

EĞİTİMDE KALİTE GÜVENCESİ YILLIK RAPORU

UYGULAMALI BİLİMLER FAKÜLTESİ /
FACULTY OF APPLIED SCIENCES

**TURİZM VE OTEL İŞLETMECİLİĞİ LİSANS
PROGRAMI (THM) / *TOURISM AND HOTEL
UNDERGRADUATE PROGRAM (THM)***



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UYGULAMALI BİLİMLER FAKÜLTESİ / FACULTY OF APPLIED SCIENCES

TURİZM VE OTEL İŞLETMECİLİĞİ LİSANS PROGRAMI - THM / TOURISM AND HOTEL UNDERGRADUATE PROGRAM - THM

1. BÖLÜM HAKKINDA / ABOUT THE DEPARTMENT

1.1. EĞİTİM AMAÇLARI / EDUCATIONAL OBJECTIVES

Mezunlarımız, turizm sektöründeki liderler olarak; / As leaders in the tourism industry, our graduates will be distinguished;

- Etik ve sürdürülebilir bir şekilde çeşitli mesleki ve girişimcilik fırsatlarını değerlendirirken endüstriyel ve yabancı dil bilgisi ve becerileriyle, / With their industrial and foreign language knowledge and skills while exploiting various professional and entrepreneurial opportunities in an ethical and sustainable manner.
- Sürekli yaşam boyu öğrenme arzusu ve farkındalığıyla; kendilerini ve başkalarını geliştirmenin yanı sıra sektörün sürekli değişen ihtiyaçlarına yanıt vermeleriyle, / With their desire and awareness for continuous life-long learning; improving themselves and others as well as responding to the ever-changing needs of the industry.
- Etkin iletişim, takım çalışması ve sosyal sorumlulukla, sektörde etki yaratma yetenekleriyle fark edileceklerdir. / With their ability to create an impact in the industry through effective communication, teamwork and social responsibility.

1.1.1. DANIŞMA KURULU / ADVISORY BOARD

- Burcu Betoner, Ticari Yönetmen, Conrad Dubai, BAE (2005 THMS Mezunu) / Burcu Betoner, Commercial Director, Conrad Dubai, UAE (2005 THMS Graduated)
- Mustafa Emir Boro, Dijital Pazarlama Danışmanı, Emir Boro Consultancy, Amsterdam, Hollanda (2010 THMS Mezunu) / Mustafa Emir Boro, Digital Marketing Consultant, Emir Boro Consultancy, Amsterdam, Netherlands (2010 THMS Graduated)
- Rengin Bülbül Turan, İcra Kurulu Başkanı / Kurucu Ortak, Parlian Shipping SA İstanbul, Türkiye / Rengin Bülbül Turan, Chief Executive Officer / Founding Partner, Parlian Shipping SA Istanbul, Türkiye
- Funda Eratıcı, Geliştirme Müdürü, Hilton Hotels, Türkiye (1994 THMS Mezunu) / Funda Eratıcı, Development Director, Hilton Hotels, Türkiye (1994 THMS Graduated)
- Doğan Gürsoy, Öğretim Üyesi, Washington State Üniversitesi, ABD / Doğan Gürsoy, Faculty Member, Washington State University, USA
- Albert Helms, Eski Genel Müdür (JW Marriott Ankara, Türkiye) / Albert Helms, Former General Manager (JW Marriott Ankara, Türkiye)
- Osman Keskin, Bölge Satış Direktörü, OTO Development, Chicago, ABD (1998 THS Mezunu) / Osman Keskin, Regional Sales Director, OTO Development, Chicago, USA (1998 THS Graduated)

- Kaan Küçükkaya, Yetenek Edinme Ortağı, TUI, İzmir, Türkiye / *Kaan Küçükkaya, Talent Acquisition Partner, TUI, İzmir, Türkiye*
- M. Osman Sezener, Şef / Restoran Sahibi / Yemek Şirketi Sahibi, OD Urla / Ristorante Pizzeria Venedik / Venedik Catering / Pizza Venedik Express, Türkiye (2005 THMS Mezunu) / *M. Osman Sezener, Chef / Restaurant Owner / Catering Company Owner, OD Urla / Ristorante Pizzeria Venice / Venice Catering / Pizza Venice Express, Turkey (2005 THMS Graduated)*
- Burçin Türkkan, Kurucu Başkan / 2022 SKAL International Eski Bşk., New Era Business Innovation and Management Consulting, Atlanta, ABD (1997 THMS Mezunu) / *Burçin Türkkan, Founding President / 2022 SKAL International Former President, New Era Business Innovation and Management Consulting, Atlanta, USA (1997 THMS Graduate)*

1.2. LİSANS PROGRAMI / UNDERGRADUATE PROGRAM

1.2.1. MÜFREDAT / CURRICULUM

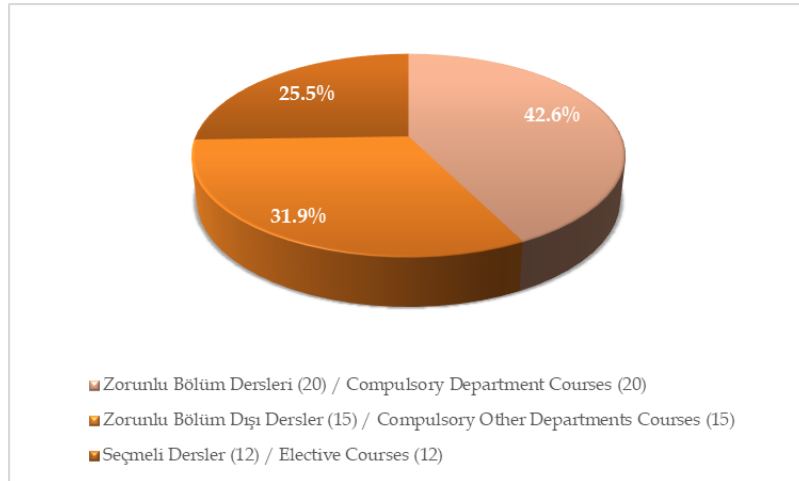
Birinci Yıl / First Year					
Güz Dönemi / Fall Semester					
Ders Kod / Course Code	Ders Adı / Course Name	Saatler / Hours		Kredi / Credits	
		Ders / Lecture	Lab / Stüdyo / Diğer / Lab / Studio / Others	Bilkent	ECTS
CTIS 186	İşletmeler için Bilgisayar Uygulamaları / Business Computer Applications	3	0	3	5
ENG 101	İngilizce ve Kompozisyon I / English and Composition I	3	0	3	5
GE 100	Üniversite Hayatına Giriş / Orientation	0	0	1	2
THM 105	Hizmet İşletmeleri Yönetimi / Service Business Management	3	0	3	5
THM 106	Muhasebenin Esasları / Principles of Accounting	3	0	3	5
THM 125	Dijital Çağda Turizm ve Konaklamaya Giriş / Introduction to Tourism and Hospitality in the Digital Age	3	0	3	5
TURK 101	Türkçe I / Turkish I	0	0	2	3.5
Bahar Dönemi / Spring Semester					
Ders Kod / Course Code	Ders Adı / Course Name	Saatler / Hours		Kredi / Credits	
		Ders / Lecture	Lab / Stüdyo / Diğer / Lab / Studio / Others	Bilkent	ECTS
ECON 103	İktisadın Temel İlkeleri / Principles of Economics	4	0	3	5
ENG 102	İngilizce ve Kompozisyon II / English and Composition II	5	0	3	5
MATH 105	Matematiğe Giriş I / Introduction to Calculus I	4	0	4	6.5
TURK 102	Türkçe II / Turkish II	0	0	2	3.5
	Temel Bilgisayar Becerileri Seçmeli / Computer Skills Core Elective			3	
	Sınırlı İkinci Yabancı Dil (I) / Restricted Second Foreign Language-(I)			3	

İkinci Yıl / Second Year					
Güz Dönemi / Fall Semester					
Ders Kod / Course Code	Ders Adı / Course Name	Saatler / Hours		Kredi / Credits	
		Ders / Lecture	Lab / Stüdyo / Diğer / Lab / Studio / Others	Bilkent	ECTS
GE 250	Üniversite Etkinlik Programı I / Collegiate Activities Program I	0	0	0	1
HIST 200	Türkiye Tarihi / History of Turkey	3	0	4	6.5
THM 168	Beslenme ve Sanitasyon / Nutrition and Sanitation	3	0	3	5
THM 243	Odalar Bölümü Yönetimi / Rooms Division Management	3	0	3	5
THM 245	Satın Alma ve Maliyet Analizi / Purchasing and Cost Analysis	3	0	3	5
THM 247	Yiyecek ve İçecek Yönetimi / Food and Beverage Management	3	0	3	5
	Sınırlı İkinci Yabancı Dil (II) / Restricted Second Foreign Language- (II)			3	
Bahar Dönemi / Spring Semester					
Ders Kod / Course Code	Ders Adı / Course Name	Saatler / Hours		Kredi / Credits	
		Ders / Lecture	Lab / Stüdyo / Diğer / Lab / Studio / Others	Bilkent	ECTS
CTIS 285	Otel Yönetim Sistemleri / Hospitality Industry Computerization	3	0	3	5
CTIS 286	Yiyecek ve İçecek Yönetiminde Bilgisayar Uygulamaları / Food and Beverage Computer Applications	3	0	3	5
GE 251	Üniversite Etkinlik Programı II / Collegiate Activities Program II	0	0	1	2
THM 244	Yiyecek Üretim Teknikleri / Food Production Techniques	0	4	3	5
THM 246	Restoran Servisi / Restaurant Service	0	6	3	5
	İleri Yazma ve İletişim Seçmeli Dersi / Advanced Writing and Communications Core Elective			3	
	Sınırlı İkinci Yabancı Dil (III) / Restricted Second Foreign Language- (III)			3	

Üçüncü Yıl / Third Year					
Güz Dönemi / Fall Semester					
Ders Kod / Course Code	Ders Adı / Course Name	Saatler / Hours		Kredi / Credits	
		Ders / Lecture	Lab / Stüdyo / Diğer / Lab / Studio / Others	Bilkent	ECTS
HCIV 101	Uygarlık Tarihi I / History of Civilization I	3	0	3	5
THM 300	Yaz Stajı / Summer Internship	0	0	0	8
THM 303	İstatistik ve Kantitatif Metotlar / Statistics and Quantitative Methods	3	0	3	5
THM 309	Pazarlamanın Esasları / Principles of Marketing	3	0	3	5
THM 323	Uluslararası Mutfaklar / International Cuisines	0	6	3	5
	Genel Seçmeli Ders / General Elective			3	
	Sınırlı İkinci Yabancı Dil (IV) / Restricted Second Foreign Language (IV)			3	
Bahar Dönemi / Spring Semester					
Ders Kod / Course Code	Ders Adı / Course Name	Saatler / Hours		Kredi / Credits	
		Ders / Lecture	Lab / Stüdyo / Diğer / Lab / Studio / Others	Bilkent	ECTS
HCIV 102	Uygarlık Tarihi II / History of Civilization II	3	0	3	5
THM 409	Turizm Hukuku / Tourism Law	3	0	3	5
THM 415	Finans / Finance	3	0	3	5
THM 416	Gelirler Yönetimi ve Veri Analizi / Revenue Management and Data Analytics	3	0	3	5
	Genel Seçmeli Ders / General Elective			3	
	Temel İnsani Bilimler Seçmeli Dersi / Humanities Core Elective			3	

Dördüncü Yıl / Fourth Year					
Güz Dönemi / Fall Semester					
Ders Kod / Course Code	Ders Adı / Course Name	Saatler / Hours		Kredi / Credits	
		Ders / Lecture	Lab / Stüdyo / Diğer / Lab / Studio / Others	Bilkent	ECTS
THM 310	Dönem Stajı / Semester Internship	0	0	9	20
Bahar Dönemi / Spring Semester					
Ders Kod / Course Code	Ders Adı / Course Name	Saatler / Hours		Kredi / Credits	
		Ders / Lecture	Lab / Stüdyo / Diğer / Lab / Studio / Others	Bilkent	ECTS
THM 418	Bitirme Projesi / Senior Project	3	0	3	5
THM 419	Konaklama İşletmeleri için Stratejik Yönetim / Strategic Management in Hospitality	3	0	3	5
THM 423	Turizm Ekonomisi / Tourism Economics	3	0	3	5
	Temel Sanat Seçmeli Dersi / Arts Core Elective			3	
	Genel Seçmeli Ders / General Elective			3	
	Temel Fen Bilimleri Seçmeli Dersi / Science Core Elective			3	

