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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 488* |
| **Course Name** | *Innovation and Creativity* |
| **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** | *Familiarize students with innovation and creativity as it influence tourism, hospitality, gastronomy and events*  |
| **Course Description** | *This course adopts a problem based learning approach to explore the topic of change and innovation as it affects tourism, hospitality, gastronomy and events. Issues of innovation and creativity are explored in a real world context and are applied to specific case studies. Broad trends and change drivers are critically examined and debated. Students are required to analyse and discuss the potential implications of innovation and creativity for the gastronomy responses to these trends.* |
| **Learning Outcomes**  | **LO1** | *Define innovation and creativity in terms of gastronomy* |
| **LO2** | *Identify innovation and creativity by way of specific case studies*  |
| **LO3** | *Analyse the potential implications of innovation and creativity for the gastronomy responses to these trends* |
| **LO4** | *Apply to specific gastronomic case studies regarding innovation and creativity* |
| **LO5** | *Discuss broad trends in terms of innovation and creativity* |
| **LO6** | *Perform innovation and creativity in terms of gastronomy* |
| **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* | *X* | *X* | *X* |  |  |
| **PO4** | **Knowledge** of project management, risk management, innovation and change management, entrepreneurship, and sustainable development. |  |  | *X* | *X* |  |  |
| **PO5** | **Awareness** of sectors and **ability** to prepare a business plan. |  | *X* | *X* | *X* |  |  |
| **PO6** | **Understanding** of professional and ethical responsibility and **demonstrating** ethical behavior. |  | *X* |  | *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 | A1 | A1 |  |  |  |  |
| **S2** | 2 | Living with tourism | A1 | A1 |  |  |  |  |
| **S3** | 3 | Tourism, Diasporas and Space |  | A1 |  | A1 |  |  |
| **S4** | 4 | Tourism and Postcolonialism | A1 | A1 | A1 |  |  |  |
| **S5** | 5 | Tourism, Religion and Spiritual Journeys |  | A1 |  |  |  |  |
| **S6** | 6 | Tourism, Ethnic Diversity and the City |  |  |  |  | A1 |  |
| **S7** | 7-8 | Ecotourism and the Consumption of Wildlife |  | A1 |  | A1 |  |  |
| **S8** | 9-10-11 | Tourism, Creativity and Development |  |  |  |  |  | A5; A6 |
| **S9** | 12 | Tourism at the Grassroots |  |  |  |  |  | A5; A6 |
| **S10** | 13 | Tourism and Innovation |  |  |  |  |  | A5; A6 |
| **S11** |  |  |  |  |  |  |  |  |
| **S12** |  |  |  |  |  |  |  |  |
| **S13** |  |  |  |  |  |  |  |  |
| **Assessment Methods, Weight in Course Grade, Implementation and Make-Up Rules**  | **No.** | **Type** | **Weight** | **Implementation Rule** | **Make-Up Rule** |
| **A1** | **Exam** | *60%* | *There will be 2 exams for this course. Exam dates will be shown on the tentative schedule and it can be changed according to the course schedule.* *Midterm is weighted 20% and Final is weighted 40%* | No make-up exam is allowed unless the student reports the inevitable event in advance and submit a legitimate document no later than one week after the event.  |
| **A2** | **Quiz** | *-* |  |  |
| **A3** | **Homework** | *-* |  |  |
| **A4** | **Project**  | *-* |  |  |
| **A5** | **Report** | *20%* | *Each student should prepare his/her report by himself/herself.* | Points will be deduced for late submissions. |
| **A6** | **Presentation** | *20%* | *Team work* | Points will be deduced for late submissions. |
| **A7** | **Class/Lab./****Field Work** | *-* |  |  |
| **A8** | **Other** | *-* |  |  |
| **TOTAL** | **100%** |  |  |
| **Evidence of Achievement of Learning Outcomes** | Students will demonstrate learning outcomes through in-class activities, team presentations, individual reports and exams. |
| **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. | 14x3 = 42 |
| **2** | **Interactive Lecture** | Multiple writing/searching in-class activities require much interactions among all class members.  | 14x2 = 28 |
| **3** | **Recitation** |  | 0 |
| **4** | **Laboratory** |  | 0 |
| **5** | **Practical** |  | 0 |
| **6** | **Field Work** |  | 0 |
| ***Time expected to be allocated by student*** |
| **7** | **Project** |  |  |
| **8** | **Homework** | Students are engaged in a team presentation activity and an individual report | 2x21= 42 |
| **9** | **Pre-class Learning of Course Material**  | Students require to read the relevant chapters before the class. | 14x1 = 14 |
| **10** | **Review of Course Material** | Students 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 his/her research proposal. | 2x1 = 2 |
| **TOTAL** | *142* |
| **IV. PART** |
| **Instructor** | **Name** |  |
| **E-mail** |  |
| **Phone Number** |  |
| **Office Number** |  |
| **Office Hours** |  |
| **Course Materials** | **Mandatory** | Greg Richards and Julie Wilson. Tourism, Creativity and Development. Routledge (8 Nov. 2007). ISBN-13: 978-0415427562 |
| **Recommended** |  |
| **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. |