



2026-2027 Academic Year
List of Courses Offered in Foreign Language
2026-2027 Akademik Yılı
Yabancı Dilde Açılacak Dersler Listesi

Faculty of Tourism
Turizm Fakültesi

	Department <i>Bölüm</i>	Course Code <i>Ders Kodu</i>	ECTS <i>AKTS</i>	Course Title <i>Dersin Adı</i>	Semester <i>Dönem</i>	Course Content <i>Dersin İçeriği</i>	Academic Staff <i>Dersi Veren Öğretim Elemanı</i>	Online Available <i>Çevrimiçi</i>
1	Tourism Management <i>Turizm İşletmeciliği</i>	TMP101	6	GENERAL TOURISM	Fall	The aim of this course is to provide the student an understanding of the key issues of tourism. This introductory course is designed for first year students to study the key terms, general concepts, and history of tourism. The course will provide an insight of tourism system, its economic, social and environmental aspects, demand and supply of tourism, planning and development, and the management of tourism.	Dr.Öğr.Üyesi Zeynep KARSAVURAN	
2	Tourism Management <i>Turizm İşletmeciliği</i>	TMP103	6	INTRODUCTION TO BUSINESS	Fall	The course aims to provide the students with the ability to analyse, interpret and explain the basic concepts of the business and their applications in real life events. The course covers the basic concepts of business, basic objectives of the enterprise and relations with the environment, establishment of enterprises, selection of the location of the enterprise and determination of the capacity of the enterprise, discussion of the business functions and the relations between them.	Prof.Dr. Tahir ALBAYRAK	
3	Tourism Management <i>Turizm İşletmeciliği</i>	TMP105	6	TOURISM ETHICS AND LEGISLATION	Fall	Course object is to present the provisions of the legislation related to tourism sector and to teach the ethical principles and rules in the field of Tourism. Course content focuses on Tourism Law, importance and development of Tourism Law in terms of Tourism Policy, regulations for travel agencies, professional tour guides, coastal areas, environmental law, visa regime, and international ethical codes in tourism.	Dr. Öğr.Üyesi Abdullah AKGÜN	
4	Tourism Management <i>Turizm İşletmeciliği</i>	TMP201	6	TOURIST BEHAVIOR	Fall	The course will explore a number of themes and issues related to tourist behaviour such as perspectives explaining who tourists are, motivations to travel, different ways to classify tourists, tourist typologies, variables influence the choices and decisions made by tourists, factors that shape tourist behaviour. The study of tourist behaviour is significant for students who plan to have a career in the tourism sector.	Dr. Öğr.Üyesi Edina AJANOVİĆ	
5	Tourism Management <i>Turizm İşletmeciliği</i>	TMP203	5	ACCOUNTING	Fall	The course concentrates on the application of accounting theory and the importance of accounting in business management to students. Course content includes: 1. Definition and functions of accounting, users of accounting knowledge, coverage of accounting and basic concepts of accounting, 2. Definition of balance sheet, accounting equation, effects of financial transactions on balance sheet, 4. Account concept, transaction rules of accounts in accounting, row of accounting procedures, 5. Cash equivalents, 6. Current assets, 7. Fixed Assets, 8. Marketable securities, and 9. Short term liabilities	Doç.Dr. Yeşim HELHEL	
6	Tourism Management <i>Turizm İşletmeciliği</i>	TMP205	5	MANAGEMENT AND ORGANIZATION	Fall	The aim of this course is to provide the student an understanding of the key issues of management and organization. This course is designed for second year students to study the key terms, general concepts, and history of management. The course will provide an insight of concepts, theories, applications, and functions of management. Students are expected to fully participate class meetings and submit take home assignments given by the instructor.	Dr.Öğr.Üyesi .Zeynep KARSAVURAN	
7	Tourism Management <i>Turizm İşletmeciliği</i>	TMP301	5	BUSINESS FINANCE	Fall	The aim of this course is to introduce the basic principles of business finance management and start-up issues and to enable them to approach start-up financial decisions from a financial manager's perspective and to determine the least financial costs that bring competitive advantage.	Doç.Dr. Yeşim HELHEL	
8	Tourism Management <i>Turizm İşletmeciliği</i>	TMP305	5	ORGANIZATIONAL BEHAVIOR	Fall	Defining the field of organization behaviour, individuals in organization, job attitudes, emotions and moods, personality and values, perception and individual decision making, motivation, group foundations and teams in organizations, leadership, power and politics, conflict and negotiation, organizational structure and culture, organizational change and stress management.	Dr. Öğr.Üyesi Edina AJANOVİĆ	

9	Tourism Management <i>Turizm İşletmeciliği</i>	TMP401	6	STRATEGIC MANAGEMENT	Fall	The course emphasizes the value and process of strategic management. In addition to familiarizing students with new subject matter, students are expected to integrate and apply their prior learning to strategic decision making in organisations. The Strategic Management course is designed to explore an organisation's vision, mission, examine principles, techniques and models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership.	Prof.Dr. Nedim YÜZBAŞIOĞLU	
10	Tourism Management <i>Turizm İşletmeciliği</i>	TMP403	5	INVESTMENT PROJECT ANALYSIS	Fall	The aim of the course is to provide students with the knowledge and skills to prepare, evaluate and present a tourism investment project. The course covers market analysis of feasibility (feasibility) study, technical analysis and financial analysis studies and evaluation of commercial analysis of projects within the framework of tourism investments.	Prof.Dr. Yıldırım YILMAZ	