



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Congress And Seminar Organization							
Course Code		BYA215		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course, conferences and seminars.							
Course Content		Preparatory work for the organization of congresses and seminars, researching, planning and announcing the participation organization.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Ins. Cemal KOYUNCU							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Çakıcı, A. Celil (2017). Toplantı Yönetimi - Kongre, Konferans, Seminer ve Fuar Organizasyonları. Ankara: Detay Yayıncılık
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Week	Weekly Detailed Course Contents	
1	Theoretical	Preparatory work for organization of congress and seminar
2	Theoretical	Preparatory work for organization of congress and seminar
3	Theoretical	Preparatory work for organization of congress and seminar
4	Theoretical	Do research and choose options
5	Theoretical	Do research and choose options
6	Theoretical	Studies to identify funding sources
7	Theoretical	Organization planning activities
8	Theoretical	Organization planning activities
9	Intermediate Exam	Midterm
10	Theoretical	Announcement of participant organization
11	Theoretical	Management of Congress Services in terms of the Congress Organizer
12	Theoretical	Management of Congress Services in terms of the Congress Organizer
13	Theoretical	Information Technology and Meeting Management
14	Theoretical	Information Technology and Meeting Management
15	Theoretical	Examples
16	Final Exam	Final Examination

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	20	0	1	20
Individual Work	15	0	1	15
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Organization of congress and seminar
2	Teaches meeting management processes in congress, fair and seminar organizations.



3	Teaches how to contribute to a successful meeting.
4	Teaches the buying habits of meeting tourism, meeting market and meeting market.
5	The fair and seminar teaches how the facilities should be organized in order to make a meeting better.

