



ESOGÜ Turizm Fakültesi Ders Bilgi Formu

TERM	Spring
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COURSE CODE	271118047	COURSE NAME	Intercultural Communication
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
VIII	2	0	0	2	4	CORE () ELECTIVE (X)	Turkish
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	1	40				
	II. Mid-Term						
	Quiz						
	Homework						
	Project						
	Report						
Other (.....)							
FINAL EXAM		1	60				
PREREQUISITE(S) (IF ANY)	-						
COURSE CONTENT	To give general information about intercultural communication, to provide intercultural sensitivity.						
COURSE OBJECTIVES	The aim of this course is to give students information about intercultural communication theories. With this course, it is aimed to provide students with a sensitivity to cultural differences and an intercultural perspective that they will consider in their daily lives. In addition, it is to learn how to analyze intercultural communication situations.						
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING	-						
COURSE OUTCOMES	<ul style="list-style-type: none">• Master the basic concepts and theoretical framework of the intercultural communication workspace, meet basic sources and case studies.• To have an approach and theoretical knowledge on the analysis of intercultural communication situations in popular culture.• To know contemporary problems related to communication and develop solutions for them.						
TEXTBOOK(S)	Bulut, S. (2020). Kültürlerarası İletişim. Erzurum: Atatürk Üniversitesi Açıköğretim Fakültesi Yayınları.						

SUPPORTIVE RESOURCES	It is shared the articles, slides and videos via DYS.
EQUIPMENTS REQUIRED	-

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Introduction to intercultural communication
2	Social life culture and communication
3	Social life culture and communication
4	Theories of intercultural communication
5	Theories of intercultural communication
6	Intercultural diversity and communication
7	Intercultural diversity and communication
8	Diversity in verbal communication
9	Diversity in verbal communication
10	Nonverbal communication modality
11	Nonverbal communication modality
12	Intercultural Communication Competence
13	Application areas of intercultural communication
14	Application areas of intercultural communication
15,16	Final Exam

NO	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.			X
2	To be able to plan the process of investment of a new established tourism company.			X
3	To be able to manage companies to be established in the areas of tourism.		X	
4	To understand local, national and international dimension of management in tourism administration.		X	
5	To evaluate the concepts, ideas and data by using scientific methods.			X
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.		X	
7	To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.			X
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.)and hotel management			X
9	To be able to research scientific knowledge about tourism and hotel management.			X
10	To be able to understand and comment the new trends about tourism industry.			X
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)			X
12	To define the source of the problems in the field by using critical thinking.		X	
13	To have verbal and written communication skills in Turkish base on tourism sector.		X	
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.			X
1: Never 2: Few 3: Many				

Instructor Name :