ATTACHMENT-2
CONTENT OF THE COURSES AND COURSE BOOKS

Turkish (2-0) 2

What is language? Speech language and nominal languages, institutions related with language derivation, recent studies, classification of the world languages in terms of their origins and structures, position of Turkish language among the world's languages and comparison in terms of the basic characteristics, The historical development of the Turkish language and monumental works of our culture, pronunciation, classification, and euphony of Turkish language, language assets, word derivation methods, affixes and applications, culture, characterization of culture and cultural changes, language-culture- nation relations, Atatürk and Turkish language, sentence, elements and examples, semantics, etymology, and the current position of Turkish language and its spreading areas.

Textbook
• Turkey Turkish, Prof. Dr. Faruk Bozkurt, Kapı Press, 2004

Supplementary Books
• Applied Turkish Language and Writing Skills, Prof. Dr. Yakup Karasoy, Asst. Assoc. Dr. Orhan Yavuz, Akçağ Press, 2007

History of Turkish Republic I (2-0) 2

The preparation period of Turkish Revolution and the Turkish Independence War, a review of the reasons of the collapse of the Ottoman Empire and establishment of the Turkish Revolution, Disintegration of the Ottoman Empire, Invasion of Turkish territory and Mustafa Kemal Pasha's response, arriving of Mustafa Kemal Pasha to Samsun and period of congress, Kuvva-i Milliye and Misak-ı Milli decisions, the opening of the Grand National Assembly of Turkey, political events of 1920, national struggle until Sakarya Victory, Sakarya Victory, The Great Attack and Mudanya Ceasefire Agreement.

Textbook
• Principles of Atatürk and History of Revolutions, Bayram Bayraktar, Detay Press, Ankara, 2009

Physical Training I (2-0) 2

History of sport, sport types and its role in society, the preparation of the body for sport activities, sports physiology, first aid, health of athletes, nutrition for sport, harmful habits, training information, sport management, health and life long sport, sociology of sport, science of training, weight lifting training, elite sport and sports for everybody, medical gymnastics and massage, sporty tests.

Fine Arts I (2-0) 2

The evolution of western classical music, middle age, renaissance and young baroque period, late baroque period, the classical period, early romantics, romantics era, 19th-century operas, introduction to the 20th century, teaching contemporary Turkish music, the place and importance of music in animation activities, the role and importance of music in promotion of
Turkey, historical background of theatre, traditional Turkish theatre, stage design, classical theatre, 10th century theatre, romantics and realists.

Introduction to Tourism (3-0) 4

Introduction to Tourism science, definition and characteristics, of tourism, the factors leading people to sightseeing, the historical development of tourism, growth factors, functions of tourism, statistics on tourism supply and tourism demand, tourism revenues and related statistics, movements leading to tourism development and classification of tourism, classification of tourism organizations in terms of a legal sense, tourism organizations, transport and communication in tourism, tourism personnel, usage of natural and cultural richness in terms of tourism, tourism education and training, tourism policy, promotion and marketing of tourism, credit of tourism, foreign exchange transactions of tourists, travellers’ checks, credit cards.

Textbook

Supplementary Books

Introduction to Business Science (3-0) 4

The concepts used in business management, relations with other sciences and goals, relations of business with the environment and responsibilities, Classification of business types, structural and functional analysis of a business and principles of business, establishment periods of an business, size and capacity of business types, management and organizational function, financing function, production function, marketing function, human resources functions, research and development function, public relations function and accounting function.

Textbook

Supplementary Books
- General Business, Prof. Dr. Mithat Üner, Detay Press, Anara, 2008

Russian I (8-0) 10

The main goal is to enable students to easily use basic expressions and phrases. The effective grip on the phonetic, to gain the ability of introducing yourself and others, to convey basic and simple wishes, to use simple and compound sentences, using the basic knowledge of the language, ability to meet the demands.
German I (8-0) 10

Target of this course is transferring the German's basic grammar rules to students, gaining the ability to use correct German writing and oral expressions, and enabling them to correctly use these grammatical rules.