1.2.2. DERSLERİN DAĞILIMI / DISTRIBUTION COURSES



Grafik.1.2.2. Turizm ve Otel İşletmeciliği Lisans Programı Müfredatındaki Derslerin Dağılımı /
Graphic.1.2.2. Distribution of Courses in the Tourism and Hotel Management Undergraduate Program Curriculum

1.3. ÖĞRENCİLER / STUDENTS

1.3.1. ÖĞRENCİ SAYILARI / NUMBER OF STUDENTS

Öğrenci Sayıları / Number of Students	
Hazırlık / <i>Prep</i>	41
1. Sınıf / <i>1. Class</i>	43
2. Sınıf / <i>2. Class</i>	31
3. Sınıf / <i>3. Class</i>	21
4. Sınıf / <i>4. Class</i>	9
Toplam Öğrenci Sayısı / Total Number of Students	145

Tablo.1.3.1. 2025-2026 Akademik Yılı Turizm ve Otel İşletmeciliği Lisans Programı Öğrenci Sayıları
/ *Table.1.3.1. Number of Students in Tourism and Hotel Management Undergraduate Program for the 2025-2026 Academic Year*

1.3.2. YABANCI ÖĞRENCİ SAYILARI / NUMBER OF FOREIGN STUDENTS

Yabancı Öğrenci Sayıları / Number of Foreign Students	
2. Sınıf / <i>2. Class</i>	1
3. Sınıf / <i>3. Class</i>	1
Toplam Yabancı Öğrenci Sayısı / Total Number of Foreign Students	2

Tablo.1.3.2. 2025-2026 Akademik Yılı Turizm ve Otel İşletmeciliği Lisans Programı Yabancı Öğrenci Sayıları
/ *Table.1.3.2. Number of Foreign Students in Tourism and Hotel Management Undergraduate Program for the 2025-2026 Academic Year*

1.4. ÖĞRETİM ELEMANLARI / FACULTY MEMBERS

1.4.1. ÖĞRETİM ELEMANI SAYILARI / NUMBER OF FACULTY MEMBERS

Öğretim Elemanı Sayıları / Number of Faculty Members	
Doçent Doktor / Associate Professor	1
Doktor Öğretim Üyesi / Assistant Professor	3
Öğretim Görevlisi / Instructor	9
Toplam Öğretim Elemanı Sayısı / Total Number of Faculty Members	13

Tablo.1.4.1. 2025-2026 Akademik Yılında Turizm ve Otel İşletmeciliği Lisans Programı Kadrolu ve Yarı Zamanlı Öğretim Elemanı Sayıları / **Table.1.4.1.** Number of Full-Time and Part-Time Faculty Members in the Tourism and Hotel Management Undergraduate Program in the 2025-2026 Academic Year

1.4.2. ÖĞRETİM ELEMANLARININ LİSTESİ / LIST OF FACULTY MEMBERS

Öğretim Elemanının Unvanı / Title of Faculty Member	Öğretim Elemanının Çalışma Şekli / Work-mode of Faculty Member	Öğretim Elemanının Adı - Soyadı / Name-Surname of Faculty Member
Doçent Doktor / Associate Professor	Tam Zamanlı / Full Time	Ayşe Collins
Doktor Öğretim Üyesi / Assistant Professor	Tam Zamanlı / Full Time	Eda Gürel
Doktor Öğretim Üyesi / Assistant Professor	Tam Zamanlı / Full Time	Nefike Günden Sorathia
Doktor Öğretim Üyesi / Assistant Professor	Tam Zamanlı / Full Time	Semih Sait Yılmaz
Öğretim Görevlisi / Instructor	Tam Zamanlı / Full Time	Kamer Rodoplu
Öğretim Görevlisi / Instructor	Tam Zamanlı / Full Time	Jamel Ben Chafra
Öğretim Görevlisi / Instructor	Tam Zamanlı / Full Time	Fatma Güliz Bolat
Öğretim Görevlisi / Instructor	Tam Zamanlı / Full Time	Arzu Sibel İkinci
Öğretim Görevlisi / Instructor	Tam Zamanlı / Full Time	Esin Şenol
Öğretim Görevlisi / Instructor	Tam Zamanlı / Full Time	Ali Ünal
Öğretim Görevlisi / Instructor	Tam Zamanlı / Full Time	Güneş Karamullaoğlu
Öğretim Görevlisi / Instructor	Tam Zamanlı / Full Time	Elif Denizci
Öğretim Görevlisi / Instructor	Yarı Zamanlı / Part-time	Barış Ak

Tablo.1.4.2. 2025-2026 Akademik Yılında Turizm ve Otel İşletmeciliği Lisans Programı Kadrolu ve Yarı Zamanlı Öğretim Elemanı Listesi / **Table.1.4.2.** List of Full-Time and Part-Time Faculty Members in the Tourism and Hotel Management Undergraduate Program in the 2025-2026 Academic Year

1.5. EĞİTİMDE KALİTE KOMİTESİ / COMMITTEE OF QUALITY IN EDUCATION

- ❖ Güneş Karamullaoğlu
- ❖ Nefike Günden Sorathia
- ❖ Jamel Ben Chafra
- ❖ Semih Sait Yılmaz
- ❖ Ayşe Collins

2. TÜRKİYE YÜKSEKÖĞRETİM YETERLİLİKLER ÇERÇEVESİ - ULUSAL YETERLİLİKLER / *TURKISH HIGHER EDUCATION QUALIFICATIONS FRAMEWORK - NATIONAL QUALIFICATIONS*

Personal Services Main Area Basic Field Qualifications (Professional) - 6th Level - Bachelor's						
LEVEL OF THEQF	KNOWLEDGE SKILLS -Theoretical -Factual	SKILLS -Cognitive -Practical	COMPETENCIES			
			Ability to Work Independently and Take Responsibility	Learning Competence	Communication and Social Competence	Field-Specific Competence
6th Level Bachelor's	K1. Has comprehensive and systematic knowledge of concepts, theories, principles, and facts in the field of study and related disciplines. K2. Has knowledge of service delivery processes and procedures in the field of study. K3. Has knowledge of internal and external environmental factors of the field, related organizations,	S1. Applies and interprets knowledge, theories and models in the field and close disciplines related with the field in the workplace and in general. S2. Makes rational analysis, interprets, contributes and adapts to the changes, follows the developments both in internal and external environments of the organizations operating in the field of study. S3. Fulfills managerial functions such as planning, organizing, coordinating, directing and controlling in the field.	W1. Works independently and with others in an effective manner. W2. Works as a team member, takes responsibility and can manage a project. W3. Develops professional knowledge and skills of people with whom he/she works together and makes performance appraisals. W4. Creative and autonomous in solving problems and able to make decisions in complex and unforeseen situations. W5. Manages and transforms the complex and unforeseen service processes that require	L1. Able to learn independently in order to improve professional knowledge, skills and competencies. L2. Follows the current professional developments in the field of study both at national and international level. L3. Develops knowledge, skills and competencies constantly to take further responsibility for both personal and professional development. L4. Develops and updates the knowledge, skills and competencies in the field of study with a life-long-learning perspective.	C1. Establishes interpersonal and intercultural communication effectively and conducts team work. C2. Presents information, discussion and analysis in various ways to both the experts and non-specialists. C3. Communicates both verbally and in a written way at least at the B1 level of European Language Portfolio in a foreign language. C4. Uses relevant software, information and communication technologies in the field of study at least at the advanced level of European Computer User License.	F1. Conducts health, security and risk assessments regularly related to the field and collects data for this purpose. F2. Fulfills the works within the framework of laws and professional standards. F3. Adheres to the ethical values related to the field and has the social responsibility. F4. Has sufficient consciousness on privacy and confidentiality of private lives of people to whom services are delivered and takes measures for this purpose. F5. Takes into consideration the human health, social and ecological environment while performing works related to the field. F6. Considers basic human rights and liberty, shows sensitivity to intercultural and interpersonal differences; tolerates and respects to those differences. F7. Interprets the laws and regulations in the field and
EQF-LLL: 6th Level	organizational divisions, management, policies, strategies and their relations and interactions with each other. K4. Has a basic level of knowledge on research methods specific to the field of study. K5. Has knowledge of legal regulations,	S4. Analyzes, plans, implements, and supervises the service delivery process in the field of study and, if necessary, redesign and improves the service delivery process. S5. Uses the service policies and strategies in the field of study, fulfills, reviews, develops, evaluates the service processes for satisfying the consumer; solves the problems affecting service processes, uses and develops				
QF-EHEA: 1st Cycle						

	professional standards and practices in the field of study. K6. Has detailed knowledge of his/her work or profession in the field of study. K7. Has knowledge of important problems and alternative solutions both in the field of study and related fields.	instruments to measure consumer satisfaction. S6. Plans and carry out projects and researches by using appropriate research methods related with issues and problems in the field and presents the results clearly and in an understandable manner. S7. Recognizes and uses the physical environment, equipment, tools and technology in the field of study and protects them by carrying out the necessary maintenance. S8. Analyses the problems related with the field by using the known techniques; evaluates different options critically in solving complex and unpredictable problems. S9. Follows the developments and applications in the field and uses them in practice. S10. Deduces abstract and theoretical implications from the applications in the field. S11. Makes self-evaluation.	new strategic approaches. W6. Manages both himself/herself and the time and critically evaluates himself/herself. W7. Manages technical and occupational activities or projects under complex and unforeseen situations in the field of study. W8. Supports career developments of people or groups working under his/her supervision.			approaches to current assumptions in a critical manner. F8. Pays attention to personal care, hygiene, and clothing as required by the profession.
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3. PROGRAM ÇIKTILARI / PROGRAM OUTCOMES

3.1. PROGRAM ÇIKTILARININ LİSTESİ / LIST OF PROGRAM OUTCOMES

- Alanıyla ilgili ve genel bilgi ve becerileri yenilikçi ve girişimci bir ruhla uygulayabilir. / *Able to apply knowledge and skills related to the field and in general with an innovative and entrepreneurial spirit.*
- Çağdaş bilimsel düşünceden esinlenerek, küresel zorluklara yaratıcı çözümler geliştirmek için araştırma, plan ve projeler tasarlayabilir ve yürütebilir. / *Inspired by contemporary scientific thought, able to design and conduct research, plans, and projects to develop creative solutions for global challenges.*

- c. Fikir ve düşüncelerini etkin bir şekilde organize edebilir ve bunları çeşitli kitlelere iletmek için gerekli yazma ve iletişim becerilerini geliştirebilir, bağımsız olarak ve ulusal ve çok uluslu takımlarda başkalarıyla birlikte çalışabilir. / *Able to develop writing and communication skills necessary for effectively organizing ideas and thoughts and conveying them to various audiences, working independently and with others in national and multinational teams.*
- d. Yaşam boyu öğrenim yoluyla, kendi ve başkaları için mesleki ve kişisel gelişimle ilgili sürekli ihtiyacı fark edebilir. / *Able to recognize the continuous need in professional and personal development for him/herself and others through life-long learning.*
- e. Alanındaki ve genel, iş uygulamaları (yönetim) için gerekli teknikleri, becerileri ve işletmelerin modern bilişim teknolojilerini kullanabilir. / *Able to use the techniques, skills, and modern property management IT tools necessary for business practices in the field and in general.*
- f. Alanındaki ve genel yasal düzenlemeleri, etik ve mesleki standartları yorumlayabilir ve takip edebilir. / *Able to interpret and follow legal regulations, ethical and professional standards in the field and in general.*
- g. Alanındaki ve genel hizmet kalitesini analiz edebilir, planlayabilir, uygulayabilir, denetleyebilir ve iyileştirebilir. / *Able to analyse, plan, implement, supervise and improve a quality service in the field and in general.*
- h. Alanındaki ve genel sürdürülebilirlik önlemlerini uygulama bilgisine, farkındalığına ve yeteneğine sahiptir. / *Has the knowledge, awareness and ability to implement sustainability measures in the field and in general.*
- i. Öğrenciler, derslerin yanı sıra çeşitli ve yaratıcı, sanatsal, kültürel, sportif ve entelektüel faaliyetlere katılarak kampüs hayatından daha fazla faydalanırlar. / *Take advantage of the campus life where students are engaged in diversity, creativity and commitment outside coursework through artistic, cultural, sportive and intellectual activities.*

