

GRADUATE SCHOOL OF SOCIAL SCIENCES

TOURISM MANAGEMENT MASTER PROGRAMME (WITH THESIS) 2021-2022 ACADEMIC YEAR

MASTER PROGRAMME WITH THESIS

| | MASTER PROGRAMME WITH THESIS | | | | | | |
|--------|--|------|----|---|----|-------------|-----|
| Code | Course Name | LANG | Т | Α | С | ECTS | E/C |
| TUR501 | Administration Strategies and Applications in Tourism Establishments | Т | 3 | 0 | 3 | 7,5 | С |
| TUR502 | Tourism Marketing | Т | 3 | 0 | 3 | 7,5 | С |
| TUR518 | Revenue Management | Т | 3 | 0 | 3 | 7,5 | С |
| TUR504 | Tourism Project Management | Т | 3 | 0 | 3 | 7,5 | С |
| SBE513 | Academic Research Methods and Ethics | Т | 3 | 0 | 3 | 10 | С |
| SBE500 | Seminar | Т | 3 | 0 | 3 | 7,5 | С |
| | Selective Course 1 | Т | 3 | 0 | 3 | 7,5 | Ε |
| | Selective Course 2 | Т | 3 | 0 | 3 | 7,5 | Е |
| | Selective Course 3 | Т | 3 | 0 | 3 | 7,5 | Е |
| SBE503 | Master Thesis | Т | 3 | 0 | 3 | 60 | С |
| | Total | | 30 | | 30 | 130 | |
| | COMPULSORY COURSES | | | | | | |
| Code | Course Name | LANG | T | Α | С | ECTS | E/C |
| TUR501 | Administration Strategies and Applications in Tourism Establishments | Т | 3 | 0 | 3 | 7,5 | С |
| TUR502 | Tourism Marketing | Т | 3 | 0 | 3 | 7,5 | С |
| TUR518 | Revenue Management | Т | 3 | 0 | 3 | 7,5 | С |
| TUR504 | Tourism Project Management | Т | 3 | 0 | 3 | 7,5 | С |
| SBE513 | Academic Research Methods and Ethics | Т | 3 | 0 | 3 | 10 | С |
| SBE500 | Seminar | Т | 3 | 0 | 3 | 7,5 | С |
| | | | | | | | |
| | ELECTIVE COURSES | | | | | | |
| Code | Course Name | LANG | Т | Α | С | ECTS | E/C |
| TUR505 | Destination Planning and Management | T | 3 | 0 | 3 | 7,5 | Е |
| TUR506 | Tourism Policy and Planning | Т | 3 | 0 | 3 | 7,5 | Е |
| TUR517 | Human Resources Management in Accommodation Establishments | Т | 3 | 0 | 3 | 7,5 | Е |
| TUR507 | Cost and Managerial Accounting iAccommodation Establishments | Т | 3 | 0 | 3 | 7,5 | Е |

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| TUR508 | Event Management | | 3 | 0 | 3 | 7,5 | E |
| TUR510 | Consumer Behaviors in Tourism | Т | 3 | 0 | 3 | 7,5 | Е |
| TUR511 | Hotel Management Simulation | Т | 3 | 0 | 3 | 7,5 | Е |
| TUR512 | Air Transportation Management | Т | 3 | 0 | 3 | 7,5 | Е |
| TUR513 | Tour Planning and Management | Т | 3 | 0 | ო | 7,5 | Ε |
| TUR514 | Contemporary Trends in Gastronomy | Т | 3 | 0 | 3 | 7,5 | Ε |
| TUR515 | Hotel Management | Т | 3 | 0 | 3 | 7,5 | Ε |
| GNL501 | History and Philosophy of Science | E | 3 | 0 | 3 | 7,5 | Е |
| GNL502 | Future Science | E | 3 | 0 | 3 | 7,5 | Ε |
| GNL503 | Critical and Analytical Thinking | E | 3 | 0 | 3 | 7,5 | Ε |
| GNL504 | Sages of Turkish Islamic Culture | E | 3 | 0 | 3 | 7,5 | Ε |
| GNL505 | People, Society and Values | E | 3 | 0 | 3 | 7,5 | Е |
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| | SCIENTIFIC PREPARATION COURSES | | | | | | |
| Code | Course Name | LANG | Т | Α | С | ECTS | E/C |
| | Undergraduate courses that is determined for student during the interview | | | | | | |



