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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 | IntroductionCourse 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 |

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| **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 Editionby 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. |