3.2. ULUSAL YETERLİLİKLER İLE PROGRAM ÇIKTILARI BAĞLANTI TABLOSU / NATIONAL QUALIFICATIONS AND PROGRAM OUTCOMES CONNECTION TABLE

Ulusal Yeterlilikler / National Competencies	Program Çıktıları / Program Outcomes									Ulusal Yeterlilikler / National Competencies	Program Çıktıları / Program Outcomes								
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
K1	✓									W4	✓	✓							
K2							✓			W5	✓	✓							
K3	✓					✓				W6				✓					✓
K4		✓								W7		✓							
K5						✓				W8				✓					
K6	✓			✓			✓			L1				✓					
K7		✓								L2	✓					✓			
S1	✓									L3				✓					✓
S2		✓				✓				L4				✓		✓			
S3							✓			C1			✓						
S4							✓			C2			✓						
S5							✓			C3			✓						
S6		✓								C4					✓				
S7					✓					F1						✓		✓	
S8		✓								F2						✓			
S9				✓						F3						✓		✓	
S10				✓						F4						✓	✓		
S11				✓						F5						✓		✓	
W1			✓							F6						✓		✓	✓
W2		✓	✓							F7						✓			
W3				✓						F8	✓					✓	✓		

Tablo.3.2. Ulusal Yeterlilikler ile Turizm ve Otel İşletmeciliği Lisans Programı Program Çıktıları Bağlantı Tablosu / **Table.3.2.** National Qualifications and Tourism and Hotel Management Undergraduate Program Program Outcomes Link Table

4. DERSLER / COURSES

4.1. PROGRAM ÇIKTILARI - DERSLER TABLOSU / PROGRAM OUTCOMES - COURSES TABLE

Dersler / Courses	Program Çıktıları / Program Outcomes									Dersler / Courses	Program Çıktıları / Program Outcomes								
	a	b	c	d	e	f	g	h	i		a	b	c	d	e	f	g	h	i
CTIS 186					✓					THM 244	✓						✓		
CTIS 285	✓				✓		✓			THM 245	✓						✓		
CTIS 286	✓				✓					THM 246							✓		
ECON 103	✓					✓				THM 247	✓						✓		
ENG 101			✓							THM 300	✓		✓						
ENG 102			✓							THM 303		✓							
GE 100									✓	THM 309	✓	✓							
GE 250									✓	THM 310	✓		✓	✓					
GE 251									✓	THM 323	✓		✓				✓		
HCIV 101				✓						THM 409	✓					✓			
HCIV 102				✓						THM 415		✓							
HIST 200		✓	✓							THM 416	✓	✓			✓	✓		✓	
MATH 105		✓								THM 418	✓	✓	✓						
THM 105	✓						✓			THM 419	✓	✓	✓		✓	✓	✓	✓	
THM 106	✓					✓				THM 423	✓	✓							
THM 125	✓							✓		TURK 101		✓	✓						
THM 168	✓									TURK 102		✓	✓						
THM 243	✓						✓												

Tablo.4.1. Turizm ve Otel İşletmeciliği Lisans Programı Program Çıktılarının Müfredat Dersleri ile Eşleşme Tablosu / **Table.4.1.** Tourism and Hotel Management Undergraduate Program - Program Outcomes and Courses Table

4.2. PERFORMANS ÖLÇÜMÜNDE KULLANILAN METRİKLER / METRICS TO BE USED IN PERFORMANCE MEASUREMENT

4.2.1. PERFORMANS ÖLÇÜMLERİNDE KULLANILAN DEĞERLENDİRME METOTLARI // EVALUATION METHODS USED IN PERFORMANCE MEASUREMENTS

4.2.1.1. 2025-2026 Akademik Yılı Güz Dönemi için / For 2025-2026 Academic Year Fall Semester;

Course Code	Program Outputs	Lab exam	Final:Practical (skills)	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade		
CTIS 186	e	50	50	100	M3	50		
Course Code	Program Outputs	Final:Practical (skills)	Final:Practical (skills)	Final:Practical (skills)	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
CTIS 285	a	20	20	60	100	M3	55	
	Program Outputs	Final:Practical (skills)	Final:Practical (skills)	Final:Practical (skills)	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
	e	20	20	60	100	M3	55	
	Program Outputs	Final:Practical (skills)	Final:Practical (skills)	Final:Practical (skills)	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
	g	20	20	60	100	M3	55	
Course Code	Program Outputs	Final:Practical (skills)	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade			
CTIS 286	a	100	100	M3	40			
	Program Outputs	Final:Practical (skills)	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade			
	e	100	100	M3	40			
Course Code	Program Outputs	Midterm	Midterm	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade		
ECON 103	a	50	50	100	M3	40		
	Program Outputs	Midterm	Midterm	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade		
	f	50	50	100	M3	40		

Course Code	Program Outputs	Academic Essay 1	Essay	Oral Presentation	Student Led Discussion	Academic Summary and Critical Response Task	Self-progress Reflection Task	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)
ENG101	c	20	25	8	7	10	5	25	100	M1	70	75
Course Code	Program Outputs	Library Skills Task	Academic Essay	Oral Presentation	Research Paper Outline	Research essay	Interviews	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)	
ENG102	c	5	20	20	10	30	15	100	M1	70	70	
Course Code	Program Outputs	In-class participation	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)						
GE 100	i	100	100	M1	12	80						
Course Code	Program Outputs	In-class participation	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)						
GE 251	i	100	100	M1	70	70						
Course Code	Program Outputs	Essay	Video Project	Midterm	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)			
HCIV 101	d	20	30	20	30	100	M1	70	75			
Course Code	Program Outputs	Oral presentation	Research essay	Performance	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)				
HIST 200	b	10	60	30	100	M1	70	75				
	Program Outputs	Oral presentation	Research essay	Performance	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)				
	c	10	60	30	100	M1	70	75				
Course Code	Program Outputs	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)					
MATH 105	b	50	50	100	M1	40	40					

Course Code	Program Outputs	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
THM105	a	70	30	100	M3	50	
	Program Outputs	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
	g	70	30	100	M3	50	
Course Code	Program Outputs	Midterm	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
THM106	a	40	60	100	M3	40	
	Program Outputs	Midterm	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
	f	40	60	100	M3	40	
Course Code	Program Outputs	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade		
THM125	a	100	100	M3	40		
	Program Outputs	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade		
	h	100	100	M3	40		
Course Code	Program Outputs	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
THM168	a	40	60	100	M3	50	
Course Code	Program Outputs	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
THM243	a	50	50	100	M3	50	
	Program Outputs	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
	g	50	50	100	M3	50	

Course Code	Program Outputs	Lab work	Lab work	Lab work	Lab work	Lab work	Lab work	Lab work	Lab work	Lab work	Lab work	Total Contribution
THM244	a	10	10	10	10	10	10	10	10	10	10	100
		Qualification Calculation Method	(Average) Qualification Grade									
		M3	50									
	Program Outputs	Final:Essay /written	Homework	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
	g	50	50	100	M3	50						
Course Code	Program Outputs	Midterm:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade							
THM245	a	100	100	M3	40							
	Program Outputs	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade							
	g	100	100	M3	40							
Course Code	Program Outputs	Lab work	Midterm exam	Final: Essay type	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade					
THM246	g	50	30	20	100	M3	50					
Course Code	Program Outputs	In-class participation	Final:Essay/written	Project	Project	Project	Project	Project	Project	Midterm	Total Contribution	Qualification Calculation Method
THM247	a	2	50	3	3	3	3	3	3	30	100	M3
		(Average) Qualification Grade										
		50										
	Program Outputs	In-class participation	Final:Essay/ written	Project	Project	Project	Project	Project	Project	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade
	g	2	50	8	8	8	8	8	8	100	M3	50

Course Code	Program Outputs	Midterm	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade				
THM303	b	50	50	100	M3	50				
Course Code	Program Outputs	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade				
THM309	a	50	50	100	M3	50				
	Program Outputs	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade				
	b	50	50	100	M3	50				
Course Code	Program Outputs	Reports about an internship	Reports about an internship	Reports about an internship	Reports about an internship	Reports about an internship	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
THM310	a	20	20	20	20	20	100	M3	50	
	Program Outputs	Performance	Performance	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade				
	c	50	50	100	M3	50				
	Program Outputs	Final Jury	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade					
	d	100	100	M3	50					
Course Code	Program Outputs	Lab work	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade					
THM323	a	100	100	M3	60					
	Program Outputs	Lab work	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade					
	c	100	100	M3	60					
	Program Outputs	Homework	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade					
	g	100	100	M3	50					

Course Code	Program Outputs	Midterm: Essay/ written	Final: Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
THM 409	a	50	50	100	M3	40						
	Program Outputs	Midterm: Essay/ written	Final: Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
	f	50	50	100	M3	40						
Course Code	Program Outputs	Midterm: Essay/ written	Final: Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
THM 415	b	50	50	100	M3	50						
Course Code	Program Outputs	Midterm	Homework	Homework	Homework	Homework	Project	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
THM 416	a	10	15	15	15	15	20	10	100	M3	50	
	Program Outputs	Homework	Homework	Homework	Homework	Project	Oral presentation	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade		
	b	12,5	12,5	12,5	12,5	40	10	100	M3	50		
	Program Outputs	In-class participation	In-class participation	In-class participation	In-class participation	In-class participation	Homework	Homework	Homework	Homework	Project	Oral presentation
	e	5	5	5	5	5	15	15	15	15	10	5
		Total Contribution	Qualification Calculation Method	(Average) Qualification Grade								
		100	M3	50								
	Program Outputs	Project	Oral presentation	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
	f	90	10	100	M3	50						
	Program Outputs	Homework	Homework	Homework	Homework	Project	Oral presentation	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade		
	h	5	5	5	5	70	10	100	M3	50		
Course Code	Program Outputs	Project	Project	Project	Project	Project	Project	Project	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
THM 418	a	5	5	5	5	10	10	60	100	M3	50	
	Program Outputs	Project	Project	Project	Project	Project	Project	Project	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
	b	5	5	5	5	10	10	60	100	M3	50	

Course Code	Program Outputs	Project	Project	Project	Project	Project	Project	Project	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
THM418	c	5	5	5	5	10	10	60	100	M3	50	
Course Code	Program Outputs	Presentations	Midterm	Final	Papers(s)/Reports	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade				
THM419	a	10	40	40	10	100	M3	50				
	Program Outputs	Papers(s)/ Reports	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade							
	b	100	100	M3	50							
	Program Outputs	Presentations	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade							
	c	100	100	M3	50							
	Program Outputs	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade							
	e	100	100	M3	50							
	Program Outputs	Presentations	Midterm	Final	Papers(s)/ Reports	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade				
	f	10	35	45	10	100	M3	50				
	Program Outputs	Presentations	Midterm	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
	g	30	70	100	M3	50						
	Program Outputs	Midterm	Papers(s)/ Reports	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
	h	50	50	100	M3	50						
Course Code	Program Outputs	Blog	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)					
TURK 101	b	70	30	100	M1	70	60					
	Program Outputs	Blog	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)					
	c	70	30	100	M1	70	60					

Course Code	Program Outputs	Blog	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)	
TURK 102	b	70	30	100	M1	70	60	
	Program Outputs	Blog	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)	
	c	70	30	100	M1	70	60	

Ölçümlerde Kullanılan Metotlarla İlgili Açıklamalar / *Explanations About the Methods Used in Measurements*

Bütün metotlar için sadece dersi geçen öğrencilerin notları kullanılacaktır. / *For all methods, only the grades of students who pass the course will be used.*

- G: Öğrencilerin ilgili program çıktısını kazanacağı öngörülen minimum not / *G: Minimum grade at which students attain the relevant program outcome*
- T: Dersin ilgili program çıktısının kazanımı için yeterli sayılacağı eşik öğrenci yüzdesi / *T: Threshold percentage of students for the course to be considered sufficient for the attainment of the relevant program outcome*
- M1: Öğrencilerin %T'sinin dönem toplamlarının en az G olması / *M1: T% of the students to have a semester total of at least G*
- M2: Öğrencilerin %T'sinin dönem toplamlarının en az bölümdeki dönem toplamlarının ortalaması kadar olması/ *M2: T% of the students of the department to have a semester total of at least that of the department average*
- M3: Öğrencilerin dönem toplamlarının ortalamasının en az G olması / *M3: Average semester total of students of the department to be at least G*
- M4: Öğrencilerin %T'sinin dönem toplamlarının en az tüm bölümlerdeki tüm öğrencilerin dönem toplamlarının ortalaması kadar olması / *M4: T% of the students of the department to have a semester total of at least average semester total of all students from all departments*

