



ESOGU Tourism Faculty Course Information Form

TERM	Fall
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COURSE CODE	271115021	COURSE NAME	Communication Information
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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)	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		Communication, Introduction to Communication, Communication Information, Types of Communication					
COURSE OBJECTIVES		Ensuring understanding and being understood by improving communication skills					
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING		It ensures that the communication of employees in tourism businesses with each other and with the customers is qualified.					
COURSE OUTCOMES		Will be able to explain the concept of communication. Defines communication process elements. Lists the requirements before the communication process. Explains the characteristics of communication elements required for effective communication. Will be able to evaluate communication types.					
TEXTBOOK(S)		Barış Kılınç, Ufuk Eriş (Ed.), (2018). İletişim Bilgisi, AÖF Yayınları					
SUPPORTIVE RESOURCES		Doğan Cüceloğlu (2002). İletişim Donanımları, Remzi Kitabevi					
EQUIPMENTS REQUIRED		Projection, computer					

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Basic information about the concept of communication
2	Types of communication. Basic features of mass communication, mass media.
3	Cultural Dimension of Communication
4	Communication Cycle and Basic Elements of Communication
5	History of Verbal Communication and Speech
6	Critical Points of Making a Good Speech
7	Nonverbal Communication and Its Types
8	Body Language and Usage
9	Interpersonal Communication
10	Listening and Being an Active Listener
11	Group Communication
12	Organizational Communication
13	Mass Communication
14	International and 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 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 :