



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Trends and Innovations in Food and Beverage Businesses							
Course Code		TUR622		Course Level		Third Cycle (Doctorate Degree)			
ECTS Credit	5	Workload	124 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		At the conclusion of the course students will be able to learn; trends and innovations in food and beverage industry and businesses.							
Course Content		In the content of course, students will learn about new trends in food and beverage industry such as molecular gastronomy, edible flowers, ecologic foods, fast food and slow food.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)		Prof. Osman Nuri ÖZDOĞAN							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	20
Final Examination	1	50
Attending Lectures	1	10
Assignment	3	10
Term Assignment	2	10

Recommended or Required Reading

1	Related books and academic articles.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Food and beverage industry and trends
2	Theoretical	Fast food
3	Theoretical	Slow food
4	Theoretical	Molecular gastronomy
5	Theoretical	City Cuisines
6	Theoretical	Thematic restaurants
7	Theoretical	Franchise Restaurants
8	Theoretical	Eating Environment and affects
9	Intermediate Exam	Mid Term Exam
10	Theoretical	New trends in food safety
11	Theoretical	City Cuisines
12	Theoretical	Food styling and Photography
13	Theoretical	Ecologic foods
14	Theoretical	New concepts in food and beverage industry
15	Theoretical	General Review

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	3	10	0	30
Term Project	2	10	0	20
Midterm Examination	1	10	1	11
Final Examination	1	20	1	21
Total Workload (Hours)				124
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Learns the historical development of the food and beverage industry.
2	Have knowledge about the applications that are trendy in food and beverage industry.
3	Gains the ability to analyze future applications in food and beverage businesses.
4	Understands eating habits and regional differences in food and beverage industry.
5	To understand what innovation and product life cycle means in F&B enterprises.

Programme Outcomes (Tourism Management Doctorate)

1	In the context of interdisciplinary structure of tourism management, s/he has scientific knowledge and knowledge about sectoral structure and truths which are constituted with the glance of various disciplines.
2	At her/his judgements, applications and behaviors; via using her/his knowledge regarding to the field of tourism; s/he is able to interpret, analyse, define the problems and solve them.
3	S/he is able to transfer the knowledge that're regarding to the field of tourism, to employees and team workers.
4	Within the scope of a study at the field of tourism management; s/he reaches scientific knowledge by proceeding with an independent manner at scientific research process.
5	Fulfill her/his duties and responsibilities at the projects that're performing on the field of tourism management.
6	S/he determines vision, aim and targets for tourism establishments or the institutes which're producing knowledge like universities, schools etc.
7	S/he follows the scientific literature at the field of tourism management.
8	Within the scope of learning to learn, s/he reaches the best applications by benefiting scientific data and the samples at her/his field, as well.
9	S/he transfers her/his knowledge, views and suggestions in written and oral forms to the business managers, relevant sections of the society by academic channels, professional and non-governmental organizations and public opinion.
10	S/he contacts with academicians and research centers operating in the field of tourism management, take part in research projects, and by sharing her/his experiences, transform them to output.
11	S/he is able to use at least a foreign language at academic level.
12	S/he uses computer software, informatics and communication technologies at least in the level of data entering and analyses regarding to her/his working areas.
13	S/he makes original recommendations for the issues arising from the unique nature of tourism.
14	S/he has sufficient awareness about universalities of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety; besides behaving accordingly to organizational/corporate, business and social ethical values. S/he contributes to the sector at producing solutions on these issues.

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	4	4	4	4	4
P3	5	5	5	5	5
P4	5	5	5	5	5
P5	3	3	3	3	3
P6	4	4	4	4	4
P7	5	5	5	5	5
P8	5	5	5	5	5
P9	3	3	3	3	3
P10	5	5	5	5	5
P11	3	3	3	3	3
P12	4	4	4	4	4
P13	5	5	5	5	5
P14	5	5	5	5	5