4.2.1.2. 2025-2026 Akademik Yılı Bahar Dönemi için / For 2025-2026 Academic Year Spring Semester;

Course Code	Program Outputs	Lab exam	Final: Practical(skills)	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade							
CTIS 186	e	50	50	100	M3	50							
Course Code	Program Outputs	Midterm: Practical (skills)	Midterm: Practical (skills)	Final: Practical(skills)	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
CTIS 285	a	20	20	60	100	M3	50						
	Program Outputs	Midterm: Practical (skills)	Midterm: Practical (skills)	Final: Practical(skills)	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
	e	20	20	60	100	M3	50						
	Program Outputs	Midterm: Practical (skills)	Midterm: Practical (skills)	Final: Practical(skills)	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
	g	20	20	60	100	M3	50						
Course Code	Program Outputs	Final:Practical (skills)	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade								
CTIS 286	a	100	100	M3	40								
	Program Outputs	Final:Practical (skills)	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade								
	e	100	100	M3	40								
Course Code	Program Outputs	Midterm	Midterm	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade							
ECON 103	a	50	50	100	M3	40							
	Program Outputs	Midterm	Midterm	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade							
	f	50	50	100	M3	40							
Course Code	Program Outputs	Academic Essay 1	Essay	Oral Presentation	Student Led Discussion	Academic Summary and Critical Response Task	Self-progress Reflection Task	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)	
ENG 101	c	20	25	8	7	10	5	25	100	M1	70	75	
Course Code	Program Outputs	Library Skills Task	Academic Essay	Oral Presentation	Research Paper Outline	Research essay	Interviews	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)		
ENG 102	c	5	20	20	10	30	15	100	M1	70	70		

Course Code	Program Outputs	In-class participation	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)						
GE 100	i	100	100	M1	12	80						
Course Code	Program Outputs	In-class participation	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)						
GE 251	i	100	100	M1	70	70						
Course Code	Program Outputs	Essay	Video Project	Midterm	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)			
HCIV 101	d	20	30	20	30	100	M1	70	75			
Course Code	Program Outputs	Final	Midterm	Essay	Video Project	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)			
HCIV 102	d	30	20	20	30	100	M1	70	75			
Course Code	Program Outputs	Oral presentation	Research essay	Performance	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)				
HIST 200	b	10	60	30	100	M1	70	75				
	Program Outputs	Oral presentation	Research essay	Performance	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)				
	c	10	60	30	100	M1	70	75				
Course Code	Program Outputs	Homework	Homework	Homework	Homework	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)	
MATH 105	b	3	3	3	3	42	46	100	M1	40	40	
Course Code	Program Outputs	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
THM 105	a	70	30	100	M3	50						
	Program Outputs	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
	g	70	30	100	M3	50						
Course Code	Program Outputs	Midterm	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
THM 106	a	40	60	100	M3	40						
	Program Outputs	Midterm	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
	f	40	60	100	M3	40						

Course Code	Program Outputs	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade								
THM 168	a	40	60	100	M3	50								
Course Code	Program Outputs	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade								
THM 243	a	50	50	100	M3	50								
	Program Outputs	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade								
	g	50	50	100	M3	50								
Course Code	Program Outputs	Lab work	Lab work	Lab work	Lab work	Lab work	Lab work	Lab work	Lab work	Lab work	Lab work	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade
THM 244	a	10	10	10	10	10	10	10	10	10	10	100	M3	50
	Program Outputs	Final:Essay/ written	Homework	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade								
	g	50	50	100	M3	50								
Course Code	Program Outputs	Midterm:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade									
THM 245	a	100	100	M3	40									
	Program Outputs	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade									
	g	100	100	M3	40									
Course Code	Program Outputs	Lab work	Midterm exam	Final: Essay type	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade							
THM 246	g	50	30	20	100	M3	50							
Course Code	Program Outputs	In-class participation	Final:Essay/ written	Project	Project	Project	Project	Project	Project	Midterm	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)
THM 247	a	2	50	3	3	3	3	3	3	30	100	M3	50	
	Program Outputs	In-class participation	Final:Essay/ written	Project	Project	Project	Project	Project	Project	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade		
	g	2	50	8	8	8	8	8	8	100	M3	50		
Course Code	Program Outputs	Midterm	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade								
THM 303	b	50	50	100	M3	50								

Course Code	Program Outputs	Case study	Case study	Case study	Case study	Case study	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
THM 309	a	4	4	4	4	4	40	40	100	M3	50	
	Program Outputs	Case study	Case study	Case study	Case study	Case study	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
	b	4	4	4	4	4	40	40	100	M3	50	
Course Code	Program Outputs	Reports about an internship	Reports about an internship	Reports about an internship	Reports about an internship	Reports about an internship	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade			
THM 310	a	20	20	20	20	20	100	M3	50			
	Program Outputs	Performance	Performance	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
	c	50	50	100	M3	50						
	Program Outputs	Final Jury	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade							
	d	100	100	M3	50							
Course Code	Program Outputs	Lab work	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade							
THM 323	a	100	100	M3	60							
	Program Outputs	Lab work	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade							
	c	100	100	M3	60							
	Program Outputs	Homework	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade							
	g	100	100	M3	50							
Course Code	Program Outputs	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
THM 409	a	50	50	100	M3	40						
	Program Outputs	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
	f	50	50	100	M3	40						
Course Code	Program Outputs	Midterm:Essay/ written	Final:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
THM 415	b	50	50	100	M3	50						
Course Code	Program Outputs	Midterm	Homework	Homework	Homework	Homework	Project	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	
THM 416	a	10	15	15	15	15	20	10	100	M3	50	
	Program Outputs	Homework	Homework	Homework	Homework	Project	Oral presentation	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade		
	b	12,5	12,5	12,5	12,5	40	10	100	M3	50		

Course Code	Program Outputs	In-class participation	In-class participation	In-class participation	In-class participation	In-class participation	Homework	Homework	Homework	Homework	Project	Oral presentation	Total Contribution	Qualification Calculation Method
THM 416	e	5	5	5	5	5	15	15	15	15	10	5	100	M3
		(Average) Qualification Grade												
		50												
	Program Outputs	Project	Oral presentation	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade								
	f	90	10	100	M3	50								
	Program Outputs	Homework	Homework	Homework	Homework	Project	Oral presentation	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade				
h	5	5	5	5	70	10	100	M3	50					
Course Code	Program Outputs	Project	Project	Project	Project	Project	Project	Project	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade			
THM 418	a	5	5	5	5	10	10	60	100	M3	50			
	Program Outputs	Project	Project	Project	Project	Project	Project	Project	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade			
	b	5	5	5	5	10	10	60	100	M3	50			
	Program Outputs	Project	Project	Project	Project	Project	Project	Project	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade			
c	5	5	5	5	10	10	60	100	M3	50				
Course Code	Program Outputs	Presentations	Midterm	Final	Papers(s)/ Reports	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
THM 419	a	10	40	40	10	100	M3	50						
	Program Outputs	Papers(s)/ Reports	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade									
	b	100	100	M3	50									
	Program Outputs	Presentations	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade									
	c	100	100	M3	50									
	Program Outputs	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade									
	e	100	100	M3	50									
	Program Outputs	Presentations	Midterm	Final	Papers(s)/ Reports	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade						
	f	10	35	45	10	100	M3	50						
	Program Outputs	Presentations	Midterm	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade								
	g	30	70	100	M3	50								
Program Outputs	Midterm	Papers(s)/ Reports	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade									
h	50	50	100	M3	50									

Course Code	Program Outputs	Final:Essay/ written	Midterm:Essay/ written	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade								
THM 423	a	60	40	100	M3	50								
	Program Outputs	Final:Essay/ written	Midterm:Essay/ written	Case study	Case study	Case study	Case study	Case study	Case study	Case study	Case study	Case study	Case study	Total Contribution
	b	30	30	4	4	4	4	4	4	4	4	4	4	100
		Qualification Calculation Method M3	(Average) Qualification Grade 50											
Course Code	Program Outputs	Blog	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)							
TURK 101	b	70	30	100	M1	70	60							
	Program Outputs	Blog	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)							
	c	70	30	100	M1	70	60							
Course Code	Program Outputs	Blog	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)							
TURK 102	b	70	30	100	M1	70	60							
	Program Outputs	Blog	Final	Total Contribution	Qualification Calculation Method	(Average) Qualification Grade	Qualification Threshold (%)							
	c	70	30	100	M1	70	60							

Ölçümlerde Kullanılan Metotlarla İlgili Açıklamalar / *Explanations About the Methods Used in Measurements*

Bütün metotlar için sadece dersi geçen öğrencilerin notları kullanılacaktır. / *For all methods, only the grades of students who pass the course will be used.*

- G: Öğrencilerin ilgili program çıktısını kazanacağı öngörülen minimum not / *G: Minimum grade at which students attain the relevant program outcome*
- T: Dersin ilgili program çıktısının kazanımı için yeterli sayılacağı eşik öğrenci yüzdesi / *T: Threshold percentage of students for the course to be considered sufficient for the attainment of the relevant program outcome*
- M1: Öğrencilerin %T'sinin dönem toplamlarının en az G olması / *M1: T% of the students to have a semester total of at least G*

- M2: Öğrencilerin %T'sinin dönem toplamlarının en az bölümdeki dönem toplamlarının ortalaması kadar olması/ *M2: T% of the students of the department to have a semester total of at least that of the department average*
- M3: Öğrencilerin dönem toplamlarının ortalamasının en az G olması / *M3: Average semester total of students of the department to be at least G*
- M4: Öğrencilerin %T'sinin dönem toplamlarının en az tüm bölümlerdeki tüm öğrencilerin dönem toplamlarının ortalaması kadar olması / *M4: T% of the students of the department to have a semester total of at least average semester total of all students from all departments*

4.2.2. PERFORMANS ÖLÇÜMLERİNDE KULLANILAN METOTLAR VE PERFORMANS SONUÇ DETAYLARI / METHODS USED IN PERFORMANCE MEASUREMENTS AND PERFORMANCE RESULT DETAILS

4.2.2.1. 2025-2026 Akademik Yılı Güz Dönemi için / For 2025-2026 Academic Year Fall Semester;

Program Çıktısı/ Program Outcome	Yeterlilik Hesaplama Yöntemi/ Method	(Ortalama) Yeterlilik Notu/ Minimum Successful Grade	Yeterlilik Eşiği (%) / Threshold Percentage (%)	Toplam Öğrenci Sayısı/ Number of Students (All)	Toplam Dept. Öğrenci Sayısı/ Number of Students (Dept.)	Tüm Öğrenci Ort. / Average (All Std.)	Dept. Öğrenci Ort. / Average (Dept. Std.)	Yeterliliği Sağlayan Öğrenci Sayısı (Toplam) / Number of Succ. Students (All)	Yeterliliği Sağlayan Öğrenci Sayısı (Dept.) / Number of Succ. Students (Dept.)	Yeterlilik Oranı (Toplam Öğrenci) / Success Ratio (All)	Yeterlilik Oranı (Bölüm Öğrenci) / Success Ratio (Dept.)	Performans / Performance	Yeterlilik Oranı / Success Ratio
CTIS 186 - İşletmeler için Bilgisayar Uygulamaları / CTIS 186 - Business Computer Applications													
e	M3	50		22	19	79.3	77.05	21	18	95.45	94.74	Yeterli ✓ / Sufficient ✓	77.05
CTIS 285 - Otel Yönetim sistemleri / CTIS 285 - Hospitality Industry Computerization													
a	M3	55		9	8	83.87	83.38	9	8	100	100	Yeterli ✓ / Sufficient ✓	83.38
e	M3	55		9	8	83.87	83.38	9	8	100	100	Yeterli ✓ / Sufficient ✓	83.38
g	M3	55		9	8	83.87	83.38	9	8	100	100	Yeterli ✓ / Sufficient ✓	83.38
CTIS 286 - Yiyecek ve İçecek Yönetiminde Bilgisayar Uygulamaları / CTIS 286 - Food and Beverage Computer Applications													
a	M3	40		7	7	60.1	60.1	5	5	71.43	71.43	Yeterli ✓ / Sufficient ✓	60.1
e	M3	40		7	7	60.1	60.1	5	5	71.43	71.43	Yeterli ✓ / Sufficient ✓	60.1
ECON 103 - İktisadın Temel İlkeleri / ECON 103 - Principles of Economics													
a	M3	40		126	7	77.41	60.64	123	7	97.62	100	Yeterli ✓ / Sufficient ✓	60.64
f	M3	40		126	7	77.41	60.64	123	7	97.62	100	Yeterli ✓ / Sufficient ✓	60.64
ENG 101 - İngilizce ve Kompozisyon I / ENG 101 - English and Composition I													
c	M1	70	75	1478	20	83.35	77.22	1377	16	93.17	80	Yeterli ✓ / Sufficient ✓	80
ENG 102 - İngilizce ve Kompozisyon II / ENG 102 - English and Composition II													
c	M1	70	70	535	5	86.02	76.55	521	5	97.38	100	Yeterli ✓ / Sufficient ✓	100
GE 100 - Üniversite Hayatına Giriş / GE 100 - Orientation													
l	M1	12	80	1518	20	96.71	96.75	1518	20	100	100	Yeterli ✓ / Sufficient ✓	100

