



**FINAL INTERNATIONAL UNIVERSITY
SCHOOL OF TOURISM AND CULINARY ARTS**

Program	Tourism and Hotel Management
Medium of Instruction	English

Category		Associate Degree	X	Undergraduate	Masters (Project Based)		Masters (Thesis)		PhD

CURRICULUM

ABBREVIATIONS		
UC: University Core	FC: Faculty Core	AC: Area Core
UE: University Elective		AE: Area Elective

YEAR 1

FALL								
Semester	Course code	Course name	Course category	Credit			Pre-requisite	ECTS Credits
				Lec.	Pract.	Tot.		
1	MGMT101	Introduction to Business I	FC	3	0	3		7
1	ECON101	Introduction to Economics I	FC	3	0	3		7
1	THRM101	Introduction to Tourism	AC	3	0	3		7
1	COMP111	Computer I	UC	2	1	3		3
1	ENGL101	English I	UC	3	0	3		6
Total Credit						15		30

SPRING								
2	THRM102	World Geography Destinations	AC	3	0	3		6
2	THRM104	Housekeeping Operations	AC	2	2	3		6
2	THRM106	Nutrition & Sanitation	AC	3	0	3		5
2	THRM108	Travel Agency & Tour Operating	AC	2	1	3		5
2	ENGL102	English II	UC	3	0	3	ENGL101	6
2	HIST100/ TURK100	History of Turkish Republic/Turkish	UC	2	0	2		2
Total Credit						17		30

YEAR 2

FALL								
3	THRM201	Food and Beverage Production and Service I	AC	2	2	4	THRM106	4
3	THRM203	Front Office Operations	AC	3	1	4		5
3	THRM205	Tour Guiding	AC	3	1	4		5
3	ACCT201	Principles of Accounting I	FC	3	0	3		6
3	UE-XXX	University Elective I	UE	3	0	3		6
Total Credit						18		26

SPRING								
4	THRM202	Food and Beverage Production and Service II	AC	1	3	4	THRM201	4
4	THRM204	Sustainable Tourism Management	AC	3	0	3		4
4	THRM206	Customer Relationship	AC	3	0	3		6
4	MGMT206	Entrepreneurship	FC	3	0	3		6
4	UE-XXX	University Elective II	UE	3	0	3		6
4	THRM200	Summer Internship I	AC	0	8	0		8
Total Credit						16		34
YEAR 3								
FALL								
5	MARK301	Principles of Marketing	FC	3	0	3		5
5	THRM301	Cost Analysis & Control	AC	3	0	3		5
5	THRM303	Beverage Culture & Restaurant Management	AC	2	1	3		5
5	AE-XXX	Area Elective I	AE	3	0	3		6
5	AE-XXX	Area Elective II	AE	3	0	3		6
Total Credit						15		27
SPRING								
6	THRM302	Marketing Strategies in Tourism	AC	3	0	3	MARK301	5
6	THRM304	International Hotel Management	AC	3	0	3		5
6	THRM306	Tourism Policy and Planning	AC	3	0	3		5
6	MGMT306	Human Resource Management	FC	3	0	3		4
6	AE-XXX	Area Elective III	AE	3	0	3		6
6	THRM300	Summer Internship II	AC	0	8	0		8
Total Credit						15		33
YEAR 4								
FALL								
7	MGMT401	Research Methods	FC	3	0	3		6
7	THRM401	Tourism Ethics	AC	3	0	3		6
7	AE-XXX	Area Elective IV	AE	3	0	3		6
7	AE-XXX	Area Elective V	AE	3	0	3		6
7	AE-XXX	Area Elective VI	AE	3	0	3		6
Total Credit						15		30
SPRING								
8	THRM402	Tourism Seminar	AC	3	3	6	MGMT401	6
8	THRM400	Internship	AC	0	8	8		24
Total Credit						14		30