French I

To develop French language skills; to teach basic language structures; to enable students to learn basic grammatical rules through exercises and activities.

Turkish II (2-0) 2

Language, noun, adjective, adverb, structural elements of sentence, types of syllable, the importance of the composition of the plan, to prepare reports.

Textbook
- Turkey Turkish, Prof. Dr. Faruk Bozkurt, Kapı Press, 2004

Supplementary Books
- Applied Turkish Language and Writing Skills, Prof. Dr. Yakup Karasoy, Yrd. Doç. Dr. Orhan Yavuz, Akçağ Press, 2007

History of Turkish Republic II (2-0) 2

Sultanate problem and the Lausanne Peace Talks, Groups in Grand National Assembly of Turkey, declaration of the Republic, the revolutions of March 3, 1924, constitution of 1924, multiparty democratic life, efforts to destroy the revolution, revolutions, Principal features of Turkish Republic, Foreign politics of Turkish Republic in period of Atatürk (1923-1938).

Textbook
- Atatürk's Principles and History of Revolution, Bayram Bayraktar, Detay Press, Ankara, 2009

Physical Training II (2-0) 2

History of sport, sport types and its role in society, the preparation of the body for sport activities, sports physiology, first aid, health of athletes, nutrition for sport, harmful habits, training information, sport management, health and life long sport, sociology of sport, science of training, weight lifting training, elite sport and sports for everybody, medical gymnastics and massage, sporty tests.

Fine Arts II (2-0) 2

The evolution of western classical music, medieval, renaissance and baroque period, late baroque period, the classical period, early romantic, romantic era, 19th-century operas, entrance to the 20th century, the introduction of contemporary Turkish music, The place and importance of music in animation activities, the role and importance of music in promotion of Turkey, historical background of theatre, traditional Turkish theatre, stage design, classical theatre, 10th century theatre, romantic and realists.
Usage of Information Technology (3-1) 4

Introduction to IT, computer software, types of software, turning off-on the computer, MS-DOS system, basic command for the use of MS-DOS, Introduction to Windows 95, file management, disk operations, system settings, hardware, communication between computers, Internet.

**Textbook**
- Computing Palace, Abdullah Akgün, Hilal Ofset, Isparta, 2005

Travel Agency and Tour Operating (3-0) 3

The operation of the tourism system; definitions of tourist, travel agency, tour operation; annual work programs of tour operators; distribution channels of travel companies; types of tour, employees involved in the realization of a tour operation. Travel agents, tour operators, local tour operators and travel agents, the relationships between tour operators and travel agencies, the differences between travel agents and tour, the purchasing process of tour operators, tour planning, selection criteria of destinations, factors taken into consideration in the selection of destinations, calculating the cost of the tour, realization of tour (upon arrival at destination, transfer, info cocktail, day trips, etc..), the importance of promotional activities, tour planning and management in the guidance services

**Textbook**
- The Business of Travel Agency & Tour Operations Management, Bhatia A.K., Sterling Publishers, New Delhi, 2012

**Supplementary Books**

Business Math (2-0) 5

System and model method definition in business mathematics, modelling system, stages of mathematical programming, the usage of matrix in business, series and applications, interest and similar commercial calculations will be examined.

**Textbook**

**Supplementary Books**
Russian II (8-0) 10
It is expected from students to learn and use all tenses in this course. Apart from asking question and giving the answer, aim of the course is to enable students to gain description and comparison abilities, using long dialogues is expected. Helping the others in daily life, increasing writing skills and making simple written translations is expected.

German II (8-0) 10
Examining simple and complex grammatical structures of German; to teach structure rules, enabling students to gain the ability of vocabulary and language knowledge; practices of grammar.

French II
To enable students to learn grammatical rules of French; language skills development, teaching basic language structures, to raise awareness among students about language structures and relations; to enable them to use language verbally and orally.

Economics I (3+0) 4
Transferring the basic micro-economic information by using the basic concepts and principles of microeconomics and giving examples from tourism sector in order to enable students to gain the ability to analyse the tourism sector. Key words: tourism demand, tourism demand function, elasticity of demand, elasticity of income, tourism supply, tourism supply function, elasticity of supply, the tourism market, pricing, the main actors and competitive strategies.

