	Place and importance of animation in tourism industry
5	Theoretical	Functions of animation activities directed to tourist
6	Theoretical	Contributions of animation activities to the business
7	Theoretical	Organizational structure of department of animation
8	Theoretical	job definitions of department of animation
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	Examining the procedure of animation
11	Theoretical	Guest relations instruction for animation
12	Theoretical	Standard details
13	Theoretical	Guest relations instruction for animation
14	Theoretical	Daily animation procedure
15	Theoretical	History of animation
16	Final Exam	Final Exam

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	3	1	4
Final Examination	1	3	1	4
			Total Workload (Hours)	50
			[Total Workload (Hours) / 25*] = ECTS	2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes	
1	Gains the ability of Human relations skills



2	To have sympathetic, amiable, broadminded, patient and presentable appearance.
3	To have the ability of effective communication and superior perception.
4	To be able to perceive and evaluate tourist behaviours.
5	To have the knowledge and ability of marketing, especially to give product information in animation stations.

Programme Outcomes (Food and Beverage Management)

1	Having scientific and professional ethic values
2	To gain the ability of critical and analytical thinking
3	Having the consciousness of necessity of obtaining new abilities and life-long learning
4	To know the principle concepts related to tourism industry
5	Having the consciousness of tourism and natural, cultural and social environment relations
6	Having the knowledge of higher level of a foreign language to communicate and to follow the new researches and daily subjects at his/her own field
7	Being able to use another foreign language at middle level
8	Having the ability of doing teamwork
9	Being competent about information technologies
10	Having the ability of administrative knowledge buildup at his field
11	Being competent about the human behaviours and relations of tourism industry
12	Being able to follow the trends at his/her field
13	Being competent about the subjects of establishment procedures of an enterprise and entrepreneurship on the food and beverage management fields
14	Having the ability and knowledge about the subjects that are necessary at his occupation
15	Being able to use and having knowledge about the equipments and hardware systems used at food and beverage establishments
16	Having the ability of problem diagnosis, and to make decision toward problems at food and beverage establishments

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

