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| **ABU_KKK_01-15.jpg** | | | | **ECTS Course Description Form** | | | | | | | | | | | | | | | | | | | | | | | |
| **PART I ( Senate Approval)** | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Offering School** | Tourism Faculty | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Offering Department** | Tourism and Hotel Management | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Program(s) Offered to** | Tourism and Hotel Management | | | | | | | | | | | | Elective | | | | | | | | | | | | | | |
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|  | | | | | | | | | | | |  | | | | | | | | | | | | | | |
| **Course Code** | TRM 481 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Name** | Big Data Analysis in Tourism and Hospitality | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Language of Instruction** | English | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Type of Course** | Lecture | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Level of Course** | Undergraduate | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Hours per Week** | **Lecture:** 3 | | | | **Laboratory:** | | | | **Recitation:** | | **Practical:** | | | | | **Studio:** | | | | | **Other:** | | | | | | |
| **ECTS Credit** | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Grading Mode** | Letter Grade | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Pre-requisites** |  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Co-requisites** |  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Registration Restriction** |  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Educational Objective** | Big Data is a hot topic these days. This course enables students to transform data into knowledge to make better business decisions. Whether students anticipate producing or consuming data analytics, the course provides the tools to identify problems and a framework to solve them. This course introduces the principles, concepts and analysis tools for Big Data analytics in the contexts of tourism and hospitality business. A variety of analytical tools such as R, GIS, social network analysis are also introduced. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Description** | Data analysis and statistical operations with packet programs: data input, descriptive statistics, frequency tables, difference tests, factor analysis, regression analysis, correlation, clustering analysis, chi-square test | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Learning Outcomes** | **LO1** | Knows to collect the required data with right technique. | | | | | | | | | | | | | | | | | | | | | | | | | |
| **LO2** | Knows to enter the collected data to statistical package programs. | | | | | | | | | | | | | | | | | | | | | | | | | |
| **LO3** | Knows to analyze data using statistical package programs. | | | | | | | | | | | | | | | | | | | | | | | | | |
| **LO4** | Knows to descriptive statistics. | | | | | | | | | | | | | | | | | | | | | | | | | |
| **LO5** | Knows the difference tests, factor analysis, correlation and regression analysis. | | | | | | | | | | | | | | | | | | | | | | | | | |
| **LO6** | Knows to interpret and report of analysis results. | | | | | | | | | | | | | | | | | | | | | | | | | |
| **n..** |  | | | | | | | | | | | | | | | | | | | | | | | | | |
| **PART II ( Faculty Board Approval)** | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Basic Outcomes (University-wide)** | | **No.** | **Program Outcomes** | | | | | | | | | **LO1** | | | **LO2** | | | **LO3** | | **LO4** | | | | **LO5** | | | **LO6** |
| **PO1** | **Ability** to communicate effectively and write and present a report in Turkish and English. | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **PO2** | **Ability** to work individually, and in intra-disciplinary and multi-disciplinary teams. | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **PO3** | **Recognition** of the need for life-long learning and **ability** to access information , follow developments in science and technology, and continually reinvent oneself. | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **PO4** | **Knowledge** of project management, risk management, innovation and change management, entrepreneurship, and sustainable development. | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **PO5** | **Awareness** of sectors and **ability** to prepare a business plan. | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **PO6** | **Understanding** of professional and ethical responsibility and **demonstrating** ethical behavior. | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **Faculty Specific Outcomes** | | **PO7** |  | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **PO8** |  | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **PO9** |  | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **PO10** |  | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **PO11** |  | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **PO12** |  | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **Discipline Specific Outcomes (program)** | | **PO13** |  | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **PO14** |  | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **PO15** |  | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **PO16** |  | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **PO17** |  | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **PO18** |  | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **Specialization Specific Outcomes** | | **PO N….** |  | | | | | | | | |  | |  | | |  | |  | | | |  | |  | | |
| **PART III ( Department Board Approval)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Subjects, Contribution of Course Subjects to Learning Outcomes, and Methods for Assessing Learning of Course Subjects** | | | **Subjects** | **Week** | | |  | | | | | | **LO1** | | | **LO2** | | | **LO3** | | **LO4** | | | | **LO5** | | | **LO6** | |
| **S1** | 1 | | | Definition of statistics, population and sample, data collection techniques | | | | | | x | | |  | | |  | |  | | | |  | | |  | |
| **S2** | 2 | | | Data input, tables | | | | | |  | | | x | | | x | |  | | | |  | | |  | |
| **S3** | 3 | | | Descriptive statistics | | | | | |  | | |  | | | x | | x | | | |  | | |  | |
