



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Management and Organization in Hospitality Industry							
Course Code		TUR519		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Knowing the differences of hospitality establishments from others, applying contemporary management systems to hospitality establishments, analyzing of organization charts of hospitality establishments.							
Course Content		Management functions in hospitality establishments, construction of organization charts, studying new management techniques							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Ülker ÇOLAKOĞLU							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Final Examination	1	60
Assignment	4	15
Term Assignment	2	25

Recommended or Required Reading

1	Çolakoğlu, O.E., ve Ü. Çolakoğlu., Seyahat Acentaları Yönetimi, Detay Yayıncılık, Ankara, 2007.
2	Çolakoğlu, Ü. Ve O.E. Çolakoğlu, Stratejik Yönetim ve Turizmde Uygulamaları, Detay Yayıncılık, Ankara, 2010.
3	Genç, N., Yönetim ve Organizasyon, Seçkin Yayınları, Ankara, 2007.
4	Ulusal ve uluslararası akademik dergiler(Anatolia, Soid, Stad, Journal of Tourism Researches , Tourism Management v.d.)

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic concepts in management and organization
	Preparation Work	Researching
2	Theoretical	Characteristics of hospitality establishments
	Preparation Work	Researching
3	Theoretical	Planning function in hospitality establishments
	Preparation Work	Researching
4	Theoretical	Organization function in hospitality businesses and construction of organization charts
	Preparation Work	Researching
5	Theoretical	Direction function in hospitality establishments
	Preparation Work	Researching
6	Theoretical	Coordination function in hospitality establishments
	Preparation Work	Researching
7	Theoretical	Control function in hospitality establishments
	Preparation Work	Researching
8	Theoretical	Decision-making in hospitality establishments
	Preparation Work	Researching
9	Theoretical	Basic subjects of contemporary management techniques
	Preparation Work	Researching
10	Theoretical	Organizational confidence
	Preparation Work	Researching
11	Theoretical	Organizational commitment
	Preparation Work	Researching
12	Theoretical	Organizational citizenship
	Preparation Work	Researching
13	Theoretical	Emotional intelligence and emotional labor
	Preparation Work	Researching



14	Theoretical	Personnel strengthen
	Preparation Work	Researching
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	1	3	60
Assignment	2	10	1	22
Term Project	2	10	1	22
Final Examination	1	20	1	21
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To have responsibility of planning in hospitality establishments
2	To examine the organization structure of hospitality establishments and to direct reorganization works
3	Be aware of control areas and apply control techniques
4	To construct policies to improve motivation
5	To construct policies to improve productivity

Programme Outcomes (Tourism Management Master)

1	To be able to train specialists who develops knowledge and skills based on the Bachelor's Degree in Tourism field and who can evaluate the sector in the point of view interdisciplinary structure of tourism management.
2	To be able to analyze the socio-economic and the managerial problems both interactionally and separately
3	To be able to produce knowledge about the studies, which have not been presented before towards the primary data sources.
4	To be able to convey recent developments in the field of tourism management to the stakeholders by using verbal, written and visual means systematically.
5	To be able to develop a solving method independently for a problem faced in tourism management, evaluate the outcomes of the problem and take roles in projects related to the field as a coordinator or a participant.
6	To be able to make strategic and implementation plans for particular issues in tourism administration and evaluate the outcomes of the plans and to determine the vision, goals and aims of the company.
7	To be able to evaluate knowledge and skills acquired in tourism management by having a sceptic standpoint and investigate the problems by implying analytical approaches with miscellaneous methods.
8	To be able to regenerate and develop constantly concerning the field participated in tourism businesses.
9	To be able to teach and inspect the scientific, social and ethical values at the degree of collecting, interpreting and announcing the data.
10	To be able to use at least one foreign language to follow the international tourism literature.
11	To be able to share the developments related to departments of tourism establishment.
12	To be able to learn about information technologies used in tourism enterprises and mastering in these technologies.
13	To be able to use the current data in the field of tourism management, develop the knowledge by using scientific methods with scientific, social and ethical responsibilities.
14	To be able to Implement the knowledge and the abilities at problem solving that absorbed in the field of tourism at interdisciplinary studies.

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	3	2	3	3
P2	4	5	3	3	2
P3	3	4	2	2	3
P4	2	3	2	4	3
P5	4	5	3	3	3
P6	5	5	3	3	2
P7	5	5	4	3	3
P8	4	5	5	4	3
P9	3	4	5	4	3
P10	3	4	4	3	3



P11	4	5	4	5	3
P12	4	4	5	3	3
P13	4	5	3	3	2
P14	5	5	4	4	3