Program Çıktısı/ Program Outcome	Yeterlilik Hesaplama Yöntemi/ Method	(Ortalama) Yeterlilik Notu/ Minimum Successful Grade	Yeterlilik Eşiği (%) / Threshold Percentage (%)	Toplam Öğrenci Sayısı/ Number of Students (All)	Toplam Dept. Öğrenci Sayısı/ Number of Students (Dept.)	Tüm Öğrenci Ort. / Average (All Std.)	Dept. Öğrenci Ort. / Average (Dept. Std.)	Yeterliliği Sağlayan Öğrenci Sayısı (Toplam) / Number of Succ. Students (All)	Yeterliliği Sağlayan Öğrenci Sayısı (Dept.) / Number of Succ. Students (Dept.)	Yeterlilik Oranı (Toplam Öğrenci) / Success Ratio (All)	Yeterlilik Oranı (Bölüm Öğrenci) / Success Ratio (Dept.)	Performans / Performance	Yeterlilik Oranı / Success Ratio
GE 251 - Üniversite Etkinlik Programı II / GE 251 - Collegiate Activities Program II													
i	M1	70	70	889	8	92.49	95.63	799	8	89.88	100	Yeterli ✓ / Sufficient ✓	100
HCIV 101 - Uygarlık Tarihi I / HCIV 101 - History of Civilization I													
d	M1	70	75	420	12	83.69	78.23	390	10	92.86	83.33	Yeterli ✓ / Sufficient ✓	83.33
HIST 200 - Türkiye Tarihi / HIST 200 - History of Turkey													
b	M1	70	75	1022	15	91.01	85.46	1006	15	98.43	100	Yeterli ✓ / Sufficient ✓	100
c	M1	70	75	1022	15	91.01	85.46	1006	15	98.43	100	Yeterli ✓ / Sufficient ✓	100
MATH 105 - Matematik Giriş I / MATH 105 - Introduction to Calculus I													
b	M1	40	40	310	9	57.98	40.83	248	5	80	55.56	Yeterli ✓ / Sufficient ✓	55.56
THM 105 - Hizmet İşletmeleri Yönetimi / THM 105 - Service Business Management													
a	M3	50		17	17	48.01	48.01	7	7	41.18	41.18	İyileştirmeye Açık! / Insufficient!	48.01
g	M3	50		17	17	48.01	48.01	7	7	41.18	41.18	İyileştirmeye Açık! / Insufficient!	48.01
THM 106 - Muhasebenin Esasları / THM 106 - Principles of Accounting													
a	M3	40		20	20	74.64	74.64	20	20	100	100	Yeterli ✓ / Sufficient ✓	74.64
f	M3	40		20	20	74.64	74.64	20	20	100	100	Yeterli ✓ / Sufficient ✓	74.64
THM 125 - Dijital Çağda Turizm ve Konaklamaya Giriş / THM 125 - Introduction to Tourism and Hospitality in the Digital Age													
a	M3	40		25	22	81.71	81.43	25	22	100	100	Yeterli ✓ / Sufficient ✓	81.43
h	M3	40		25	22	81.71	81.43	25	22	100	100	Yeterli ✓ / Sufficient ✓	81.43
THM 168 - Beslenme ve Sanitasyon / THM 168 - Nutrition and Sanitation													
a	M3	50		23	20	80.53	79.6	23	20	100	100	Yeterli ✓ / Sufficient ✓	79.6
THM 243 - Odalar Bölümü Yönetimi / THM 243 - Rooms Division Management													
a	M3	50		21	20	67.73	66.64	18	17	85.71	85	Yeterli ✓ / Sufficient ✓	66.64
g	M3	50		21	20	67.73	66.64	18	17	85.71	85	Yeterli ✓ / Sufficient ✓	66.64

Program Çıktısı/ Program Outcome	Yeterlilik Hesaplama Yöntemi/ Method	(Ortalama) Yeterlilik Notu/ Minimum Successful Grade	Yeterlilik Eşiği (%) / Threshold Percentage (%)	Toplam Öğrenci Sayısı/ Number of Students (All)	Toplam Dept. Öğrenci Sayısı/ Number of Students (Dept.)	Tüm Öğrenci Ort. / Average (All Std.)	Dept. Öğrenci Ort. / Average (Dept. Std.)	Yeterliliği Sağlayan Öğrenci Sayısı (Toplam) / Number of Succ. Students (All)	Yeterliliği Sağlayan Öğrenci Sayısı (Dept.) / Number of Succ. Students (Dept.)	Yeterlilik Oranı (Toplam Öğrenci) / Success Ratio (All)	Yeterlilik Oranı (Bölüm Öğrenci) / Success Ratio (Dept.)	Performans / Performance	Yeterlilik Oranı / Success Ratio
THM 244 - Yiyecek Üretim Teknikleri / THM 244 - Food Production Techniques													
a	M3	50		22	10	90.11	80.5	22	10	100	100	Yeterli ✓ / Sufficient ✓	80.5
g	M3	50		22	10	75.24	64.98	19	7	86.36	70	Yeterli ✓ / Sufficient ✓	64.98
THM 245 - Satın Alma ve Maliyet Analizi / THM 245 - Purchasing and Cost Analysis													
a	M3	40		22	20	69.2	67.55	22	20	100	100	Yeterli ✓ / Sufficient ✓	67.55
g	M3	40		22	20	48.11	47.93	15	13	68.18	65	Yeterli ✓ / Sufficient ✓	47.93
THM 246 - Restoran Servisi / THM 246 - Restaurant Service													
g	M3	50		11	8	78.45	77.63	11	8	100	100	Yeterli ✓ / Sufficient ✓	77.63
THM 309 - Pazarlamanın Esasları / THM 247 - Food and Beverage Management													
a	M3	50		26	23	78.28	76.75	25	22	96.15	95.65	Yeterli ✓ / Sufficient ✓	76.75
g	M3	50		26	23	80.51	79.05	26	23	100	100	Yeterli ✓ / Sufficient ✓	79.05
THM 309 - Pazarlamanın Esasları / THM 303 - Statistics and Quantitative Methods													
b	M3	50		9	9	63.72	63.72	6	6	66.67	66.67	Yeterli ✓ / Sufficient ✓	63.72
THM 309 - Pazarlamanın Esasları / THM 309 - Principles of Marketing													
a	M3	50		9	8	61.09	61.39	7	6	77.78	75	Yeterli ✓ / Sufficient ✓	61.39
b	M3	50		9	8	61.09	61.39	7	6	77.78	75	Yeterli ✓ / Sufficient ✓	61.39
THM 310 - Dönem Stajı / THM 310 - Semester Internship													
a	M3	50		1	1	90.4	90.4	1	1	100	100	Yeterli ✓ / Sufficient ✓	90.4
c	M3	50		1	1	97	97	1	1	100	100	Yeterli ✓ / Sufficient ✓	97
d	M3	50		1	1	94.29	94.29	1	1	100	100	Yeterli ✓ / Sufficient ✓	94.29

Program Çıktısı/ Program Outcome	Yeterlilik Hesaplama Yöntemi/ Method	(Ortalama) Yeterlilik Notu/ Minimum Successful Grade	Yeterlilik Eşiği (%) / Threshold Percentage (%)	Toplam Öğrenci Sayısı/ Number of Students (All)	Toplam Dept. Öğrenci Sayısı/ Number of Students (Dept.)	Tüm Öğrenci Ort. / Average (All Std.)	Dept. Öğrenci Ort. / Average (Dept. Std.)	Yeterliliği Sağlayan Öğrenci Sayısı (Toplam) / Number of Succ. Students (All)	Yeterliliği Sağlayan Öğrenci Sayısı (Dept.) / Number of Succ. Students (Dept.)	Yeterlilik Oranı (Toplam Öğrenci) / Success Ratio (All)	Yeterlilik Oranı (Bölüm Öğrenci) / Success Ratio (Dept.)	Performans / Performance	Yeterlilik Oranı / Success Ratio
THM 323 - Uluslararası Mutfaklar / THM 323 - International Cuisines													
a	M3	60		10	10	84.29	84.29	10	10	100	100	Yeterli ✓ / Sufficient ✓	84.29
c	M3	60		10	10	84.29	84.29	10	10	100	100	Yeterli ✓ / Sufficient ✓	84.29
g	M3	50		10	10	66	66	8	8	80	80	Yeterli ✓ / Sufficient ✓	66
THM 409 - Turizm Hukuku / THM 409 - Tourism Law													
a	M3	40		6	6	68.78	68.78	6	6	100	100	Yeterli ✓ / Sufficient ✓	68.78
f	M3	40		6	6	68.78	68.78	6	6	100	100	Yeterli ✓ / Sufficient ✓	68.78
THM 415 - Finans / THM 415 - Finance													
b	M3	50		4	4	77.07	77.07	4	4	100	100	Yeterli ✓ / Sufficient ✓	77.07
THM 416 - Gelirler Yönetimi ve Veri Analizi / THM 416 - Revenue Management and Data Analytics													
a	M3	50		9	8	92.13	91.3	9	8	100	100	Yeterli ✓ / Sufficient ✓	91.3
b	M3	50		9	8	92.97	92.34	9	8	100	100	Yeterli ✓ / Sufficient ✓	92.34
e	M3	50		9	8	91.47	90.47	9	8	100	100	Yeterli ✓ / Sufficient ✓	90.47
f	M3	50		9	8	89.5	88.75	9	8	100	100	Yeterli ✓ / Sufficient ✓	88.75
h	M3	50		9	8	90.89	90.19	9	8	100	100	Yeterli ✓ / Sufficient ✓	90.19
THM 418 - Bitirme Projesi / THM 418 - Senior Project													
a	M3	50		7	7	86.71	86.71	7	7	100	100	Yeterli ✓ / Sufficient ✓	86.71
b	M3	50		7	7	86.71	86.71	7	7	100	100	Yeterli ✓ / Sufficient ✓	86.71
c	M3	50		7	7	86.71	86.71	7	7	100	100	Yeterli ✓ / Sufficient ✓	86.71