AREA ELECTIVE COURSES

	Course Code	Course Name	Credit			ECTS Credits
			Lec.	Pract.	Tot.	
1.	THRM 410	Special Interest Tourism	3	0	3	6
2.	THRM 411	E-Tourism	3	0	3	6
3.	THRM 412	Resorts, Spa and Casino Operations Management	3	0	3	6
4.	THRM 413	International Cuisines	3	0	3	6
5.	THRM 414	Accommodation Industry	3	0	3	6
6.	THRM 415	History of Civilization	3	0	3	6
7.	THRM 416	Airline Management I	3	0	3	6
8.	THRM 417	Aviation Marketing	3	0	3	6
9.	THRM 418	Events Management	3	0	3	6
10.	MGMT 201	Organizational Theory	3	0	3	6
11.	MGMT 204	Business Communication	3	0	3	6
12.	MGMT 301	Production and Operation Management	3	0	3	6
13.	MGMT 303	International Business	3	0	3	6
14.	MGMT 402	Strategic Management	3	0	3	6
15.	FINA 401	Financial Statement Analysis	3	0	3	6
16.	MGMT 417	Cross Cultural Studies in Organizations	3	0	3	6
17.	MGMT 421	Leadership and Organizational Culture	3	0	3	6
18.	MARK 410	Brand Management	3	0	3	6
19.	MGMT 205	Business Law	3	0	3	6
20.	ECON 402	Managerial Economics	3	0	3	6
21.	MGMT 301	Production and Operation Management	3	0	3	6

COURSE BREAKDOWN

	Total								
	Number	Credit	ECTS Credits						
All Courses	37	115	200						
University Core Courses	4	11	17						
Faculty Core Courses	7	21	41						
Area Core Courses	18	59	94						
Area Elective Courses	6	18	36						
University Elective Courses	2	6	12						
Internship	3	24	40						
Total	40	139	240						
Semester	1	2	3	4	5	6	7	8	Average
Number of courses	5	6	5	5	5	5	5	1	4,625
Total credits	15	17	18	16	15	15	15	6	14,375
Total ECTS Credits	30	30	26	26	27	25	30	6	25

COURSE DESCRIPTIONS / SYNOPSES

1.	Course code: MGMT 101	Course title: Introduction to Business I
	<p>In this course, students will explore all of the primary disciplines in business on an introductory level: economics, human resource management, finance options, managerial accounting principles and marketing strategies. At the end of this course, a student will be able to understand the business system, global context of business, conduct business ethically and responsibly.</p> <p>Textbook: Business Essentials, Global Edition 11th Edition Ronald Ebert, Ricky Griffin</p>	
2.	Course code: ECON 101	Course title: Introduction to Economics I
	<p>This course introduces students to the key concept and topic of microeconomics such as demand and supply, elasticity, utility, preferences, production, costs, perfect competition, monopoly, monopolistic competition, oligopoly and factor markets.</p> <p>Textbook: Economics, Global Edition 6th Edition R. Hubbard, Anthony O'Brien</p>	
3.	Course code: THRM 101	Course title: Introduction to Tourism
	<p>Tourism history and introductory principles as: Tourism in perspective; cultural tourism; sociology of tourism; tourism psychology and motivation as to the different features of the total tourism product. Total tourism product such as accommodation units, leisure and recreation facilities; transportation, travel, cultural activities, supporting services as insurance, banking etc. Planning, development and economics of tourism. Cases on tourism practices and philosophies as to past, present & future.</p> <p>Textbook: Tourism An Introduction by Ray Youell May 1998</p>	
4.	Course code: COMP 111	Course title: Computer I
	<p>Introduction to information technology and its significance for business, economics, and society. Understanding how computers work, introducing fundamental concepts relating to hardware, software, central processing unit, input and output, storage, networks and internet. Basic PC, Windows, and MS Office skills, and intermediate-level Word and PowerPoint skills.</p> <p>Textbook: Managing Information Technology: Pearson New International Edition 7th Edition by Carol Brown, Daniel DeHayes, Jeffrey Hoffer, Wainright Martin, William Perkins</p>	
5.	Course code: ENGL 101	Course title: English I
	<p>This is a first-semester EAP course for freshman students, and it focuses on developing both receptive and productive skills as well as the study skills required for university-level coursework.</p> <p>Textbook: Headway Academic Skills , Reading, Writing, and Study Skills Level 3 Student Book, Oxford University Press, Sarah Philpot and Lesley Curnick, Liz and John Soars, 2011 English Grammar, Language as Human Behavior, CourseSmart eTextbook, 3rd Edition, Anita Barry: Pearson Education</p>	
6.	Course code: THRM 102	Course title: World Geography Destinations
	<p>Geography for Tourism introduces students to the importance of geography in the hospitality and tourism industry through the study of travel or “destination” geography. Students explore the world’s geographic regions, focusing on the factors that create desirable travel destinations: weather and climate, physical features, cultural elements, historical interest, and tourist attractions. Students study the ways that the tourism industry promotes destinations, and they learn about current trends in travel. Finally, students learn about careers in the hospitality and tourism industry that are particularly dependent on a deep knowledge of geography. Students apply their understanding of these factors to a detailed analysis of one country from a travel geography standpoint as the culminating project of the course. Acting as researchers for a travel website, students develop portfolios on their country with the following components: an introduction with a detailed description of the country’s geography; a climate profile; a historic timeline; a cultural heritage summary; two thematically different tour itineraries; a storyboard for a webmercial promoting the country as a destination to a specific demographic; and a list of travel tips and warnings.</p> <p>Textbook: World Regional Geography A Development Approach Plus Mastering Geography with Pearson eText, Access Card Package 11th Edition by Douglas Johnson, Viola Haarmann, Merrill Johnson.</p>	
7.	Course code: THRM 104	Course title: Housekeeping Operations
	<p>This course is designed to provide students with the principles of housekeeping management as they apply specifically to the hospitality industry and to teach HACCP hygiene principles.</p>	