Textbook:

Supplementary Books
- Micro Economy, Zeynel Dinler, Ekin Press, 2009
- Introduction to Economy, Zeynel Dinler, Ekin Press, 2009

Accounting I (3-0) 3
Definition of accounting and its functions, accountancy-related parties, basic concepts of accounting, balance sheet and items of balance sheet, the impact of financial transactions on balance sheet, general descriptions related to the uniform accounting system, legal books used in accounting, explaining the balance sheet and income statement with examples.

Textbook
- Fundamentals of Accounting: Basic Accounting Principles Simplified for Accounting Students, Aggtarap-San Juan D., 2007

Supplementary Books
- General Accounting, Nilüfer Tetik, Durmuş Acar, Detay Press, Ankara, 2009
Hospitality Management

To inform the students about business services in hospitality industry, types of business, organizational structure and management, to enable students to gain ability to monitor developments in the hospitality industry at the global level.

**Textbook**

**Human Resources Management (3-0) 4**

The definition, importance and scope of human resources management, from personnel management to human resources management, organization of human resources department, basic principles, the principles of total quality and human resources management policy, analysis methods of human resources planning, types of workforce requirement, the statistical techniques used in planning of human resource management, business analysis and job descriptions, recruitment and selection, training management and career development, evaluation of performance, job evaluation and salary administration, industrial relations, employee health and safety, bureaucratic procedures and information systems.

**Textbook**

**Supplementary Books**

**Ticketing (4-0) 3**

The purpose of this course is to inform students about IATA (International Air Transport Organization), fee calculation according to the rules of IATA, giving basic information. Topics as follows; the basic concepts of ticketing, trip calculations and ticketing arrangements, round trip calculations and ticketing arrangements, preparation of PTA and MPD, unit editing and pricing, special fees, add-ons, mixed class travel calculations, rerouting & reissue, child and infant fares.

**Textbook**
- Travel and Ticketing Management, Singh M., Sublime Publications, 2011
- International Travel, Fares, and Ticketing, Semer-Purzycki J., Prentice Hall, 1986

**Supplementary Books**
- Ticketing Notes, Beykan Çizel, Antalya, 2009
- IATA PAT Books 2011.
Russian III (8-0)

Enabling students to gain ability to use all tenses and understand an autobiography easily. Translation and description of longer texts are targeted. Skills to use noun, adjectives and verbs in compound sentences will be provided.

German III (8-0) 10

Enabling the students to recognize the language as a system, to identify and classify the units. Identifying the words and structures on the level of sentences will be provided to students.

French III

To enable students to learn French grammatical rules; language skills development, teaching basic language structures, to raise awareness among students about language structures and relations; to enable them to use language verbally and orally.

Economy II (3+0) 4

Using basic concepts and principles of macroeconomics analysis to gain the ability to do basic macroeconomics after transferring information, current developments in the tourism sector following the examples. Key words: Tourism monetary effects (external balance of payments, national income and general price level), the real impact of tourism (employment, infrastructure /superstructure investments, other sectors), regionalization (European Union) globalization (liberalization of trade off in services - GATS).

Textbook


Supplementary Books


Marketing (3-0) 4

Basic concepts of marketing and understanding of recent marketing, services marketing and tourism, consumer markets and purchasing behaviour, organizational markets and buying behaviour, product design and management, pricing decisions, distribution channel management, promotion management.

Textbook

Accounting II (3-0) 3

Students will gain competency on the basis of uniform accounting system and the balance sheet, and financial statements, bookkeeping arrangement.

Textbook

Front Office (2-0) 3

Classification of accommodation businesses according to various criteria, the front desk in the hotel business, systems using in the front desk, reservation, booking process, reservation features, other studies of reservation office, consultations, and the list of documents kept in the office reception desk and preparing documents, central, front office reports and statistics, data preparation and filing, guest types and relationships, Fidelio front office module.

