



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

Term	Fall		
COURSE CODE	271215023	COURSE NAME	Introduction to Communication

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	Credits	ECTS	Type	Language
V	2	0	0	2	3	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
II. Mid-Term			
Quiz			
Homework			
Project			
Report			
Other (.....)			
FINAL EXAM		1	60
PREREQUISITE(S) (IF ANY)			
COURSE CONTENT	It consists of topics related to general concepts of communication, speech, body language, written communication, effective communication techniques, and social and cultural communication skills.		
COURSE OBJECTIVES	It is aimed for students to gain awareness about their own communication styles and their strengths and areas open to development in communication. Moreover; It is aimed to increase both their personal and corporate success thanks to the effective communication skills they acquire.		
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING	It will guide students who will work and be managers in the future, especially in the food and beverage sector, which is an important branch of the service industry, and especially in large-scale gastronomy enterprises where employees come from different cultural backgrounds, in maximizing their communication skills.		
COURSE OUTCOMES	Students taking the course can explain important concepts of communication processes; Learns the functioning of the inter-individual, inter-group and intercultural processes of communication, and has information about how effective speaking and communication takes place.		
TEXTBOOK(S)	İletişim Bilgisi AÖF, 2012		
SUPPORTIVE RESOURCES	Etkili İletişim Teknikleri, AÖF, 2019 Kültürlerarası İletişim, AÖF, 2019		
EQUIPMENTS REQUIRED			

COURSE OUTLINE	
WEEK	SUBJECTS
1	Introduction to Communication
2	Basic communication concepts and verbal communication
3	Verbal communication and Speech
4	Nonverbal Communication
5	Interpersonal Communication
6	Group Communication and Intra-Organizational Communication
7	Group Communication and Intra-Organizational Communication
8	Mass Communication
9	Online Contact
10	Culture and Communication
11	Culture and Communication
12	Effective Communication and Gender
13	Effective Communication and Gender
14	Effective Communication Examples and Evaluation
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: Doç. Dr. Mehmet Sedat İPAR