Program Çıktısı/ Program Outcome	Yeterlilik Hesaplama Yöntemi/ Method	(Ortalama) Yeterlilik Notu/ Minimum Successful Grade	Yeterlilik Eşiği (%) / Threshold Percentage (%)	Toplam Öğrenci Sayısı/ Number of Students (All)	Toplam Dept. Öğrenci Sayısı/ Number of Students (Dept.)	Tüm Öğrenci Ort. / Average (All Std.)	Dept. Öğrenci Ort. / Average (Dept. Std.)	Yeterliliği Sağlayan Öğrenci Sayısı (Toplam) / Number of Succ. Students (All)	Yeterliliği Sağlayan Öğrenci Sayısı (Dept.) / Number of Succ. Students (Dept.)	Yeterlilik Oranı (Toplam Öğrenci) / Success Ratio (All)	Yeterlilik Oranı (Bölüm Öğrenci) / Success Ratio (Dept.)	Performans / Performance	Yeterlilik Oranı / Success Ratio
THM 419 - Konaklama İşletmeleri için Stratejik Yönetim / THM 419 - Strategic Management in Hospitality													
a	M3	50		13	12	81.4	81.99	13	12	100	100	Yeterli ✓ / Sufficient ✓	81.99
b	M3	50		13	12	84.62	83.33	11	10	84.62	83.33	Yeterli ✓ / Sufficient ✓	83.33
c	M3	50		13	12	83.54	85.08	12	11	92.31	91.67	Yeterli ✓ / Sufficient ✓	85.08
e	M3	50		13	12	83.22	84.25	13	12	100	100	Yeterli ✓ / Sufficient ✓	84.25
f	M3	50		13	12	81.65	82.27	13	12	100	100	Yeterli ✓ / Sufficient ✓	82.27
g	M3	50		13	12	79.83	80.55	13	12	100	100	Yeterli ✓ / Sufficient ✓	80.55
h	M3	50		13	12	81.43	80.97	11	10	84.62	83.33	Yeterli ✓ / Sufficient ✓	80.97
TURK 101 - Türkçe I / TURK 101 - Turkish I													
b	M1	70	60	1373	23	87.67	85.96	1347	23	98.11	100	Yeterli ✓ / Sufficient ✓	100
c	M1	70	60	1373	23	87.67	85.96	1347	23	98.11	100	Yeterli ✓ / Sufficient ✓	100
TURK 102 - Türkçe II / TURK 102 - Turkish II													
b	M1	70	60	592	6	88.83	88.69	588	6	99.32	100	Yeterli ✓ / Sufficient ✓	100
c	M1	70	60	592	6	88.83	88.69	588	6	99.32	100	Yeterli ✓ / Sufficient ✓	100

4.2.2.2. 2025-2026 Akademik Yılı Bahar Dönemi için / For 2025-2026 Academic Year Spring Semester;

Program Çıktısı/ Program Outcome	Yeterlilik Hesaplama Yöntemi / Method	(Ortalama) Yeterlilik Notu / Minimum Successful Grade	Yeterlilik Eşiği (%) / Threshold Percentage (%)	Toplam Öğrenci Sayısı / Number of Students (All)	Toplam Dept. Öğrenci Sayısı / Number of Students (Dept.)	Tüm Öğrenci Ort. / Average (All Std.)	Dept. Öğrenci Ort. / Average (Dept. Std.)	Yeterliliği Sağlayan Öğrenci Sayısı (Toplam) / Number of Succ. Students (All)	Yeterliliği Sağlayan Öğrenci Sayısı (Dept.) / Number of Succ. Students (Dept.)	Yeterlilik Oranı (Toplam Öğrenci) / Success Ratio (All)	Yeterlilik Oranı (Bölüm Öğrenci) / Success Ratio (Dept.)	Performans / Performance	Yeterlilik Oranı / Success Ratio
CTIS 186 - İşletmeler için Bilgisayar Uygulamaları / CTIS 186 - Business Computer Applications													
e	M3	50		20	20	76.71	76.71	19	19	95.00	95.00	Yeterli ✓ / Sufficient ✓	76.71
CTIS 285 - Otel Yönetim sistemleri / CTIS 285 - Hospitality Industry Computerization													
a	M3	50		20	20	76.87	76.87	20	20	100.00	100.00	Yeterli ✓ / Sufficient ✓	76.87
e	M3	50		20	20	76.87	76.87	20	20	100.00	100.00	Yeterli ✓ / Sufficient ✓	76.87
g	M3	50		20	20	76.87	76.87	20	20	100.00	100.00	Yeterli ✓ / Sufficient ✓	76.87
CTIS 286 - Yiyecek ve İçecek Yönetiminde Bilgisayar Uygulamaları / CTIS 286 - Food and Beverage Computer Applications													
a	M3	40		17	17	61.17	61.17	15	15	88.24	88.24	Yeterli ✓ / Sufficient ✓	61.17
e	M3	40		17	17	61.17	61.17	15	15	88.24	88.24	Yeterli ✓ / Sufficient ✓	61.17
ECON 103 - İktisadın Temel İlkeleri / ECON 103 - Principles of Economics													
a	M3	40		247	14	76.97	65.57	243	13	98.38	92.86	Yeterli ✓ / Sufficient ✓	65.57
f	M3	40		247	14	76.97	65.57	243	13	98.38	92.86	Yeterli ✓ / Sufficient ✓	65.57
ENG 101 - İngilizce ve Kompozisyon I / ENG 101 - English and Composition I													
c	M1	70	75	672	21	81.86	82.79	623	20	92.71	95.24	Yeterli ✓ / Sufficient ✓	95.24
ENG 102 - İngilizce ve Kompozisyon II / ENG 102 - English and Composition II													
c	M1	70	70	1314	17	85.76	81.50	1284	16	97.72	94.12	Yeterli ✓ / Sufficient ✓	94.12
GE 100 - Üniversite Hayatına Giriş / GE 100 - Orientation													
i	M1	12	80	545	19	95.50	92.37	545	19	100.00	100.00	Yeterli ✓ / Sufficient ✓	100.00
GE 251 - Üniversite Etkinlik Programı II / GE 251 - Collegiate Activities Program II													
i	M1	70	70	1401	20	93.93	92.25	1301	17	92.86	85.00	Yeterli ✓ / Sufficient ✓	85.00

Program Çıktısı/ Program Outcome	Yeterlilik Hesaplama Yöntemi/ Method	(Ortalama) Yeterlilik Notu/ Minimum Successful Grade	Yeterlilik Eşiği (%) / Threshold Percentage (%)	Toplam Öğrenci Sayısı/ Number of Students (All)	Toplam Dept. Öğrenci Sayısı/ Number of Students (Dept.)	Tüm Öğrenci Ort. / Average (All Std.)	Dept. Öğrenci Ort. / Average (Dept. Std.)	Yeterliliği Sağlayan Öğrenci Sayısı (Toplam) / Number of Succ. Students (All)	Yeterliliği Sağlayan Öğrenci Sayısı (Dept.) / Number of Succ. Students (Dept.)	Yeterlilik Oranı (Toplam Öğrenci) / Success Ratio (All)	Yeterlilik Oranı (Bölüm Öğrenci) / Success Ratio (Dept.)	Performans / Performance	Yeterlilik Oranı / Success Ratio
HCIV 101 - Uygarlık Tarihi I / HCIV 101 - History of Civilization I													
d	M1	70	75	116	3	87.41	87.02	112	3	96.55	100.00	Yeterli ✓ / Sufficient ✓	100.00
HCIV 102 - Uygarlık Tarihi II / HCIV 102 - History of Civilization II													
d	M1	70	75	457	15	84.70	83.08	426	15	93.22	100.00	Yeterli ✓ / Sufficient ✓	100.00
HIST 200 - Türkiye Tarihi / HIST 200 - History of Turkey													
b	M1	70	75	917	6	91.63	74.31	900	3	98.15	50.00	İyileştirmeye Açık! / Insufficient!	50.00
c	M1	70	75	917	6	91.63	74.31	900	3	98.15	50.00	İyileştirmeye Açık! / Insufficient!	50.00
MATH 105 - Matematğe Giriş I / MATH 105 - Introduction to Calculus I													
b	M1	40	40	222	24	39.47	33.51	94	7	42.34	29.17	İyileştirmeye Açık! / Insufficient!	29.17
THM 105 - Hizmet İşletmeleri Yönetimi / THM 105 - Service Business Management													
a	M3	50		19	19	59.85	59.85	15	15	78.95	78.95	Yeterli ✓ / Sufficient ✓	59.85
g	M3	50		19	19	59.85	59.85	15	15	78.95	78.95	Yeterli ✓ / Sufficient ✓	59.85
THM 106 - Muhasebenin Esasları / THM 106 - Principles of Accounting													
a	M3	40		19	19	83.80	83.80	19	19	100.00	100.00	Yeterli ✓ / Sufficient ✓	83.80
f	M3	40		19	19	83.80	83.80	19	19	100.00	100.00	Yeterli ✓ / Sufficient ✓	83.80
THM 168 - Beslenme ve Sanitasyon / THM 168 - Nutrition and Sanitation													
a	M3	50		13	13	83.00	83.00	13	13	100.00	100.00	Yeterli ✓ / Sufficient ✓	83.00
THM 243 - Odalar Bölümü Yönetimi / THM 243 - Rooms Division Management													
a	M3	50		9	9	61.65	61.65	7	7	77.78	77.78	Yeterli ✓ / Sufficient ✓	61.65
g	M3	50		9	9	61.65	61.65	7	7	77.78	77.78	Yeterli ✓ / Sufficient ✓	61.65

Program Çıktısı/ Program Outcome	Yeterlilik Hesaplama Yöntemi/ Method	(Ortalama) Yeterlilik Notu/ Minimum Successful Grade	Yeterlilik Eşiği (%) / Threshold Percentage (%)	Toplam Öğrenci Sayısı/ Number of Students (All)	Toplam Dept. Öğrenci Sayısı/ Number of Students (Dept.)	Tüm Öğrenci Ort. / Average (All Std.)	Dept. Öğrenci Ort. / Average (Dept. Std.)	Yeterliliği Sağlayan Öğrenci Sayısı (Toplam) / Number of Succ. Students (All)	Yeterliliği Sağlayan Öğrenci Sayısı (Dept.) / Number of Succ. Students (Dept.)	Yeterlilik Oranı (Toplam Öğrenci) / Success Ratio (All)	Yeterlilik Oranı (Bölüm Öğrenci) / Success Ratio (Dept.)	Performans / Performance	Yeterlilik Oranı / Success Ratio
THM 244 - Yiyecek Üretim Teknikleri / THM 244 - Food Production Techniques													
a	M3	50		36	21	94.51	93.33	36	21	100.00	100.00	Yeterli ✓ / Sufficient ✓	93.33
g	M3	50		36	21	82.78	77.65	35	20	97.22	95.24	Yeterli ✓ / Sufficient ✓	77.65
THM 245 - Satın Alma ve Maliyet Analizi / THM 245 - Purchasing and Cost Analysis													
a	M3	40		7	7	56.86	56.86	7	7	100.00	100.00	Yeterli ✓ / Sufficient ✓	56.86
g	M3	40		7	7	54.04	54.04	6	6	85.71	85.71	Yeterli ✓ / Sufficient ✓	54.04
THM 246 - Restoran Servisi / THM 246 - Restaurant Service													
g	M3	50		15	14	77.73	77.21	15	14	100.00	100.00	Yeterli ✓ / Sufficient ✓	77.21
THM 247 - Yiyecek ve İçecek Yönetimi / THM 247 - Food and Beverage Management													
a	M3	50		7	6	72.09	71.09	7	6	100.00	100.00	Yeterli ✓ / Sufficient ✓	71.09
g	M3	50		7	6	74.50	73.88	7	6	100.00	100.00	Yeterli ✓ / Sufficient ✓	73.88
THM 303 - İstatistik ve Kantitatif Metotlar / THM 303 - Statistics and Quantitative Methods													
b	M3	50		6	6	66.50	66.50	5	5	83.33	83.33	Yeterli ✓ / Sufficient ✓	66.50
THM 309 - Pazarlamanın Esasları / THM 309 - Principles of Marketing													
a	M3	50		7	7	63.90	63.90	6	6	85.71	85.71	Yeterli ✓ / Sufficient ✓	63.90
b	M3	50		7	7	63.90	63.90	6	6	85.71	85.71	Yeterli ✓ / Sufficient ✓	63.90
THM 310 - Dönem Stajı / THM 310 - Semester Internship													
a	M3	50		3	3	88.12	88.12	3	3	100.00	100.00	Yeterli ✓ / Sufficient ✓	88.12
c	M3	50		3	3	96.92	96.92	3	3	100.00	100.00	Yeterli ✓ / Sufficient ✓	96.92
d	M3	50		3	3	93.33	93.33	3	3	100.00	100.00	Yeterli ✓ / Sufficient ✓	93.33
THM 323 - Uluslararası Mutfaklar / THM 323 - International Cuisines													
a	M3	60		9	6	93.02	90.00	9	6	100.00	100.00	Yeterli ✓ / Sufficient ✓	90.00
c	M3	60		9	6	93.02	90.00	9	6	100.00	100.00	Yeterli ✓ / Sufficient ✓	90.00
g	M3	50		9	6	85.19	80.00	9	6	100.00	100.00	Yeterli ✓ / Sufficient ✓	80.00