Textbook
- Front Office Operations and Management, İsmail A., Delmar, 2002

Supplementary Books
- Front Office Management, Burhan Şener, Seçkin Yayıncılık, Ankara, 2009

Central Reservation Systems (3+1) 3

The purpose of this course is to teach the Galileo program which is one of the central reservation systems and used for sale of airline tickets. With this program, students have opportunity to transform their theoretical knowledge about basic ticketing into practice by using a simulation program. In this context, the course content consists of the following topics; Sale codes, Galileo Library (GIS), Reservation Required fields, non-mandatory fields, function of Booking File, placement, charging fee, changing tickets, cancellation of tickets.

Textbook
- Computer Reservation Systems, DIANE Publishing Company, 1992

Supplementary Books
- Galileo Study Notes, Beykan Çizel, Antalya, 2011.
- Galileo Mundus training simulator system user guide, 2011.

Russian IV (8-0) 10

The students are expected to describe the problems related to environment, culture, and country in simple sentences, to transfer verb types and speech patterns.

German IV (8-0) 10

The aim of the course is to teach reading short and long texts; understanding, interpreting and expressing the texts in essay from different perspectives to students.
French IV

In this course which is the final of the initial level, forming more complicated sentences rather than simple sentences, realizing written expressions such as newspaper, magazine are targeted.

Business Finance (3-0) 4

Introduction to business finance, importance of finance-related concepts in business finance, the finance function within the scope of issues, the historical development of financial management, purpose of financial management, legal structure of businesses, other business functions of finance function and relations with other disciplines, organizational structure of finance department, financial markets and sources of finance, the time value of money, simple interest, compound interest, calculating future value, present value calculation of compound interest periods, effective and nominal interest rates, real interest rates, annuity calculations; working capital management, working capital management, the importance of the management of cash and marketable securities, receivables management, inventory management, management of short-term liabilities.

Textbook
- Financial Management, Bhat S., New Delhi, 2007

Supplementary Books
- Business Finance and Financial Management, Prof. Dr. Öcal Usta, Detay Press, Ankara, 2005

Organizational Behaviours

Understanding general organizational behaviour. Understanding the contribution of organizational behaviour on organizations at individual, group and institution level, gaining the ability of practice. The students will gain ability to express themselves effectively with other people.

Textbook
Recreation Management (2-0) 3

Evaluation of the concept of leisure and recreation, definition and types of recreation, the social importance of recreation, recreational activities, tourism and recreation relations, the effects of recreational activities, preparation of recreation plans and management process.

**Textbook**

**Supplementary Books**

Food and Beverage Management (3-0) 5

Food and beverage operations and functions in the management, budget preparation, food and beverage cost control process, food and beverage cost control methods, physical designing of food and beverage business.

**Textbook**
- Food and Beverage Management, Davis B., Lockwood A., Alcott P., Pantelidis I., Taylor & Francis, 2012

**Supplementary Books**
- Food and Beverage Cost, Asst. Prof. Yaşar Yılmaz, Detay Press, Ankara, 2005
- Hospitality Food and Beverage Management Service Businesses, Prof. Dr. Ahmet Aktaş, Detay Press, Ankara, 2001

Hotel Automation I

Teaching the Fidelio Front Office programme, individual reservation, check-in and rooms management, cashier transactions.

**Textbook**

**Supplementary Books**
- Fidelio Suite 8, Lecturer Hasan Kınay, Cantekin Press, Antalya, 2011
Russian V (8-0) 10

Independent use of the language by students is targeted at this level. The students are expected to follow and understand long presentation or a lecture.

German V

In advanced mode, defining the basic grammar of the German, listening in advance level, conversation, dialogue, text comprehension and writing skills for work. Professional German terminology and words will teach in this level.

French V (8-0) 10

The review of vocabulary and grammatical rules, use of the present tense version of the subjunctive conditional tenses are targeted to teach to students.

Anatolian Civilizations

Geographical features of Anatolian, advantages resulting from its location, history of civilizations (Seljuk, Ottoman and Republican periods) in the Anatolia.

