



Eskişehir Osmangazi University
Faculty of Tourism
Gastronomy and Culinary Arts Course Information Form

TERM	Fall
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COURSE CODE	271215026	COURSE NAME	Event Management
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
V	2	0	0	2	3	CORE () ELECTIVE (x)	English

COURSE CATEGORY

Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills
X				

ASSESSMENT CRITERIAS

DURING TERM	Activity	Number	Percentage (%)
	I. Mid-Term		40
	II. Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Other (.....)		
FINAL EXAM			60

PREREQUISITE(S) (IF ANY)

COURSE CONTENT

Course content: Congress and Exhibition Organization and Management, Preparation Techniques and Processes Organisation of the Congress Stages

COURSE OBJECTIVES

The aim of this course, students are informed about tourism, special events and convention tourism

CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING

COURSE OUTCOMES

- To understand the basic concepts of tourism, convention tourism and special events,
- To improve the ability of the students activities,
- Economic impacts of special events and congress tourism,
- Social and political effects of special events and congress tourism,
- Special events and conventions for the project to develop tourism,
- To have information about special events and convention tourism in Turkey,
- Special events and convention tourism centers in the world, the basic features and tourist attractions

TEXTBOOK(S)

Quinn, B. (2013). Key concepts in event management. Sage.

SUPPORTIVE RESOURCES

Articles

EQUIPMENTS REQUIRED

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Traditional tourism
2	Events in the areas of tourism
3	Alternative activities and alternative activities in tourism areas
4	Reasons for the need to Events
5	Event planning and organization of programs
6	Event causes an increase in the demand for activities, animation, concept, types, characteristics,
7	Event management
8	Event management and animation applications
9	Turkey and the World Congress and Exhibition Tourism Social, Economic and Cultural Dimensions
10	Congress and Exhibition Organization and Management
11	Organizations and Institutions Activities and Objectives of the Congress Organization Activities Found
12	Preparation Techniques and Processes Organisation of the Congress Stages
13	Dimension of the Organization of Financial Practices and Regulatory Accounts
14	General assessment
15,16	Final Exam

NO	OUTCOMES	3	2	1
1	Knows and applies concepts, principles and theories in the field of gastronomy and culinary arts.			X
2	Have knowledge about nutrition principles and food science.			X
3	Demonstrates reading, comprehension, speaking and writing skills in a second foreign language at least at the European Language Portfolio B2 general level.			X
4	Communicates effectively in writing, verbally and non-verbally and demonstrates presentation skills.			X
5	Defines, analyzes, synthesizes and evaluates information and data in the field of tourism and gastronomy.			X
6	Knows and applies management theories and practices that can effectively manage a food and beverage business, and acquires entrepreneurial skills.			X
7	Knows social and professional ethical values, evaluates them from a critical perspective and develops appropriate behavior.			X
8	Uses both basic and field-related information and communication technologies and software at an advanced level.			X
9	Gain knowledge about the basic concepts, theories, principles and facts in the field of business and economics.			X
10	Have knowledge about national and international cuisines and apply them.			X
11	Knows and applies food and beverage cost control, menu planning and pricing.			X
12	Knows all processes related to food and beverage production, from the purchasing stage to the presentation stage, and solves any problems that may arise during these processes.		X	
13	Knows and applies national and international legal regulations, professional standards, occupational safety and worker health principles related to the field of work.			X
14	Knows and applies classical and modern production techniques in the field of food and beverage.			X
15	Evaluates food and dishes within the framework of history, geography, culture and nutritional sciences.			X
1: Never 2: Few 3: Many				

Instructor Name: