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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 Hospitality Management* | | | | | | | | | | | | | | | | | | | | | | |
| **Program(s) Offered to** | *Tourism and Hospitality Management* | | | | | | | | | | | | | *Must* | | | | | | | | | |
|  | | | | | | | | | | | | |  | | | | | | | | | |
|  | | | | | | | | | | | | |  | | | | | | | | | |
| **Course Code** | *TRM 486* | | | | | | | | | | | | | | | | | | | | | | |
| **Course Name** | *Tourism Fair and Exhibition Management* | | | | | | | | | | | | | | | | | | | | | | |
| **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** | *Na* | | | | | | | | | | | | | | | | | | | | | | |
| **Co-requisites** | *Na* | | | | | | | | | | | | | | | | | | | | | | |
| **Registration Restriction** | *Na* | | | | | | | | | | | | | | | | | | | | | | |
| **Educational Objective** | *Create awareness of conference & exhibition business* | | | | | | | | | | | | | | | | | | | | | | |
| **Course Description** | *This course provides information on the conference & exhibition business; procedures involved in planning and marketing events. Students will practice planning and execution of a special event.* | | | | | | | | | | | | | | | | | | | | | | |
| **Learning Outcomes** | **LO1** | | | *Explain the economic impacts generated by the Meetings, Events, Exhibitions, Conferences and Conventions* | | | | | | | | | | | | | | | | | | | |
| **LO2** | | | *Understand the basics of site selection, hotel and food service negotiations, and meeting coordination* | | | | | | | | | | | | | | | | | | | |
| **LO3** | | | *Gain comprehensive understanding for meetings, events, expos, and conventions in relation to facilities, services and logistics* | | | | | | | | | | | | | | | | | | | |
| **LO4** | | | *Create a schedule, define the sequence of work, and learn the right way to use date constraints and deadlines.* | | | | | | | | | | | | | | | | | | | |
| **LO5** | | | *Build a project team and assign resources to tasks: "who does what."* | | | | | | | | | | | | | | | | | | | |
| **LO6** | | | *Estimate an event, set up a budget, define tasks, and break the work into manageable chunks* | | | | | | | | | | | | | | | | | | | |
| **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. | | | | | | | | | | **X** | |  | |  | |  | | |  |  |
| **PO2** | **Ability** to work individually, and in intra-disciplinary and multi-disciplinary teams. | | | | | | | | | |  | | **X** | |  | |  | | |  |  |
| **PO3** | **Recognition** of the need for life-long learning and **ability** to access information , follow developments in science and technology, and continually reinvent oneself. | | | | | | | | | |  | |  | |  | | **X** | | |  |  |
| **PO4** | **Knowledge** of project management, risk management, innovation and change management, entrepreneurship, and sustainable development. | | | | | | | | | |  | |  | |  | |  | | | **X** |  |
| **PO5** | **Awareness** of sectors and **ability** to prepare a business plan. | | | | | | | | | |  | |  | | **X** | |  | | |  | **X** |
| **PO6** | **Understanding** of professional and ethical responsibility and **demonstrating** ethical behavior. | | | | | | | | | |  | |  | |  | | **X** | | | **X** |  |
| **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 | | | | Introduction  Course description and syllabus | | | | | |  | |  | |  | |  | | |  |  | |
| **S2** | 2,3 | | | | Introduction to the Convention and Conference industry | | | | | |  | |  | | A1 | |  | | | A1 |  | |
| **S3** | 4 | | | | Organizers & Sponsors | | | | | |  | | A1 | |  | |  | | |  |  | |
| **S4** | 5,6 | | | | Expo, Exhibition, & Convention Venues vs Service Contractor | | | | | |  | | A1 | |  |  | | | |  |  | |
| **S5** | 7,9 | | | | Planning tools & target market for Conventions and Conference industry | | | | | | A1,  A6 | |  | |  | A1,  A6 | | | | A1,  A6 | A1,  A6 | |
| **S6** | 10,11 | | | | Conventions and Conference Management | | | | | |  | |  | | A1,  A6 |  | | | |  | A1,  A6 | |
| **S7** | 12 | | | | Determining Cost & Forecasting Revenue | | | | | |  | |  | |  |  | | | |  | A6 | |
| **S8** | 13 | | | | Hotel Catering & Convention Services | | | | | |  | | A1 | |  |  | | | | A1 |  | |
| **S9** |  | | | |  | | | | | |  | |  | |  |  | | | |  |  | |