Program Çıktısı/ Program Outcome	Yeterlilik Hesaplama Yöntemi/ Method	(Ortalama) Yeterlilik Notu/ Minimum Successful Grade	Yeterlilik Eşiği (%) / Threshold Percentage (%)	Toplam Öğrenci Sayısı/ Number of Students (All)	Toplam Dept. Öğrenci Sayısı/ Number of Students (Dept.)	Tüm Öğrenci Ort. / Average (All Std.)	Dept. Öğrenci Ort. / Average (Dept. Std.)	Yeterliliği Sağlayan Öğrenci Sayısı (Toplam) / Number of Succ. Students (All)	Yeterliliği Sağlayan Öğrenci Sayısı (Dept.) / Number of Succ. Students (Dept.)	Yeterlilik Oranı (Toplam Öğrenci) / Success Ratio (All)	Yeterlilik Oranı (Bölüm Öğrenci) / Success Ratio (Dept.)	Performans / Performance	Yeterlilik Oranı / Success Ratio
THM 409 - Turizm Hukuku / THM 409 - Tourism Law													
a	M3	40		14	11	71.57	68.07	14	11	100.00	100.00	Yeterli ✓ / Sufficient ✓	68.07
f	M3	40		14	11	71.57	68.07	14	11	100.00	100.00	Yeterli ✓ / Sufficient ✓	68.07
THM 415 - Finans / THM 415 - Finance													
b	M3	50		9	9	65.00	65.00	7	7	77.78	77.78	Yeterli ✓ / Sufficient ✓	65.00
THM 416 - Gelirler Yönetimi ve Veri Analizi / THM 416 - Revenue Management and Data Analytics													
a	M3	50		10	10	89.61	89.61	10	10	100.00	100.00	Yeterli ✓ / Sufficient ✓	89.61
b	M3	50		10	10	90.54	90.54	10	10	100.00	100.00	Yeterli ✓ / Sufficient ✓	90.54
e	M3	50		10	10	92.70	92.70	10	10	100.00	100.00	Yeterli ✓ / Sufficient ✓	92.70
f	M3	50		10	10	89.13	89.13	10	10	100.00	100.00	Yeterli ✓ / Sufficient ✓	89.13
h	M3	50		10	10	89.69	89.69	10	10	100.00	100.00	Yeterli ✓ / Sufficient ✓	89.69
THM 418 - Bitirme Projesi / THM 418 - Senior Project													
a	M3	50		10	10	97.38	97.38	10	10	100.00	100.00	Yeterli ✓ / Sufficient ✓	97.38
b	M3	50		10	10	97.38	97.38	10	10	100.00	100.00	Yeterli ✓ / Sufficient ✓	97.38
c	M3	50		10	10	97.38	97.38	10	10	100.00	100.00	Yeterli ✓ / Sufficient ✓	97.38
THM 419 - Konaklama İşletmeleri için Stratejik Yönetim / THM 419 - Strategic Management in Hospitality													
a	M3	50		9	8	81.99	80.72	9	8	100.00	100.00	Yeterli ✓ / Sufficient ✓	80.72
b	M3	50		9	8	77.78	75.00	7	6	77.78	75.00	Yeterli ✓ / Sufficient ✓	75.00
c	M3	50		9	8	90.00	88.75	9	8	100.00	100.00	Yeterli ✓ / Sufficient ✓	88.75
e	M3	50		9	8	84.92	84.11	9	8	100.00	100.00	Yeterli ✓ / Sufficient ✓	84.11
f	M3	50		9	8	82.33	81.09	9	8	100.00	100.00	Yeterli ✓ / Sufficient ✓	81.09

Program Çıktısı / Program Outcome	Yeterlilik Hesaplama Yöntemi / Method	(Ortalama) Yeterlilik Notu / Minimum Successful Grade	Yeterlilik Eşiği (%) / Threshold Percentage (%)	Toplam Öğrenci Sayısı / Number of Students (All)	Toplam Dept. Öğrenci Sayısı / Number of Students (Dept.)	Tüm Öğrenci Ort. / Average (All Std.)	Dept. Öğrenci Ort. / Average (Dept. Std.)	Yeterliliği Sağlayan Öğrenci Sayısı (Toplam) / Number of Succ. Students (All)	Yeterliliği Sağlayan Öğrenci Sayısı (Dept.) / Number of Succ. Students (Dept.)	Yeterlilik Oranı (Toplam Öğrenci) / Success Ratio (All)	Yeterlilik Oranı (Bölüm Öğrenci) / Success Ratio (Dept.)	Performans / Performance	Yeterlilik Oranı / Success Ratio
THM 419 - Konaklama İşletmeleri için Stratejik Yönetim / THM 419 - Strategic Management in Hospitality													
g	M3	50		9	8	81.68	80.35	9	8	100.00	100.00	Yeterli ✓ / Sufficient ✓	80.35
h	M3	50		9	8	77.94	75.88	7	6	77.78	75.00	Yeterli ✓ / Sufficient ✓	75.88
THM 423 - Turizm Ekonomisi / THM 423 - Tourism Economics													
a	M3	50		14	14	83.81	83.81	14	14	100.00	100.00	Yeterli ✓ / Sufficient ✓	83.81
b	M3	50		14	14	83.10	83.10	14	14	100.00	100.00	Yeterli ✓ / Sufficient ✓	83.10
TURK 101 - Türkçe I / TURK 101 - Turkish I													
b	M1	70	60	597	19	85.40	83.79	578	19	96.82	100.00	Yeterli ✓ / Sufficient ✓	100.00
c	M1	70	60	597	19	85.40	83.79	578	19	96.82	100.00	Yeterli ✓ / Sufficient ✓	100.00
TURK 102 - Türkçe II / TURK 102 - Turkish II													
b	M1	70	60	1352	27	88.98	85.64	1335	26	98.74	96.30	Yeterli ✓ / Sufficient ✓	96.30
c	M1	70	60	1352	27	88.98	85.64	1335	26	98.74	96.30	Yeterli ✓ / Sufficient ✓	96.30

4.3. PERFORMANS ÖLÇÜM SONUÇLARI / PERFORMANCE MEASUREMENT RESULTS

4.3.1. PROGRAM ÇIKTILARI PERFORMANS TABLOSU / PROGRAM OUTCOMES PERFORMANCE TABLE

4.3.1.1. 2025-2026 Akademik Yılı Güz Dönemi için / For 2025-2026 Academic Year Fall Semester;

Dersler / Courses	Program Çıktıları / Program Outcomes									Dersler / Courses	Program Çıktıları / Program Outcomes								
	a	b	c	d	e	f	g	h	i		a	b	c	d	e	f	g	h	i
CTIS 186					77.05					THM 244	80.5						64.98		
CTIS 285	83.38				83.38		83.38			THM 245	67.55						47.93		
CTIS 286	60.1				60.1					THM 246							77.63		
ECON 103	60.64					60.64				THM 247	76.75						79.05		
ENG 101			80							THM 303		63.72							
ENG 102			100							THM 309	61.39	61.39							
GE 100									100	THM 310	90.4		97	94.29					
GE 251									100	THM 323	84.29		84.29				66		
HCIV 101				83.33						THM 409	68.78					68.78			
HIST 200		100	100							THM 415		77.07							
MATH 105		55.56								THM 416	91.3	92.34			90.47	88.75		90.19	
THM 105	48.01						48.01			THM 418	86.71	86.71	86.71						
THM 106	74.64					74.64				THM 419	81.99	83.33	85.08		84.25	82.27	80.55	80.97	
THM 125	81.43							81.43		TURK 101		100	100						
THM 168	79.6									TURK 102		100	100						
THM 243	66.64						66.64												

Tablo.4.3.1.1. 2025-2026 Akademik Yılı Güz Dönemi Turizm ve Otel İşletmeciliği Lisans Programı Program Çıktıları Performans Tablosu /
Table.4.3.1.1. 2025-2026 Academic Year Fall Semester Tourism and Hotel Management Undergraduate Program - Program Outcomes Performance Table

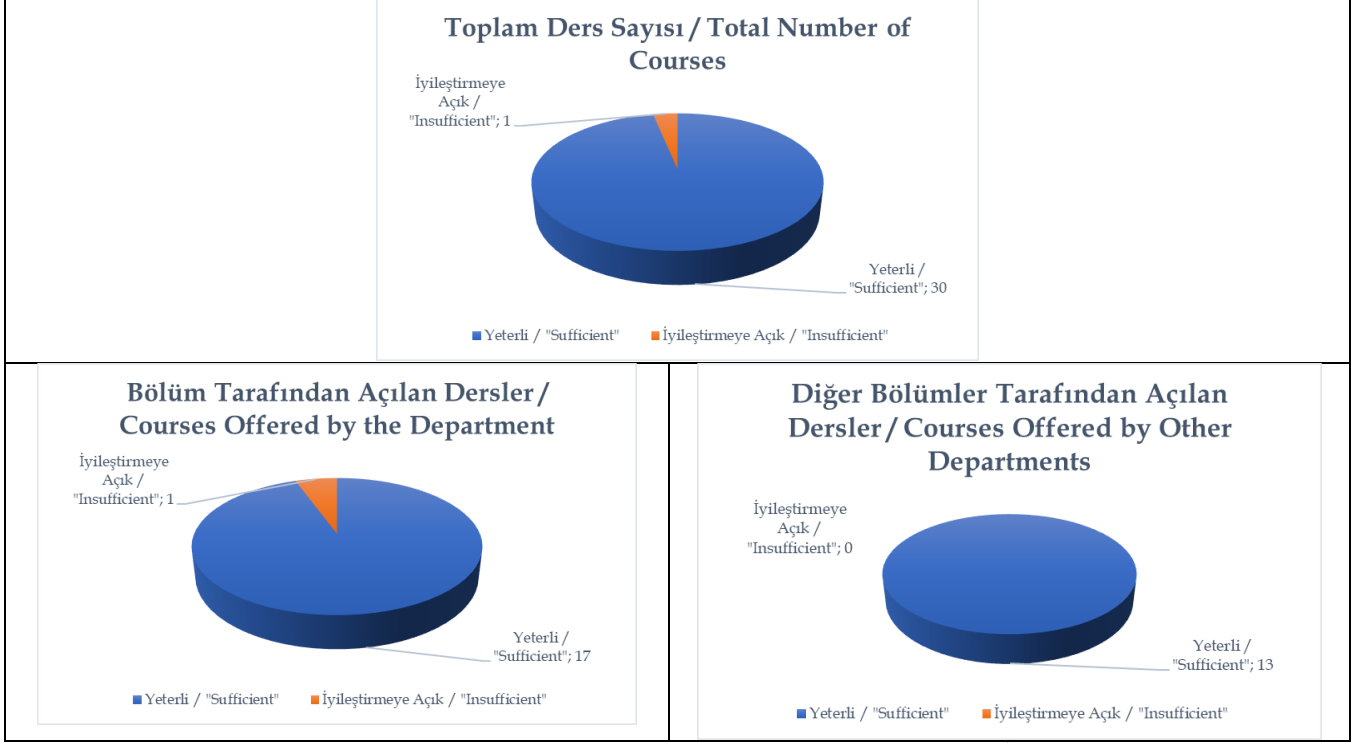
4.3.1.2. 2025-2026 Akademik Yılı Bahar Dönemi için / For 2025-2026 Academic Year Spring Semester;

Dersler / Courses	Program Çıktıları / Program Outcomes									Dersler / Courses	Program Çıktıları / Program Outcomes								
	a	b	c	d	e	f	g	h	i		a	b	c	d	e	f	g	h	i
CTIS 186					76.71					THM 244	93.33						77.65		
CTIS 285	76.87				76.87		76.87			THM 245	56.86						54.04		
CTIS 286	61.17				61.17					THM 246							77.21		
ECON 103	65.57					65.57				THM 247	71.09						73.88		
ENG 101			95.24							THM 303		66.50							
ENG 102			94.12							THM 309	63.90	63.90							
GE 100									100.00	THM 310	88.12		96.92	93.33					
GE 251									85.00	THM 323	90.00		90.00				80.00		
HCIV 101				100.00						THM 409	68.07					68.07			
HCIV 102				100.00						THM 415		65.00							
HIST 200		50.00	50.00							THM 416	89.61	90.54			92.70	89.13		89.69	
MATH 105		29.17								THM 418	97.38	97.38	97.38						
THM 105	59.85						59.85			THM 419	80.72	75.00	88.75		84.11	81.09	80.35	75.88	
THM 106	83.80					83.80				THM 423	83.81	83.10							
THM 168	83.00									TURK 101		100.00	100.00						
THM 243	61.65						61.65			TURK 102		96.30	96.30						