Textbook
- Anatolian Civilizations and Historical Sites, Akşit İ., Culture and Tourism Ministry, 2009

Research Methods (3-0) 3

Social science and research, planning of research in the social sciences, issues and objectives, research questions, research design, sampling, social science research models: historical models, experimental models, correlation models, measurement level, features of measurement tools, tools and types of measuring, data analysis techniques in social science research report preparation.

Textbook
- Understanding the Research Process, Oliver P., Sage Publications Ltd., 2010

Supplementary Books
- SPSS for Applied Scientific Research Methods, Prof. Dr. Yahşi Yazıcıoğlu, Asstt. Prof. Samiye Erdoğan, Detay Press, Ankara, 2007
Destination Management (2-0) 4

Tourism and destination management (Principles, Policies, Trends and Policies); Stages of Development of Tourism; Economic Impacts (Tourism and Foreign Exchange Sales, Tourism in Applied Taxation, Price-Tourism Relations, Tourist Types); Environmental Impacts (Eco-systems, eco-tourism, Advanced and Emerging Economies Environmental Factors Affecting); Social Effects (Culture and Tourism, Socio-Cultural Influences); Public Agencies and Regional Organizations; Role of Public Sector in the Development of Tourism; Tourist Behaviours and Destination Selection; Tourism Marketing; Image Development; Destination Management Problems; Protection of natural and cultural assets; Case Studies; Destination Management in Turkey.

Textbook
- Managing the Tourist Destination, Howie F., TJI Dijital, Padstow, 2003

Supplementary Books

Tourism Information Systems

The purpose of this course is to teach information system used in the tourism industry. Course topics include; development of information systems and its importance for businesses, dynamic interaction of tourism and information systems, demand and supply factors affecting the use of information systems in tourism, the use of information systems in distribution channels of tourism, the use of information systems in air transport, Use of the information systems used in hospitality business, the use of information systems in tour operators and travel agents, use of management information systems in destination management, future use of information systems in tourism.

Textbook
- Tourism Information Technology, Sheldon P.J., CAB international, 1997

Agency Automation I

Enabling students to make reservation on the computer, to organize a tour, to sale tickets, to enter contract data into computer and to receive related reports are targeted.

Textbook
- Complete guide to travel agency automation, Godwin N., Delmar Pub, 1987

Supplementary Books
**Russian VI (8-0) 10**

Expressing themselves is achieved in this level. Independently using language in education, socio-cultural, professional area is guaranteed in this level. Understanding, explaining, writing skills are aimed to be fluent.

**German VI**

In advanced mode, defining the basic grammar of the German, listening in advance level, conversation, dialogue, text comprehension and writing skills for work. Professional German terminology and words will teach in this level.

**French VI (8-0) 10**

Program, active / passive sentences, questions and a quantitatively different pattern with the help of event, storytelling; and appropriate expression of thoughts and ideas that may be necessary in the discussion will provide in this level.

**Strategic Management (3-0) 5**

The purpose of this course: giving basic information about strategic management, the external environment, business analysis, strategy formulation, implementation and evaluation stages, analyze the situation, basic concepts of management and strategy, process of strategic management, basic strategies, institutional strategies, monitoring.

**Textbook**

**Supplementary Books**

**Cost Accounting**

General information about the cost accounting, the concept of costs and expenses, cost flow, classification of costs, direct material and the formation of direct labour costs of raw materials, the methods used in the distribution production and services, order, and analysis of standard cost systems, according to the provisions of the Uniform Chart of Accounts, regulation of the accounting records related to cost accounting.

**Textbook**
Event Management (2-0) 4

Convention and Event Tourism, World, Europe, and Turkey Statistics, the World and in Turkey Conference and Event Tourism and Congresses and events in the world and in Turkey Provided Currency Gains, Description of International Confax - Event Marketing and Sales, Managerial Function and Event Management - Studies before, during and after the events, DMAI, IAPCO, AIPC, ANFAS Convention Centre review - Istanbul Lutfi Kirdar Convention and Exhibition Centre, Relationships between Congress Tourism and Internet, Congress and Meetings Presentation Types, online Registration to Congress, uploading manuscript to websites of Congress, Incentive Travel and Incentive House Business, Business Travels Development in the world and in Turkey, MPI. Evaluating Turkey Congress Tourism Capacity by Province – Evaluating Congress Tourism Potential of Turkey in terms of Advantages and Disadvantages, AIIC, some advice to Turkey in order to expand its congress market share in the word, ICCA, DMC.