	Textbook: Guden, N. Handbook 2016	
8.	Course code: THRM 106	Course title: Nutrition & Sanitation
	<p>This course begins by presenting basic food safety and food defense standard operating procedures, and explaining why they are so important. Next, it covers all elements of creating and using an effective HACCP plan, including: conducting hazard analyses, determining critical control points, establishing critical limits monitoring procedures, and corrective actions; verifying that the system works, and keeping records.</p> <p>Textbook: Practical Skills in Food Science, Nutrition and Dietetics by William Aspden, Fiona Caple, Rob Reed, Allan Jones, Jonathan Weyers Jul 2011 The Science of Nutrition 4th Edition by Janice Thompson, Melinda Manore, Linda Vaughan Jun 2016</p>	
9.	Course code: THRM 108	Course title: Travel Agency and Tour Operating
	<p>The aim of this course is to provide the basics of travel industry. In this course, the operations of tour operators (as wholesaler) and travel agencies (as retailer). Will be examined.</p> <p>Textbook: Travel Agency Practice Pauline Horner May 1996</p>	
10.	Course code: ENGL 102	Course title: English II
	<p>This course is continuation of ENGL 101- English I. It involves further development of students' EAP oral and written communication skills as well as further development of the study skills essential to success at this level.</p> <p>Textbook: Headway Academic Skills , Reading, Writing, and Study Skills Level 3 Student Book, Oxford University Press, Sarah Philpot and Lesley Curnick, Liz and John Soars, 2011 English Grammar, Language as Human Behavior, CourseSmart eTextbook, 3rd Edition, Anita Barry: Pearson Education</p>	
11.	Course code: TURK 100	Course title: Turkish
	<p>The course takes an integrated skills approach to teaching oral and written communications. It introduces language grammars at a basic level for students who are taking Turkish course for the first time.</p> <p>Textbooks: Elementary Turkish (Dover Language Guides), Apr 1, 1986 by Lewis V. Thomas and Norman Itzkowitz: Dover Publications</p>	
12.	Course code: HIST 100	Course title: History of Turkish Republic
	<p>A general survey of Turkish history from about the mid-19th century until World War II with a particular focuses on the early Republican era. A comparative and analytical account of Westernization and Ottoman reform attempts, the economic and social transformations, diplomacy and foreign policy, World War I, the rise of Turkish nationalism, social, economic and cultural reforms in the 1920s and 1930s with special emphasis on the Kemalist principles.</p> <p>Textbooks: Türkiye Cumhuriyeti Tarihi, Temuçin Faik Ertan, Siyasal Kitabevi, 2011. Atatürk İlkeleri ve İnkılâp Tarih, Komisyon, Gazi Kitabevi, 2011.</p>	
13.	Course code: THRM 201	Course title: Food and Beverage Production and Service I
	<p>This course is designed to create professionals who has advance knowledge of food and beverage production and service applications in both national and international level considering HACCP hygiene principles. The subjects cover equipment of kitchen and service, hygiene and cleanliness of kitchen, food and beverage purchasing, storing, issuing and production, menu planning and cost controlling etc.</p> <p>Textbook: Foodservice Management: Principles and Practices, Global Edition 13th Edition by June Payne-Palacio, Monica Theis Oct 2015</p>	
14.	Course code: THRM 203	Course title: Front Office Operations
	<p>FIDELIO Front Office and F&B programs are designed to create professionals who enjoy working in a fast paced environment. It is also intends to increase student's implementation for effective communication in tourism industry. This course will help students to learn how to use Fidelio Front Office and F&B applications.</p> <p>Textbook: Front Office Management.</p>	
15.	Course code: THRM 205	Course title: Tour Guiding
	<p>The aim of this course is to understand the requirements for planning itineraries, effective communication in guiding and exhibiting and for students to be prepared to plan and organize tours. Students are given the opportunity to plan and organize a tour in the capacity of guides.</p>	

