



ESOGU Tourism Faculty Course Information Form

TERM	Spring
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COURSE CODE	271116031	COURSE NAME	Social Behavior and Protocol
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
VI	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						
	II. Mid-Term						
	Quiz						
	Homework		1	40			
	Project						
	Report						
Other (.....)							
FINAL EXAM			1	60			
PREREQUISITE(S) (IF ANY)							
COURSE CONTENT		Explaining Social Behavior and protocol issues and giving detailed information about the rules of social behavior					
COURSE OBJECTIVES							
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING							
COURSE OUTCOMES		<ul style="list-style-type: none">• Have knowledge about the rules of social behavior.• Understands the rules of behavior in social and institutional life.• Defines the rules of respect, etiquette and courtesy.• Describes social ceremonies and celebrations.• Explains the rules that must be followed in social and corporate life.					
TEXTBOOK(S)							
SUPPORTIVE RESOURCES		Aytürk, N. (2013). Sosyal Davranış ve Protokol. (Ed.Nihat Aytürk ve Adili Sadık Bahçe) Eskişehir: Anadolu Üniversitesi.					
EQUIPMENTS REQUIRED							

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Introduction to the course
2	Social Code of Conduct
3	Rules of Respect, Etiquette and Courtesy
4	Social Ceremonies and Celebrations
5	Visits and Gifts in Social and Corporate Life
6	Protocol Activities in Public and Institutional Life
7	Invitations and Banquets
8	Student Presentations
9	Student Presentations
10	Student Presentations
11	Student Presentations
12	Student Presentations
13	Student Presentations
14	General evaluation
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 have the knowledge of using and evaluating the tools that can analyze a tourism company with its internal and external environment			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: Few 2: Partially 3: Many

Instructor Name : Assoc. Prof. Dr. O. Can YILMAZDOĞAN