



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Contemporary Management Techniques in Tourism Businesses							
Course Code		TUR534		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	130 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The basic aim of this course is defining management concept in historical perspective and to give information about contemporary management techniques.							
Course Content		Management history, basic management functions, management definitions and contemporary management techniques.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Hakan ATAY							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Final Examination	1	50
Assignment	11	50

Recommended or Required Reading

1	Koçel, T. (2011). İşletme Yöneticiliği, Beta Yayınevi, İstanbul.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Management concept
2	Theoretical	How management concept evolved in historical periods
3	Theoretical	Basic functions of management
4	Theoretical	Learning organizations
5	Theoretical	Employee empowerment
6	Theoretical	Zero hierarchy
7	Theoretical	Organizational justice
8	Theoretical	Organizational justice
9	Theoretical	Organizational citizenship
10	Theoretical	Organizational citizenship
11	Theoretical	Corruption in organizations
12	Theoretical	Corruption in organizations
13	Theoretical	Virtual teams
14	Theoretical	Virtual teams
15	Theoretical	General Review
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	5	3	112
Assignment	2	5	1	12
Final Examination	1	5	1	6
Total Workload (Hours)				130
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Management concept
2	How management concept evolved in historical periods
3	Basic functions of management



4	Learning organizations
5	Virtual Teams
6	Organizational Culture

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
P1	5	5	3	3
P2	4	4	3	3
P3	3	3	2	4
P4	4	4	4	4
P5	2	2	2	3
P6	5	5	3	4
P7	4	4	2	5
P8	5	5	4	5
P9	2	2	2	4
P10	3	3	3	3
P11	5	5	3	5
P12	1	1	1	1
P13	4	4	4	5
P14	4	4	3	5