	Textbook: How to be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides Kindle Edition, Nick Manning
16.	Course code: ACCT 201 Course title: Principles of Accounting I
	This course revisits topics covered in Financial Accounting, with a focus on the asset side of the balance sheet: Cash, accounts and notes receivable, inventory, marketable securities, equity investments, and intangibles. The course also covers revenue and expense recognition issues, and generally accepted accounting principles that affect the format and presentation of the financial statements. Textbook: Accounting for Hospitality, Tourism and Leisure. 2nd Edition by Gareth Owen Aug 1998
17.	Course code: UE-XXX Course title: University Elective I
	The language course is designed to improve students' knowledge of basic level that can is specific to the tourism industry. This course provides tourism employees with the linguistic tools they need to cope with the most important everyday work situations involving foreign language speaking guests Textbook:
18.	Course code: THRM 202 Course title: Food and Beverage Production and Service II
	This course is designed to create professionals who has advance ability of food and beverage production and service applications in both national and international level considering HACCP hygiene principles. And the subjects cover methods of plate design, cooking methods, storing of cooked food, and after the foundation theoretical knowledge, application of practical service skills for national and international menus. Textbook: Foodservice Management: Principles and Practices, Global Edition 13th Edition by June Payne-Palacio, Monica Theis Oct 2015
19.	Course code: THRM 208 Course title: Sustainable Tourism Development
	This course critically examines tourism planning as a process and as a set of techniques for sustainable tourism development. It focuses on the physical environment of tourism planning, and the social, cultural and political realities of planning and policy making. Public and private sector roles are evaluated, as well as the nature of, and parameters and constraints relating to, tourism development in specific settings. Students will engage with practical planning tools and strategies, outside practitioners, field work, and individual and group projects. Additional aims of the course are to develop an understanding of tourism policy-making processes, and to gain skills in both evaluation and development of tourism plans and policies. Students will also explore tourism as a strategy for urban revitalization, conservation, agriculture, and historic preservation; and the role of tourism in enhancing community character, culture, quality of life and sense of place will also be explored. Textbook: Sustainable Tourism A Geographical Perspective by C. Michael Hall, Alan Lew Aug 1998
20.	Course code: MGMT 404 Course title: Customer Relations Management
	The aim of this course is to provide the basics of the travel and tourism industry. In this course, the operations of tour operators (as wholesaler) and travel agencies (as retailer) will be examined
21.	Course code: MGMT 206 Course title: Entrepreneurship
	This course is designed to help students evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. Student will be able to recognize the entrepreneurial potential within them and others in their environment, appreciate the role of entrepreneurship within society, at the level of the organization, and in their own personal life, understand the process nature of entrepreneurship, and ways to manage the process. Textbook: Entrepreneurship, Global Edition 5th Edition Bruce Barringer, Duane Ireland Jul 2015
22.	Course code: UE-XXX Course title: University Elective II
	The aim is to give the student the professional language vocabulary required in Hotel and restaurant business and in tourism enterprises and some knowledge of the chosen language culture. The student will have the knowledge needed for various customer service situations and he/she will be able to present his/her country for a tourist. Textbook:
23.	Course code: THRM200 Course title: Summer Internship I