| **S10** |  | | | |  | | | | | |  | |  | |  |  | | | |  |  | |
| **S11** |  | | | |  | | | | | |  | |  | |  |  | | | |  |  | |
| **Assessment Methods, Weight in Course Grade, Implementation and Make-Up Rules** | | | **No.** | **Type** | | | | | | **Weight** | | **Implementation Rule** | | | | **Make-Up Rule** | | | | | | | | | |
| **A1** | **Exam** | | | | | | 30%  50% | | *Midterm*  *Final* | | | |  | | | | | | | | | |
| **A2** | **Quiz** | | | | | |  | |  | | | |  | | | | | | | | | |
| **A3** | **Homework** | | | | | |  | |  | | | |  | | | | | | | | | |
| **A4** | **Project** | | | | | |  | |  | | | |  | | | | | | | | | |
| **A5** | **Report** | | | | | |  | | - | | | | - | | | | | | | | | |
| **A6** | **Presentation** | | | | | | 20% | | Individual presentation | | | | - | | | | | | | | | |
| **A7** | **Attendance/ Interaction** | | | | | |  | | - | | | | - | | | | | | | | | |
| **A8** | **Class/Lab./**  **Field Work** | | | | | |  | | - | | | | - | | | | | | | | | |
| **A9** | **Other** | | | | | |  | |  | | | |  | | | | | | | | | |
| **TOTAL** | | | | | | | **100%** | | | | | | | | | | | | | | | |
| **Evidence of Achievement of Learning Outcomes** | | | Students will demonstrate learning outcomes through in-class activities, individual presentations. | | | | | | | | | | | | | | | | | | | | | | |
| **Method for Determining Letter Grade** | | | Grade will be determined by your total points earned under the criteria below:   |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | 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** | | | | | Lecturing and utilizing the text-book and the additional readings provided by the instructor. | | | | | | | | | | | | | 13 x 3= 39 | | | |
| **2** | **Interactive Lecture** | | | | | Presentations require much interactions among all class members. | | | | | | | | | | | | | 1 x 3= 3 | | | |
| **3** | **Recitation** | | | | |  | | | | | | | | | | | | |  | | | |
| **4** | **Laboratory** | | | | |  | | | | | | | | | | | | |  | | | |
| **5** | **Practical** | | | | |  | | | | | | | | | | | | |  | | | |
| **6** | **Field Work** | | | | |  | | | | | | | | | | | | |  | | | |
| ***Time expected to be allocated by student*** | | | | | | | | | | | | | | | | | | | | | | |
| **7** | **Project** | | | | | Students are engaged in an individual presentation activity | | | | | | | | | | | | | 1 x 15 =15 | | | |
| **8** | **Homework** | | | | |  | | | | | | | | | | | | |  | | | |
| **9** | **Pre-class Learning of Course Material** | | | | | Students require to read the relevant chapters and academic papers before the class. | | | | | | | | | | | | | 14 x 2 = 28 | | | |
| **10** | **Review of Course Material** | | | | | Students require to read the relevant chapters and academic papers after the class. | | | | | | | | | | | | | 14 x 2 = 28 | | | |
| **11** | **Studio** | | | | |  | | | | | | | | | | | | |  | | | |
| **12** | **Office Hour** | | | | | Each student requires to meet the instructor for their presentation | | | | | | | | | | | | | 14 x 2 = 28 | | | |
| **TOTAL** | | | | | |  | | | | | | | | | | | | | | | | |
| **IV. PART** | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Instructor** | | | **Name** | | | | | | Prof. Dr. F. Bike KOCAOGLU | | | | | | | | | | | | | | | | |
| **E-mail** | | | | | | fatma.bike@antalya.edu.tr | | | | | | | | | | | | | | | | |
| **Phone Number** | | | | | | 0242 245 00 00 | | | | | | | | | | | | | | | | |
| **Office Number** | | | | | |  | | | | | | | | | | | | | | | | |
| **Office Hours** | | | | | | T 13:00-15:00 | | | | | | | | | | | | | | | | |
| **Course Materials** | | | **Mandatory** | | | | | |  | | | | | | | | | | | | | | | | |
| **Recommended** | | | | | | Conferences and Conventions (Events Management) 2nd Edition  by Tony Rogers, Routledge; (December 20, 2007) | | | | | | | | | | | | | | | | |
| **Other** | | | **Scholastic Honesty** | | | | | | Any student with an academically misbehavior will be expelled from the course. | | | | | | | | | | | | | | | | |
| **Students with Disabilities** | | | | | |  | | | | | | | | | | | | | | | | |
| **Safety Issues** | | | | | |  | | | | | | | | | | | | | | | | |
| **Flexibility** | | | | | | The instructor reserves the right to change any aspect of the course in response to the needs of the class. | | | | | | | | | | | | | | | | |