



ESOGU Tourism Faculty Course Information Form

TERM	Fall
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COURSE CODE	COURSE NAME	Quality Management
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
VII	2	0	2	2	4	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	1	40			
		II. Mid-Term					
		Quiz					
		Homework					
		Project					
		Report					
		Other (.....)					
FINAL EXAM			1	60			
PREREQUISITE(S) (IF ANY)							
COURSE CONTENT		Concept and importance of quality, management and quality, ISO quality standarts					
COURSE OBJECTIVES		The aim of this lesson is to give information about quality concept, quality applications and quality standarts.					
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING							
COURSE OUTCOMES		<ul style="list-style-type: none"> to make students understand philosophic of strategic management to make students learn standards of ISO to make students learn KAİZEN 					
TEXTBOOK(S)		Muhsin Halis (2016). Toplam Kalite Yönetimi, Seçkin Yayıncılık.					
SUPPORTIVE RESOURCES		Nilgün Sarp (2017). Toplam Kalite Yönetimi Uygulamaları, Siyasal Kitapevi.					
EQUIPMENTS REQUIRED		Computer and projection					

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	History of Quality, Concept of Quality, Dimensions of Quality
2	Transition to Quality, Concepts related to Quality,
3	New management paradigms, Quality Control,
4	Quality Circles, Total Quality Management (TQM) concept, Birth of TQM, Historical Development, TQM and Traditional Management Relationship
5	Total Quality Management Practices
6	Quality Awards, EFQM Excellence Model, Obstacles of TQM
7	Midterm
8	Tools and Techniques of Total Quality Management,
9	7 Old and 7 New Tools of TQM
10	ISO 9000:2000 Quality Management System
11	Scope of the Quality Management System
12	TQM Applications in Türkiye
13	Service Quality Concept, Total Service Quality Management
14	An overview
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	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 :