24.	Course code: MARK 301	Course title: Principles of Marketing
	<p>Course outline: An understanding of consumer decision processes is developed through application of behavioral sciences. Organizational decision-making processes are also considered. The main subjects of this course are market segmentation, product development policies and methods, distribution decisions, and international marketing. Students develop an understanding of the theories and techniques of planning, conducting, analyzing and presenting market studies</p> <p>Textbooks: Principles of Marketing with MyMarketingLab, Global Edition, 16th Edition, Philip Kotler, Gary Armstrong: Pearson Publishing.</p>	
25.	Course code: THRM 301	Course title: Cost Analysis & Control
	<p>The aim of this course to provide the students with the principles and procedures involved in an effective food and beverage control system, including standards determination, the operating budget, cost-volume-profit analysis and cost control, menu pricing, theft prevention, and food and beverage cost report applications.</p> <p>Textbook: Cost-Benefit Analysis: 4th Edition Anthony Boardman, David Greenberg, Aidan Vining, David Weimer Aug 2013</p>	
26.	Course code: THRM 303	Course title: Beverage Culture & Restaurant Management
	<p>The first part of this course introduces students to the history, science and varieties of alcoholic beverages which are essential for today's hospitality manager. It is designed to teach wine by the grape, beers by the type of yeast used in fermentation, and spirits by breaking them into two categories (aged or non-aged and fruit or grain-based). The second part of this course is dealt with important issues of restaurant managers which includes how the business is planned and implemented and operated and how to overcome on-going challenges that are confronted in the restaurant business. Students are also provided with practical training on the knowhow of beverage service</p> <p>Textbook: Food and Beverage Management 2nd Edition by John Cousins, David Foskett, Caillein Gillespie Sep 2001 Restaurant Management Customers, Operations, and Employees 3rd Edition by Robert Mill Oct 2006</p>	
27.	Course code: AE-XXX	Course title: Area Elective I
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28.	Course code: AE-XXX	Course title: Area Elective II
29.	Course code: THRM 302	Course title: Marketing Strategies in Tourism
	<p>Students develop actual marketing campaign for business within hospitality industry. Emphasis on (a) analysis of market, competition and product, (b)planning financial budget and (c) developing short-term and long-range strategies to achieve desired profit through effective advertising, sales and public relations plan.</p> <p>Textbook: Marketing for Hospitality and Tourism: Pearson New International Edition PDF eBook 6th Edition by Philip Kotler, John Bowen, James Makensr</p>	
30.	Course code: THRM 304	Course title: International Hotel Management
	<p>This course provides the background every hospitality student will need in today's rapidly changing global marketplace. It introduces students to issues involved in planning, developing, marketing, and managing hotels in the international arena. It also gives students a solid foundation for understanding and managing cultural diversity in the workplace, and underscores the importance of protocol in international interactions.</p> <p>Textbook: Check-in Check-Out: Managing Hotel Operations 9th Edition by Gary Vallen, Jerome Vallen</p>	
31.	Course code: THRM306	Course title: Tourism Policy and Planning

	<p>This course provides a comprehensive, in-depth study of the business tourism market worldwide, an analysis of the relevant theoretical issues and a detailed investigation of the practice of managing and organizing facilities and destinations for the business travel and tourism market. Students are expected to conduct a research on the development of a tourism plan in Catalkoy.</p> <p>Textbooks: Tourism Planning: An Integrated and Sustainable Tourism Approach, Edward Inskeep, Wiley (Eds)</p>
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32.	Course code: MGMT 306	Course title: Human Resource Management
	<p>An introduction to the human resources function and related elements and activities. The course outlines the roles and functions of members of the human resources department, as well as educating others outside human resources, in how their roles include human resources-related activities. The student will learn about the evolution in human resources management. Topics cover personal planning, performance management and appraisal, managing employee retention, pay for performance etc.</p> <p>Textbook: Torrington: Human Resource Management_p10 10th Edition Derek Torrington, Laura Hall, Carol Atkinson, Stephen Taylor Jan 2017</p>	

