

## Turizm İşletmeciliği Yüksek Lisans Programı - İngilizce

### Tourism Management Master's Degree Program (100% English)

CODE	NAME	STATUS	CREDITS	ECTS
<b>PREPARATORY COURSES FOR NON-TOURISM GRADUATES</b>				
TBH 701	Introduction to Business Administration	COMPULSORY	3	6
TBH 702	Principles of Marketing	COMPULSORY	3	6
TBH 703	Introduction to Tourism	COMPULSORY	3	6
TBH 704	Accounting	COMPULSORY	3	6
TBH 705	Economics	COMPULSORY	3	6
<b>I<sup>st</sup> TERM / FALL</b>				
TUİ 701	Principles of Management	COMPULSORY	3	6
TUİ 703	Statistics	COMPULSORY	3	4
TUİ 705	Tourism Management	COMPULSORY	3	6
	<i>Electives</i>	ELECTIVE	3	5
	Field of Specialization	COMPULSORY	4	6
TUİ 799	Seminar I	COMPULSORY	2	3
<b>II<sup>nd</sup> TERM / SPRING</b>				
TUİ 702	Research Methods in Social Sciences	COMPULSORY	3	6
TUİ 704	Strategic Management in Tourism Operations	COMPULSORY	3	4
TUİ 706	Tourism Marketing	COMPULSORY	3	6
	<i>Electives</i>	ELECTIVE	3	5
	Field of Specialization	COMPULSORY	4	6
TUİ 798	Seminar II	COMPULSORY	2	3

<b>ELECTIVES</b>				
<b>I<sup>st</sup> TERM / FALL</b>				
TUI 709	Lodging Operations and Management	ELECTIVE	3	5
TUI 711	Travel Operations and Management	ELECTIVE	3	5
TUI 713	Tourism Economics	ELECTIVE	3	5
TUI 715	Cost Control Systems in Lodging Operations	ELECTIVE	3	5
TUI 717	Human Resources Management in Tourism Operations	ELECTIVE	3	5
TUI 719	Organizational Behaviour in Tourism Operations	ELECTIVE	3	5
TUI 721	Current Issues in Tourism Operations	ELECTIVE	3	5
TUI 723	Tourism Operations and Community	ELECTIVE	3	5
TUI 725	Financial Management in Tourism Operations	ELECTIVE	3	5
TUI 727	EU and Tourism Industry	ELECTIVE	3	5
TUI 729	Tourism Policy and Planning	ELECTIVE	3	5
TUI 731	Sustainable Tourism and Environment	ELECTIVE	3	5
TUI 733	Event Planning and Management	ELECTIVE	3	5
TUI 735	MICE Organization and Management	ELECTIVE	3	5
TUI 737	Information Systems in Tourism and E-Tourism	ELECTIVE	3	5
TUI 739	Leisure and Recreation Management	ELECTIVE	3	5
TUI 741	Alternative Tourism Applications	ELECTIVE	3	5
TUI 743	Sustainable Destination Management and Development	ELECTIVE	3	5
TUI 745	Issues in Tourism Development and Destination Competitiveness	ELECTIVE	3	5
TUI 747	Business Life and Industrial Relations	ELECTIVE	3	5
TUI 749	Case Studies in Tourism Management	ELECTIVE	3	5
TUI 751	Cultural Heritage Management	ELECTIVE	3	5
TUI 753	Legal Aspects of Tourism	ELECTIVE	3	5
TUI 755	Sports and Entertainment Management	ELECTIVE	3	5

<b>ELECTIVES</b>				
<b>II<sup>nd</sup> TERM / SPRING</b>				
TUI 708	Cost Control Systems in Food and Beverage	ELECTIVE	3	5
TUI 710	Yield Management in Tourism Operations	ELECTIVE	3	5
TUI 712	Destination Marketing and Branding	ELECTIVE	3	5
TUI 714	Feasibility Studies in Tourism Operations	ELECTIVE	3	5
TUI 716	Financial Statement Analysis	ELECTIVE	3	5
TUI 718	Cost and Managerial Accounting in Tourism Operations	ELECTIVE	3	5
TUI 720	Consumer Behaviour and Market Research in Tourism	ELECTIVE	3	5
TUI 722	Public Relations and Communication in Tourism Operations	ELECTIVE	3	5
TUI 724	Sales Management in Tourism Operations	ELECTIVE	3	5
TUI 726	Service Marketing	ELECTIVE	3	5
TUI 728	İzmir in Terms of History, Culture and Tourism	ELECTIVE	3	5
TUI 730	Project Management and Design	ELECTIVE	3	5
TUI 732	Media Relations and Communication Management in Tourism Operations	ELECTIVE	3	5
TUI 734	Innovation Management	ELECTIVE	3	5
TUI 736	Guest Relations Management	ELECTIVE	3	5
TUI 738	Business Ethics	ELECTIVE	3	5
TUI 740	Organizational Design and Change	ELECTIVE	3	5
TUI 742	Leadership Analysis	ELECTIVE	3	5