Textbook

Supplementary Books
- Meeting Management, Prof. Dr. A. Celil Çakıcı, Detay Press, Ankara, 2006

Marketing Management

Analyzing current marketing approach of firms, determining the marketing approach according to market and business situation, determining uncontrollable variables, evaluating market segments, contributing to the determination of the appropriate fractions as a target market, assist for differentiating the products, positioning of the product, take measures by determining the product life cycle, determining the price, recommendations for price changing strategies, identifying marketing channels, contributing for design of marketing channels, channel systems to contribute to the selection of the most appropriate ones.

Textbook

Russian VII (8-0) 10

Students are intended to use the language more fluently. Independently using language in education, socio-cultural, professional area is guaranteed in this level. Understanding, explaining, writing skills are aimed to be fluent.

German VII

In advanced mode, defining the basic grammar of the German, listening in advance level, conversation, dialogue, text comprehension and writing skills for work. Professional German terminology and words will teach in this level.
French VII (8-0) 10

Program, active / passive sentences, questions and a quantitatively different pattern with the help of event, storytelling; and appropriate expression of thoughts and ideas that may be necessary in the discussion will provide in this level.

Promotion

What are targeted as follow: teaching basic function of promotion, understanding its applicability, proposing solutions for problems and monitoring basic discussions.

Textbook
- The Principal of Marketing, Ashok J., FK Publications, 2009

Tourism Policy and Planning (3-0) 3

Tourism policy model, the parties involved in tourism policy and planning, business problems and proposing solutions to these problems, the importance and necessity of tourism planning.

Textbook
- Leisure and Tourism Policy and Planning, Veal A.J., Biddles Ltd., Guildford and King’s Lynn, 2002

Supplementary Books
- Tourism Policy and Planning, Hasan O., İ.Ü. Faculty of Business Publications, 1990

Contemporary Management Approaches (3+0) 5

Management of different cultures in international business, comparison, lean organization, total quality management, reengineering, empowerment, and outsourcing, learning organizations, Mc Kinsey's 7S approach, crisis management and customer relationship management.

Textbook

Supplementary Books
Countries and Cultures (3-0) 5

The geographical location of the country, history of cultures, political regimes and cultural characteristics will be described. Demographic and religious buildings, cinema, literature, fine arts, classical and popular music field, iconic names, natural beauty, an important architectural monuments, traditions, drink and culinary cultures of countries will described in more detail. All EU member countries - non-EU European countries (Norway and Switzerland), Russia, Ukraine, Iran, Israel, Syria, USA, Japan, China and India will be introduced one by one.

Textbook

Investment Project Analysis (3-0) 5

Characteristics of investment projects in the sector, features of investment projects, evaluation of demand for credits, problems arising during the evaluation of investment projects and solutions.

Textbook

Supplementary Books
- Evaluation of Investment Projects, Prof. Dr. Öcal Usta, Detay Press, Ankara, 2009

Russian VIII (8-0) 10

The goals of the course as follow: Effective use and practice of 3 different tenses by students, Providing the students with more effective dialogs, enabling them to express felling or an idea successfully, enabling the student to make an intensive translation from Russian to Turkish or from Turkish to Russian, gaining the ability to watch the press.

German VIII

Developing listening comprehension skills in German; recognizing different listening/reading comprehension techniques and strategies; analyzing the relationships between words, structure; to express himself verbally (monologues and conversations).

French VIII (8-0) 10

The targets of the course as follow: At the end of this program, students are expected to express themselves fluently and spontaneously; to gain the ability to use language for social and professional purposes; enabling them to express felling or an idea successfully.