33.	Course code: AE-XXX	Course title: Area Elective III
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34.	Course code: THRM300	Course title: Summer Internship II

35.	Course code: MGMT403	Course title: Research Methods
	<p>Research Methods introduces students to foundational issues of social scientific research. Students will examine the strengths and weaknesses of major quantitative and qualitative data collection techniques as well as the processes involved in planning and executing such projects.</p> <p>Textbook: Research Methods for Leisure and Tourism 4th Edition A.J. Veal</p>	

36.	Course code: THRM 401	Course title: Tourism Ethics
	<p>This course examines societies and cultures from ancient until early modern times. It provides students with knowledge about the concepts and principles in ethics. The course also deals with professional status of tourism, the philosophy and ethics applicable in tourism and how they influence its development.</p> <p>Textbooks: Ethics for the Information Age 7th Edition by Michael Quinn Jun 2016</p>	

37.	Course code: AE-XXX	Course title: Area Elective IV
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38.	Course code: AE-XXX	Course title: Area Elective V

39.	Course code: AE-XXX	Course title: Area Elective VI

40.	Course code: THRM 402	Course title: Tourism Seminar
	<p>This course aims to provide students with the opportunity to apply creative skills and research skills. Students are supposed to apply the theoretical and practical knowledge gained over their studies to a preparation of a project to be reported and presented.</p>	

41.	Course code: THRM 400	Course title: Internship
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Students are allocated a mentor and an internship supervisor during the internship placement. They will specialize alongside a professional in travel, tourism or hospitality as part of the internship. The aim of the course is to provide students with the opportunity to have a real experience to apply the theoretical knowledge gained over their studies to practice.

AREA ELECTIVE COURSES

1.	Course code: THRM 410	Course title: Special Interest Tourism
	<p>Definition and types of special interest tourism, various types of special interest tourism activities in different destinations, the efforts of the development of special interest tourism activities. Textbook: Special Interest Tourism, Douglas, Norman, Ngaire/ Derrett, Ros, 2002, John Wiley & Sons, Inc</p>	
2.	Course code: THRM 411	Course title: E-Tourism
	<p>The course demonstrates the contribution of ICTs to tourism organizations' competitiveness. Students are provided with a wealth of international examples to ensure global application and relevance, extensive use of case studies and illustrative examples demonstrate the link between theory and real world tourism situations. Further discussion topics encourage students to analyse further the information and content covered by the Destination Management Group which is a part of the FIU consortium. Textbook: ETourism: Information Technology for Strategic Tourism Management; Dr. Dimitrios Buhalis; Prentice Hall; International Edition, 2002. ISBN-13: 978-0582357402.</p>	
3.	Course code: THRM 412	Course title: Resorts, Spa and Casino Operations Management
	<p>This course is an introduction to the casino, resorts, and spa sectors of the tourism industry. Often these sectors are interdependent of each other, but can operate within each other. Modern day resorts will feature both a casino and a spa as part of the product mix. In the casino module, the student will study the exploding phenomena of gambling as a form of recreation. This module will start with the history of modern gaming, and will study the basic operations and management of the casinos of the day. Resorts will look at the unique differences in resort properties, as compared to the typical hotel. Factors included will be the physical location, support infrastructures and the management of providing guest activities to this market segment. The spa module will explore the evolution of the spa industry from the ancient civilizations to the convergence integrating spas, medicine, health care, tourism and hospitality. Emphasis will be placed on current business models and practices. All three modules will be linked together by the following threads: tourism significance and marketing, revenue impact, and job and career development. Textbook: Resorts: Management and Operation, 3rd Ed., Robert Christie Mill, 2012, John Wiley & Sons, Inc</p>	
4.	Course code: THRM 413	Course title: International Cuisines
	<p>In this course students are introduced to various cuisines from around the world. This course allows students to examine the influence of geography and climate upon the people, the land features and the production of agriculture, the available natural resources and industry of many lands. Textbooks: Foods: Pearson New International Edition Experimental Perspectives 7th Edition by Margaret McWilliams</p>	
5.	Course code: THRM 414	Course title: Accommodation Industry
	<p>This course examines the components of the tourism industry: transportation, accommodation, food and beverage, and attractions. Textbooks: Buildings for Hospitality Principles of Care and Design for Accommodation Managers by R. Fellows May 1998</p>	

