

COURSE LIST Institute of Social Sciences

Field : Tourism and Hotel Management

(Please note that Erasmus students are allowed to take courses from lists of all faculties/schools according to their needs or interests.)

Course Code	Course Title	ECTS Credit	COMU Credit	Lecturer1
ULP-19-080	Organizational Behavior in Tourism	6	3	Assoc.Prof. Dr. Murat Gümüş
ULP-19-081	Intercultural Communication	6	3	Assoc.Prof. Dr. Murat Gümüş
ULP-19-083	Brand Management	6	3	Asst. Prof. Dr. Mustafa BOZ
ULP-19-084	Entrepreneurship	6	3	Asst. Prof. Dr. Mustafa BOZ
ULP-19-085	Financial Institutions and Markets	6	3	Assoc. Prof. Dr. Ekrem TUFAN
ULP-19-086	Behavioral Finance	6	3	Assoc. Prof. Dr. Ekrem TUFAN
ULP-19-096	Current Theories in Tourism Marketing	6	3	Asst. Prof. Dr. Lütfi ATAY
ULP-19-097	Green Marketing in Tourism	6	3	Asst. Prof. Dr. Lütfi ATAY
ULP-19-098	Financial Statement Analysis at Tourism Enterprises	6	3	Asst. Prof. Dr. Berna Burcu YILMAZ

Course Code	ULP -19 - 080
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Name of the course in English	Organizational Behavior in Tourism
Name of the course in Turkish	Turizm İşletmelerinde Örgütsel Davranış
Language of the course	English
Level of Course	() Bachelor's / Undergraduate (x) Master () Doctorate
Lecturer	Assoc.Prof. Dr. Murat Gümüş
ECTS Credits	6
COMU Credits	3
Description	The aim of this course is to give a comprehensive behavioral notations. Creating a sense to observe, understand and to interpret behavior is essential in organizational context. Individual, group and organizational level issues will be discussed and cases will be evaluated specific to tourism organizations like, hotels, travel agencies, airlines etc.

Course Code	ULP -19 - 081
Name of the course in English	Intercultural Communication
Name of the course in Turkish	Kültürlerarası İletişim
Language of the course	English
Level of Course	() Bachelor's / Undergraduate (x) Master () Doctorate
Lecturer	Assoc.Prof. Dr. Murat Gümüş
ECTS Credits	6
COMU Credits	3

Description	The aim of this course is to give a comprehensive communicative sensitivity and skills for behavioral bases in intercultural context, concerning tourism businesses such as accomodation, travel, guiding, food and beverage. Commuicative dimensions for being successfull in intercultural contacts and the way of avoiding failures are essential focuses, thus identity, culture, ethnicity, adjustment, expatriate experiences are consiered amongst many other issues of intercultural relations.
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Course Code	ULP -19 - 083
Name of the course in English	Brand Management
Name of the course in Turkish	Marka Yönetimi
Language of the course	English
Level of Course	() Bachelor's / Undergraduate (x) Master () Doctorate
Lecturer	Asst. Prof. Dr. Mustafa BOZ
ECTS Credits	6
COMU Credits	3
Description	This highly interactive course is a hands-on, practical exploration of product, service, and enterprise-wide brand building and management. The course is structured along the daily responsibilities and challenges faced by working brand/marketing managers. As such, the course will provide experience with proven strategies for building successful brands in the competitive marketplace, the decisions and options faced by brand managers, and the tools to effectively manage brands.

Course Code	ULP -19 - 084
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Name of the course in English	Entrepreneurship
Name of the course in Turkish	Giriřimcilik
Language of the course	English
Level of Course	() Bachelor's / Undergraduate (x) Master () Doctorate
Lecturer	Asst. Prof. Dr. Mustafa BOZ
ECTS Credits	6
COMU Credits	3
Description	The aim of the course is to provide understanding of entrepreneurship, that is, initiating an innovative new business venture and developing it into a self-sustaining and profitable enterprise, provide understanding of the process whereby a person decides to become an entrepreneur, screens opportunities, selects an appropriate product/market target, obtains the necessary resources, and launches a new enterprise, provide the practical knowledge for the preparation of drafts of business plans for the development of new products, processes and services and for the financing of new enterprises.

Course Code	ULP -19 - 085
Name of the course in English	Financial Institutions and Markets
Name of the course in Turkish	Finansal Kurumlar ve Piyasalar
Language of the course	English
Level of Course	() Bachelor's / Undergraduate (x) Master () Doctorate

Lecturer	Assoc. Prof. Dr. Ekrem TUFAN
ECTS Credits	6
COMU Credits	3
Description	Students will acquire information about financial markets, especially Turkish markets and ability to analysis economy by using daily financial events. It will also deliver Turkish economic crisis history and IMF relations.

Course Code	ULP -19-086
Name of the course in English	Behavioral Finance
Name of the course in Turkish	Davranışsal Finance
Language of the course	English
Level of Course	() Bachelor's / Undergraduate (x) Master () Doctorate
Lecturer	Assoc. Prof. Dr. Ekrem TUFAN
ECTS Credits	6
COMU Credits	3
Description	Behavioral finance subject is very new in finance literature (especially in Turkey). It adds psychology into finance and tries to explain market anomalies which cannot be explained such as day of the week effects, January effects, and weather effects etc. Published first book in behavioral finance in Turkey is belonging to the researcher.

Course Code	ULP -19-096
Name of the course in English	Current Theories in Tourism Marketing

Name of the course in Turkish	Turizm Pazarlamasında Güncel Kuramlar
Language of the course	English
Level of Course	() Bachelor's / Undergraduate (x) Master () Doctorate
Lecturer	Asst. Prof. Dr. Lütfi ATAY
ECTS Credits	6
COMU Credits	3
Description	In this course, current theories in tourism marketing will be discuss. Current articles in both academic journals and business journals will be examined. And current trends and emerging market in world tourism industry will be discussed in accordance to current theories in tourism marketing.

Course Code	ULP -19-097
Name of the course in English	Green Marketing in Tourism
Name of the course in Turkish	Turizmde Yeşil Pazarlama
Language of the course	English
Level of Course	() Bachelor's / Undergraduate (x) Master () Doctorate
Lecturer	Asst. Prof. Dr. Lütfi ATAY
ECTS Credits	6
COMU Credits	3
Description	In this course, firstly green marketing concept will be examined. Then green marketing applications in different

Course Code	ULP -19-098
Name of the course in English	Financial Statement Analysis at Tourism Enterprises
Name of the course in Turkish	Turizm İşletmelerinde Finansal Tabloların Analizi
Language of the course	English
Level of Course	() Bachelor's / Undergraduate (x) Master () Doctorate
Lecturer	Asst. Prof. Dr. Berna Burcu YILMAZ
ECTS Credits	6
COMU Credits	3
Description	The aim of this course is to give information about types of financial statements, their preparation and interpretation at tourism enterprises. This course focuses as much as possible on the practical application of financial statement analysis. Among the topics covered are analysis of investment, assets, liabilities, pension and other post-employment benefits, business combinations, multinational operations, income tax and consolidated financial statements.