Tablo.4.3.1.2. 2025-2026 Akademik Yılı Bahar Dönemi Turizm ve Otel İşletmeciliği Lisans Programı Program Çıktıları Performans Tablosu
/ *Table.4.3.1.2.* 2025-2026 Academic Year Spring Semester Tourism and Hotel Management Undergraduate Program - Program Outcomes Performance Table

4.3.2. PROGRAM ÇIKTILARI PERFORMANS ANALİZLERİ / PROGRAM OUTCOMES PERFORMANCE ANALYSIS

4.3.2.1. 2025-2026 Akademik Yılı Güz Dönemi için / For 2025-2026 Academic Year Fall Semester;

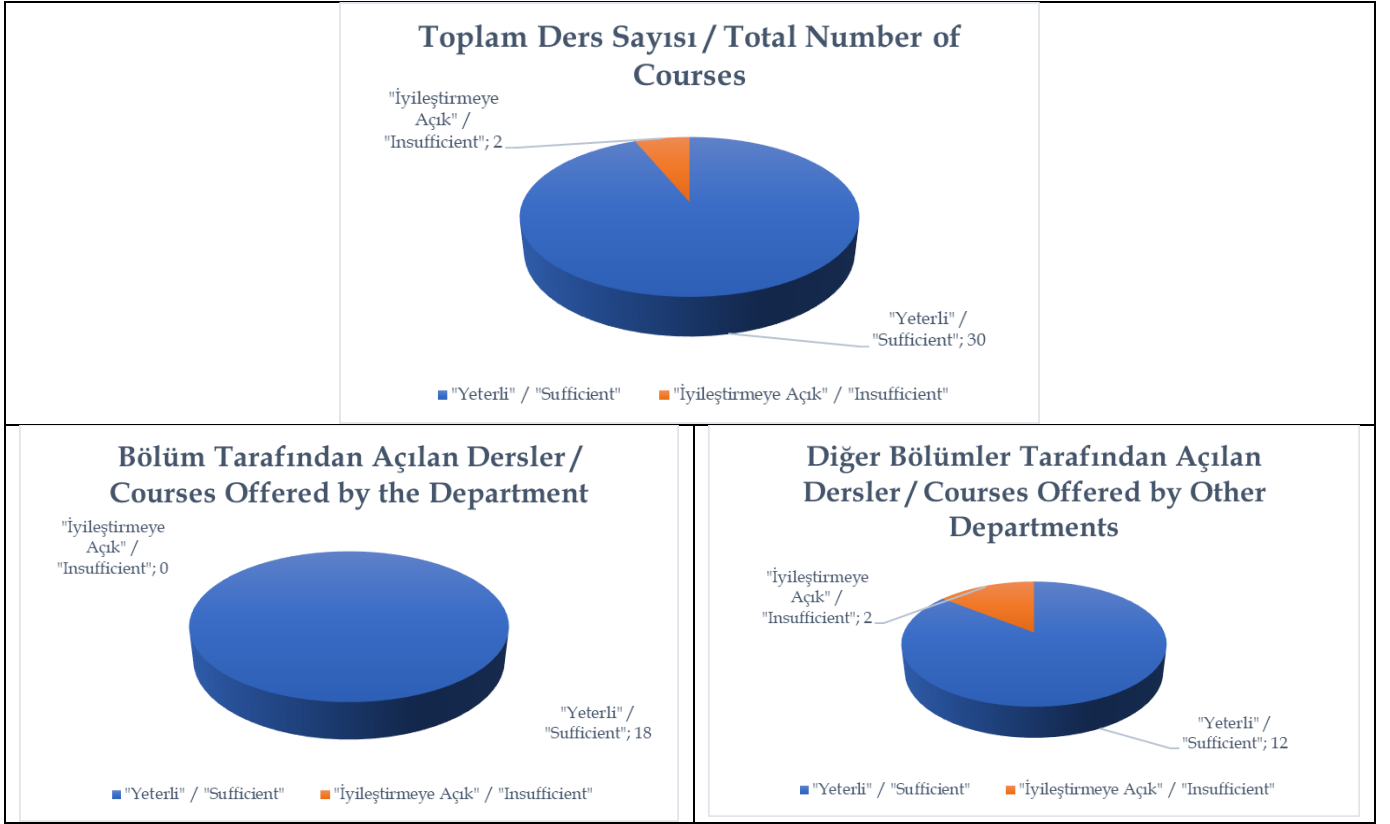


Tablo.4.3.2.1. 2025-2026 Akademik Yılı Güz Dönemi Turizm ve Otel İşletmeciliği Lisans Programı Program Çıktıları Performans Analizleri Tablosu (Dersler için) / **Table.4.3.2.1.** 2025-2026 Academic Year Fall Semester Tourism and Hotel Management Undergraduate Program - Program Outcomes Performance Analysis Table (For Courses)



THM 105 için a ve g program çıktılarında yeterlilik kriteri sağlanamamıştır. / The qualification criteria for THM 105 program outcomes a and g were insufficient.

4.3.2.2. 2025-2026 Akademik Yılı Bahar Dönemi için / For 2025-2026 Academic Year Spring Semester;



Tablo.4.3.2.2. 2025-2026 Akademik Yılı Bahar Dönemi Turizm ve Otel İşletmeciliği Lisans Programı Program Çıktıları Performans Analizleri Tablosu (Dersler için) / **Table.4.3.2.2.** 2025-2026 Academic Year Spring Semester Tourism and Hotel Management Undergraduate Program - Program Outcomes Performance Analysis Table (For Courses)

	HIST 200 için b ve c program çıktılarında; MATH 105 için b program çıktısında yeterlilik kriteri sağlanamamıştır. / The qualification criteria for HIST 200 , program outcomes b and c; for MATH 105, program outcome b were insufficient.
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5. DEĞERLENDİRME / EVALUATION

5.1. PROGRAM ÇIKTILARI ÖLÇÜM SONUÇLARININ DEĞERLENDİRİLMESİ / EVALUATION OF PROGRAM OUTCOMES MEASUREMENT RESULTS

As part of Bilkent University's Quality Management in Education program, evaluation tools were used to assess the success of curriculum courses in achieving the nine program outcomes (a, b, c, d, e, f, g, h, i) of the Tourism and Hotel Management curriculum in the 2025-2026 academic year. In this context, 31 courses offered in the fall semester and 32 courses offered in the spring semester were used in the evaluation process. Below is a brief list of the number of courses used to assess each program outcome in the Fall and Spring 2025-2026 academic semesters:

Fall Semester

- 18 courses were used to assess program outcome "a"
- 10 courses were used to assess program outcome "b"
- 9 courses were used to assess program outcome "c"
- 2 courses were used to assess program outcome "d"
- 5 courses were used to assess program outcome "e"
- 5 courses were used to assess program outcome "f"
- 9 courses were used to assess program outcome "g"
- 3 courses were used to assess program outcome "h"
- 2 courses were used to assess program outcome "i"

Spring Semester

- 18 courses were used to assess program outcome "a"
- 11 courses were used to assess program outcome "b"
- 9 courses were used to assess program outcome "c"
- 3 courses were used to assess program outcome "d"
- 5 courses were used to assess program outcome "e"
- 5 courses were used to assess program outcome "f"
- 9 courses were used to assess program outcome "g"
- 2 courses were used to assess program outcome "h"
- 2 courses were used to assess program outcome "i"

In the fall semester, all courses included in the department curriculum met the specified program outcomes, except for the THM 105 course, which failed to meet the proficiency criteria for program outcomes "a" and "g" – with a small deviation from the target M3 threshold.

In the spring semester, all evaluated department courses met the specified program outcomes. Regarding courses offered by other departments and evaluated under QME, HIST 200 courses "b" and "c"; The course MATH 105 did not achieve the program outcomes "b".

To recapitulate, when considering a total of 63 courses offered in both semesters (Fall/Spring) in supporting THM program outcomes, a success rate of 95.45% is achieved. The outcomes of THM 105, MATH 105, and HIST 200 courses need improvement. Lastly, the THM department

will continue measuring and improving the attainment of program outcomes for all courses within the framework of the University's Quality Assurance System.

In summary, when examining the total of 63 courses offered in both semesters (Fall/Spring) in the THM curriculum, a success rate of 95.45% was achieved in reaching the THM program outcomes. The outcomes of THM 105, MATH 105, and HIST 200 courses need improvement. Finally, the THM department will continue to measure and improve the attainment of program outcomes for all courses within the framework of the University's Quality Assurance System.

5.2. EĞİTİM AMAÇLARININ DEĞERLENDİRİLMESİ / EVALUATION OF EDUCATIONAL OBJECTIVES

In the 2025-2026 academic year, a total of 11 students graduated from the Tourism and Hotel Management (THM) undergraduate program: four plus one (associate degree level) in the fall semester and six in the spring semester. An exit survey was sent to these graduating students, and responses were received from two students. This anonymous email survey asked nine key statements evaluating the program's educational objectives, using a 5-point Likert scale (1 = Strongly disagree, 5 = Strongly agree).

Although the response rate was low, the survey results generally ranged from 4 to 5 points, indicating that the educational objectives are perceived as consistent and up-to-date. This demonstrates the structural alignment of the program's mission with industry expectations.

In addition to the exit surveys, the THM Department held its second QME (Quality Management in Education) Committee meeting this year with THM student representatives to increase transparency and inclusivity in academic quality assurance. This change reflects commitment to the principles of the National Qualifications Framework and the Bologna Process.

During a meeting held via ZOOM on April 20, 2026, student feedback regarding the current curriculum and learning environment was heard and discussed. The main issues raised by student representatives were as follows:

- The limitation of foreign language education to only German and Russian was brought up, and more language options (Spanish, French, Italian, etc.) were requested. It was stated that a survey is being prepared by student representatives and that more detailed opinions will be collected from students.
- Opinions were expressed regarding the compulsory MATH 105 (Calculus) course; alternative mathematics courses with a focus on statistics were requested. QME Department Representatives explained that the MATH 105 course has been added to the THM curriculum in a way that is compatible with the Business program and is also suitable for the "fast track" program offered by our University.
- It was stated that opportunities for internships and work abroad are limited. In this context, QME Department Representatives provided information on past collaborations (e.g., Broadmoor) and current agreements (e.g., the memorandum signed with Hilton), and explained visa processes, investor approval requirements, and agreement processes with some hotel chains.
- It was stated that the language survey would not only determine student opinions but also contribute to the accreditation processes.

- QME Department Representatives emphasized the need for students' foreign language preferences to be justified, data-driven, and aligned with both graduation requirements and university curriculum policies. In addition, it was noted that some languages are currently offered as general electives in the curriculum. It was suggested that a third foreign language option could be added in the future depending on the increase in student numbers, but the importance of achieving a sufficient language level before graduation was highlighted.

The THM Department has been receiving feedback and suggestions from its Advisory Board, which has been active since 2018. This board consists of Turkish Music graduates and leading experts in the tourism sector. Advisory Board members serve for a maximum of four years, after which they are replaced with new members. The THM Advisory Board now consists of 10 members following its recent revision.

This year, invitations were sent to 10 members of the Advisory Board, and responses were received from 4 of them. This corresponds to a participation rate of 40%. While this rate is moderate in terms of external stakeholders, it is at an acceptable level.

In the Advisory Board's evaluations, the current structure appears strong in terms of educational objectives, and all items are generally scored highly. The average scores, stated as 4.94/5 in previous reports, reveal a similar picture in the current data, with most evaluations concentrated in the 4-5 range.

While the alignment of the curriculum with educational objectives is generally evaluated positively, some differences are noticeable. Although the alignment is high, it is not as strong and clear as the educational objectives and vision.

While the most important course areas in previous years were Digital/Social Marketing, Organizational Behavior and Ethics, and Corporate Social Responsibility; in the current results, the prominent courses have shifted to Artificial Intelligence applications, Strategic Management, and Revenue/Financial Management. This change indicates that the advisory board's focus is shifting from more "standard" marketing topics to analytical, strategic, and digital competencies. This trend reflects the transformation experienced in the sector with the digitalization that accelerated in the post-pandemic period. It also reveals that artificial intelligence is becoming increasingly important in the hospitality sector.

Advisory Board Members were also asked about their tendency to hire graduates. While this tendency was quite high in previous periods (4,8), a more cautious approach is seen in the current results, and expressions such as "somewhat possible" stand out.