6.	Course code: THRM 415	Course title: History of Civilization
	<p>This course examines societies and cultures from ancient until early modern times with the underlying assumption that world history is an important conceptual tool for understanding our interdependent world. This course also offers a consideration of issues related to the connections and relationships that shaped civilizations as a result of migration, war, commerce, and the various cultural expressions of self and society</p> <p>Textbooks: Aspects of World Civilization Problems and Sources in History, Volume 1 by Perry Rogers Dec 2002</p>	

7.	Course code: THRM 416	Course title: Airline Management I
	<p>This course is designed to provide an understanding of a number of key issues in air transport management, marketing and business planning. Both the airline and airport sectors of the industry will be considered.</p> <p>Textbooks: Airline Marketing and Management 7th Edition by Stephen Shaw</p>	

8.	Course code: THRM 417	Course title: Aviation Marketing
	<p>This course presents an overview of the marketing activities and the decisions affecting them in consumer, industrial, and international markets. Marketing planning and decision making are examined from firms' and consumers' points of view. Topics include the marketing concept and its company-wide implications, integration of marketing with other functions, the activities of marketing research, identification of marketing opportunities, and the development of marketing mix strategies including the decisions concerning pricing, distribution, promotion and product design, and marketing systems views in terms of both public and private policy</p> <p>Textbooks: Airline Marketing and Management 7th Edition by Stephen Shaw</p>	

9.	Course code: THRM 418	Course title: Events Management
	<p>This course gives students the experience in developing an event, meeting and/or conference program. Students will go through the step-by-step process of pre-planning, budget/agenda preparation, and marketing the event.</p> <p>Textbooks: Planning and Management of Meetings, Expositions, Events and Conventions, Global Edition George Fenich Dec 2014</p>	

10.	Course code: MGMT 201	Course title: Organizational Theory
	<p>To provide an integrated view embracing both theory and practice. To indicate ways in which organisational performance may be improved through the better use of human resources. To examine the process of management and the behaviour of people at work. To analyse the different methods of structuring, organizing and managing organizations</p> <p>Textbooks: Organization Theory, Design, and Change, 6th edition, Gareth R. Jones and Mary Mathew</p>	

11.	Course code: MGMT 204	Course title: Business Communication
	<p>This course will provide an introduction to business writing and speaking with a particular emphasis on grammar, sentence structure, thought formation, and presentation skills. Class activities will emphasize communication in real-world business situations and enable students to begin developing their ability to write and speak effectively in the workplace. By the end of this module, the students will be able to develop their skills in verbal and nonverbal communication, communicate in teams, compose different kinds of business messages, preparing CVs and interviewing for jobs.</p> <p>Textbooks: BCom2: Student edition, Authors: Lehman and Dufrene, Publisher: South-Western Cengage Learning</p>	

12.	Course code: MGMT 301	Course title: Production and Operation Management
	<p>This course covers the translation of product and services requirements into facilities, procedures, and operating organizations. Includes product design, production alternatives, facilities location and layout, resource requirements planning, quality control, and project management.</p> <p>Textbooks: Introduction to Operations and Supply Chain Management with MyOMLab, Global Edition, 4th Edition, Cecil Bozarth, Robert Handfield: Pearson Publishing.</p>	