| **S4** | 4-5-6-7 | | | Difference Tests (t-Test, dependent variables t-Test, one way variance analysis, two way variance analysis) | | | | | |  | | |  | | | x | |  | | | | x | |  | | |
| **S5** | 8-9-10 | | | Factor analysis, regression analysis, correlation analysis | | | | | |  | | |  | | | x | |  | | | | x | |  | | |
| **S6** | 11-12 | | | Kümeleme analizi, ki-kare testi | | | | | |  | | |  | | | x | |  | | | | x | |  | | |
| **S7** | 13 | | | Reporting analysis results | | | | | |  | | |  | | |  | |  | | | |  | | x | | |
| **S8** |  | | |  | | | | | |  | | |  | | |  | |  | | | |  | |  | | |
| **S9** |  | | |  | | | | | |  | | |  | | |  | |  | | | |  | |  | | |
| **S10** |  | | |  | | | | | |  | | |  | | |  | |  | | | |  | |  | | |
| **S11** |  | | |  | | | | | |  | | |  | | |  | |  | | | |  | |  | | |
| **Assessment Methods, Weight in Course Grade, Implementation and Make-Up Rules** | | | **No.** | **Type** | | | | | **Weight** | | **Implementation Rule** | | | | | **Make-Up Rule** | | | | | | | | | | | | | |
| **A1** | **Exam** | | | | | %40 | | There will be two examinations. All books and all course materials are closed in the exams. No calculations and communication tools are allowed during the exams | | | | | If a proper medical report or letter of appointment is submitted to the university procedure, a make-up exam is made. Apart from that, there is no make-up exam. | | | | | | | | | | | | | |
| **A2** | **Quiz** | | | | | - | |  | | | | | - | | | | | | | | | | | | | |
| **A3** | **Homework** | | | | | %20 | | Each student will prepare their own homework. | | | | | Homework sent after the deadline will be awarded low points. | | | | | | | | | | | | | |
| **A4** | **Project** | | | | | %30 | | Each student will have a project paper. | | | | | The project paper submitted after the deadline is not accepted. | | | | | | | | | | | | | |
| **A5** | **Report** | | | | | - | | - | | | | | - | | | | | | | | | | | | | |
| **A6** | **Presentation** | | | | | %10 | | The project paper should be present. | | | | | - | | | | | | | | | | | | | |
| **A7** | **Attendance/ Interaction** | | | | | *-* | | - | | | | | - | | | | | | | | | | | | | |
| **A8** | **Class/Lab./**  **Field Work** | | | | | *-* | | - | | | | | - | | | | | | | | | | | | | |
| **A9** | **Other** | | | | | - | | - | | | | | - | | | | | | | | | | | | | |
| **TOTAL** | | | | | | **100%** | | | | | | | | | | | | | | | | | | | | |
| **Evidence of Achievement of Learning Outcomes** | | | During the determination of the learning outputs, the students will be determined by taking exam notes, course attendance, assignments, project assignments and presentations. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Method for Determining Letter Grade** | | | The points that students will receive in the course will be as follows.   |  |  |  | | --- | --- | --- | | Exam | 2x100 | 200 points | | Interactive | 5x20 | 100 points | | Homework | 5x20 | 100 points | | Project Paper |  | 50 points | | Presentation |  | 50 points | | Attendance |  | 40 points | | Total |  | 540 points |   The letter grade is calculated by considering the following criteria according to the student's score:   |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Total Points | 100 | 100-90 | 89-87 | 86-84 | 83-80 | 79-77 | 76-74 | 73-70 | 69-67 | 66-64 | 63-60 | 59-0 | | Letter Grade | A+ | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | F | | Value | 4.00 | 4.00 | 3.70 | 3.30 | 3.00 | 2.70 | 2.30 | 2.00 | 1.70 | 1.30 | 1.00 | 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Teaching Methods, Student Work Load** | | | **No** | **Method** | | | | **Explanation** | | | | | | | | | | | | | | | **Hours** | | | | | | |
| ***Time applied by instructor*** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **1** | **Lecture** | | | | Lecture, case study for the reinforcement of the subject | | | | | | | | | | | | | | | 14x3=42 | | | | | | |
| **2** | **Interactive Lecture** | | | | Participation in the course influences student success. | | | | | | | | | | | | | | | 14x1=14 | | | | | | |
| **3** | **Recitation** | | | |  | | | | | | | | | | | | | | | 0 | | | | | | |
| **4** | **Laboratory** | | | |  | | | | | | | | | | | | | | | 0 | | | | | | |
| **5** | **Practical** | | | |  | | | | | | | | | | | | | | | 0 | | | | | | |
| **6** | **Field Work** | | | |  | | | | | | | | | | | | | | | 0 | | | | | | |
| ***Time expected to be allocated by student*** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **7** | **Project** | | | | Each student will prepare and present a project paper. | | | | | | | | | | | | | | | 2x15=30 | | | | | | |
| **8** | **Homework** | | | | Students require to prepare and submit assignments. | | | | | | | | | | | | | | | 10x3=30 | | | | | | |
| **9** | **Pre-class Learning of Course Material** | | | | Student require to read the relevant chapters and academic papers before the class. | | | | | | | | | | | | | | | 14x1=14 | | | | | | |
| **10** | **Review of Course Material** | | | | Student require to read the relevant chapters and academic papers after the class. | | | | | | | | | | | | | | | 14x1=14 | | | | | | |
| **11** | **Studio** | | | |  | | | | | | | | | | | | | | | 0 | | | | | | |
| **12** | **Office Hour** | | | | Each student requires to meet the instructor for the class. | | | | | | | | | | | | | | | 2x1=2 | | | | | | |
| **TOTAL** | | | | | *146* | | | | | | | | | | | | | | | | | | | | | |
| **IV. PART** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Instructor** | | | **Name** | | | | |  | | | | | | | | | | | | | | | | | | | | | |
| **E-mail** | | | | |  | | | | | | | | | | | | | | | | | | | | | |
| **Phone Number** | | | | |  | | | | | | | | | | | | | | | | | | | | | |
| **Office Number** | | | | |  | | | | | | | | | | | | | | | | | | | | | |
| **Office Hours** | | | | |  | | | | | | | | | | | | | | | | | | | | | |
| **Course Materials** | | | **Mandatory** | | | | |  | | | | | | | | | | | | | | | | | | | | | |
| **Recommended** | | | | |  | | | | | | | | | | | | | | | | | | | | | |
| **Other** | | | **Scholastic Honesty** | | | | |  | | | | | | | | | | | | | | | | | | | | | |
| **Students with Disabilities** | | | | |  | | | | | | | | | | | | | | | | | | | | | |
| **Safety Issues** | | | | |  | | | | | | | | | | | | | | | | | | | | | |
| **Flexibility** | | | | |  | | | | | | | | | | | | | | | | | | | | | |