GRADUATE SCHOOL OF SOCIAL SCIENCES

TOURISM MANAGEMENT MASTER PROGRAMME (NON THESIS) 2021-2022 ACADEMIC YEAR

| | MASTER PROGRAMME without THESIS | | | | | | |
|--|--|------------------|--------------------------------------|-----------------------|----------------------------|--|-----------------|
| Code | Course Name | LANG | Т | Α | С | ECTS | E/C |
| TUR501 | Administration Strategies and Applications in Tourism Establishments | Т | 3 | 0 | 3 | 7,5 | С |
| TUR502 | Tourism Marketing | Т | 3 | 0 | 3 | 7,5 | С |
| TUR518 | Revenue Management | Т | 3 | 0 | 3 | 7,5 | С |
| TUR504 | Tourism Project Management | Т | 3 | 0 | 3 | 7,5 | С |
| TUR515 | Hotel Management | Т | 3 | 0 | 3 | 7,5 | С |
| SBE513 | Academic Research Methods and Ethics | Т | 3 | 0 | 3 | 10 | С |
| | Selective Course 1 | Т | 3 | 0 | 3 | 7,5 | Ε |
| | Selective Course 2 | Т | 3 | 0 | 3 | 7,5 | E |
| | Selective Course 3 | Т | 3 | 0 | 3 | 7,5 | E |
| | Selective Course 4 | Т | 3 | 0 | 3 | 7,5 | E |
| SBE504 | Term Project | Т | 0 | 0 | 0 | 12,5 | С |
| | Total | | 30 | | 30 | 90 | |
| | COMPULSORY COURSES | _ | | | | | |
| Code | Course Name | LANG | Т | Α | С | ECTS | E/C |
| | | | | | | | |
| TUR501 | Administration Strategies and Applications in Tourism Establishments | Т | 3 | 0 | 3 | 7,5 | С |
| TUR501 TUR502 | Administration Strategies and Applications in Tourism Establishments Tourism Marketing | T | 3 | 0 | 3 | 7,5 7,5 | C C |
| TUR502 | • | | | | | | |
| TUR502 TUR518 | Tourism Marketing | Т | 3 | 0 | 3 | 7,5 | С |
| TUR502 TUR518 TUR504 | Tourism Marketing Revenue Management | T | 3 | 0 | 3 | 7,5 | C |
| TUR502 TUR518 TUR504 | Tourism Marketing Revenue Management Tourism Project Management | T T | 3 3 | 0 0 | 3 3 | 7,5 7,5 7,5 | c C |
| TUR502 TUR518 TUR504 TUR515 | Tourism Marketing Revenue Management Tourism Project Management Hotel Management | T T T | 3 3 3 | 0 0 0 | 3 3 3 | 7,5 7,5 7,5 | c C C |
| TUR502 TUR518 TUR504 TUR515 | Tourism Marketing Revenue Management Tourism Project Management Hotel Management | T T T | 3 3 3 3 | 0 0 0 | 3 3 3 | 7,5 7,5 7,5 7,5 10 | c |
| TUR502 TUR518 TUR504 TUR515 SBE513 Code | Tourism Marketing Revenue Management Tourism Project Management Hotel Management Academic Research Methods and Ethics ELECTIVE COURSES Course Name | T T T | 3 3 3 3 T | 0 0 0 0 0 | 3 3 3 3 | 7,5 7,5 7,5 7,5 10 | C C C C |
| TUR502 TUR518 TUR504 TUR515 SBE513 Code TUR505 | Tourism Marketing Revenue Management Tourism Project Management Hotel Management Academic Research Methods and Ethics ELECTIVE COURSES Course Name Destination Planning and Management | T T T T | 3 3 3 3 T 3 | 0 0 0 0 0 | 3 3 3 3 C | 7,5 7,5 7,5 10 ECTS | C C C C |
| TUR502 TUR518 TUR504 TUR515 SBE513 Code TUR505 TUR506 | Tourism Marketing Revenue Management Tourism Project Management Hotel Management Academic Research Methods and Ethics ELECTIVE COURSES Course Name Destination Planning and Management Tourism Policy and Planning | T T T T T T LANG | 3 3 3 3 3 T 3 3 | 0 0 0 0 0 | 3 3 3 3 3 3 | 7,5 7,5 7,5 10 ECTS 7,5 | C C C C C E E E |
| TUR502 TUR518 TUR504 TUR515 SBE513 Code TUR505 TUR506 | Tourism Marketing Revenue Management Tourism Project Management Hotel Management Academic Research Methods and Ethics ELECTIVE COURSES Course Name Destination Planning and Management | T T T T T T | 3 3 3 3 T 3 | 0 0 0 0 0 | 3 3 3 3 C | 7,5 7,5 7,5 10 ECTS | C C C C |

| TUR508 | Event Management | Т | 3 | 0 | 3 | 7,5 | Ε |
|--------|--|------|---|---|---|-------------|-----|
| TUR510 | Consumer Behaviors in Tourism | T | 3 | 0 | 3 | 7,5 | Е |
| TUR511 | Hotel Management Simulation | Т | 3 | 0 | 3 | 7,5 | Ε |
| TUR512 | Air Transportation Management | Т | 3 | 0 | 3 | 7,5 | Е |
| TUR513 | Tour Planning and Management | Т | 3 | 0 | 3 | 7,5 | Е |
| TUR514 | Contemporary Trends in Gastronomy | Т | 3 | 0 | 3 | 7,5 | Е |
| GNL501 | History and Philosophy of Science | E | 3 | 0 | 3 | 7,5 | Ε |
| GNL502 | Future Science | E | 3 | 0 | 3 | 7,5 | Е |
| GNL503 | Critical and Analytical Thinking | E | 3 | 0 | 3 | 7,5 | Ε |
| GNL504 | Sages of Turkish Islamic Culture | E | 3 | 0 | 3 | 7,5 | Е |
| GNL505 | People, Society and Values | E | 3 | 0 | 3 | 7,5 | Е |
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| | | | | | | | |
| | SCIENTIFIC PREPARATION COURSES | | | | | | |
| Code | Course Name | LANG | T | Α | U | ECTS | E/C |
| | Undergraduate courses that is determined for each student during the interview | | | | | | |

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