13.	Course code: MGMT 303	Course title: International Business
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	<p>This course provides an overview of the international businesses, economic development and international trade theories, social, political, economic and cultural differences and their importance, international marketing, international dimension of management, importing and exporting activities, country risk analysis and product differentiation.</p> <p>Textbooks: International Business (2013). Ricky W. Griffin & Michael W. Pustay, 7th Edition: Pearson Ed. Ltd.</p>
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14.	Course code: MGMT 402	Course title: Strategic Management
<p>Strategic management introduces students to foundational issues of strategic management, strategy formulation, portfolio analysis, growth strategies, stability strategies, collaborative strategies, and implementing the strategic plan. Students will be able to understand the key concepts and principles of strategy formulation and competitive analysis, use analytical skills, tools and techniques for analyzing a company strategically, build on and integrate ideas, concepts, and theories from previously taken functional courses such as Accounting, Finance, and Marketing and think critically and strategically.</p> <p>Textbook: Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition 16th Edition by Fred David, Forest David Oct 2016</p>		

15.	Course code: FINA 401	Course title: Financial Statement Analysis
<p>Provides the knowledge and skills necessary to take full advantage of financial reports and analysis. Topics that will be covered include financial statement, ratio analysis, comparative analysis, and the management of operation funds.</p> <p>Textbooks: Financial Statement Analysis, Valuation - Credit Analysis - Executive Compensation, Thomas Plenborg, Christian Petersen: Pearson Publishing.</p>		

16.	Course code: MGMT 417	Course title: Cross Cultural Studies in Organizations
<p>Course outline: Asian, American and European multinationals are studied on a comparative basis to understand similarities and differences in company objectives, company cultures and managerial practices.</p> <p>Textbook: Managing Organizations in a Global Economy: An Intercultural Perspective (2004). John Sae, 1st edition, South-Western College Pub.</p>		

17.	Course code: MGMT 421	Course title: Leadership and Organizational Culture
<p>Course outline: The course focuses on understanding the critical leadership competencies and characteristics necessary for guiding organizations. This course will use leadership self-awareness tools developed especially for organizational leaders. Students will deepen their understanding of traditional and contemporary leadership theories and practices; and, explore the organizational contexts where work, management and leadership happen. Guiding organizations through strategic and operational change initiatives requires an understanding of organizational culture and change. This course will enable students to study organizational theories, systems thinking, and the relationship between cultural issues and successful change implementation. They will experiment with taking on the role of a change agent through simulations, case studies, and studying changes in their own work place.</p> <p>Textbook: Northouse, P. G. (2013). (6th ed.) Leadership: Theory and Practice. Thousand Oaks: CA: Sage Publications.</p>		

18.	Course code: MARK 410	Course title: Brand Management
<p>Course outline: In this course, within the concept of image management and other communicative applications which strengthen the effective consumer perception, the meaning of brand will be explained through case studies. How a brand is created, promoted and developed will be taken into account by both conceptual and analytical framework. Students also understand the similarities and differences between local and international brand managements.</p> <p>Textbooks: Strategic Brand Management (2007). 3rd edition, Kevin Lane Keller: Prentice Hall.</p>		

19.	Course code: MGMT205	Course title: Business Law
<p>Introduces the sources and basic principles of the law as it relates to business, the Constitution, sources of the law, business ethics; and studies a variety of applications of the law in contracts, torts, agency, and government regulation of business.</p> <p>Textbook: Business Law 8th Edition Ewan MacIntyre Apr 2016</p>		

20.	Course code: ECON 402	Course title: Managerial Economics
	<p>Analysis of the management processes associated with resource acquisition and allocation will be covered in this course. This course covers theories of demand, production, cost and pricing, basic estimating techniques with emphasis on applications and the forecasting of business and financial conditions for optimal decisions. Quantitative methods are also stressed.</p> <p>Textbook: Managerial Economics, Global Edition 7th Edition Paul Keat, Philip Young Mar 2013</p>	

21.	Course code: MGMT 301	Course title: Production and Operation Management
	<p>Course outline: This course covers the translation of product and services requirements into facilities, procedures, and operating organizations. Includes product design, production alternatives, facilities location and layout, resource requirements planning, quality control, and project management.</p> <p>Textbooks: Introduction to Operations and Supply Chain Management with MyOMLab, Global Edition, 4th Edition, Cecil Bozarth, Robert Handfield: Pearson Publishing.</p>	