



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 (Hours)	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's Without Thesis*)

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.

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	4	3	4	3
P2	3	4	4	4	4
P3	4	4	3	4	3
P4	3	4	4	4	4
P5	4	4	3	4	3

