



**ULUSLARARASI
FİNAL ÜNİVERSİTESİ**

**LİSANSÜSTÜ EĞİTİM ÖĞRETİM
ENSTİTÜSÜ**

ULUSLARARASI FİNAL ÜNİVERSİTESİ

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**VATEL GROUP INTERNATIONAL BUSINESS
SCHOOL HOTEL & TOURISM MANAGEMENT**

ARASINDA

MBA in INTERNATIONAL HOTEL MANAGEMENT

(TEZSİZ)

(İngilizce)

2018

Müfredat

1. Year – Fall semester					
Course Code	Course Name	Hours per week	Lab	Credits/Weight	ECTS
FMKT401	Marketing Strategy	4	-	4	6
FFIN401	Financial Analysis	3	-	3	6
FLAW401	Economic Law	3	-	3	4
FCOS401	Computer Sciences	3	-	3	4
FHTS401	Hospitality Strategy	3	-	3	4
FLAN401	Business English	4	-	4	6
Total Credits:				20	30
1. Year – Spring semester					
Course Code	Course Name	Hours per week	Lab	Credits/Weight	ECTS
FOPA401	Operational Auditing	6	-	6	8
FCOR401	Corporate Strategy	3	-	3	4
FHRM401	Human Resources	3	-	3	6
FTAX401	Taxation	3	-	3	4
FECO401	Economy of Tourism and Hospitality	3	-	3	4
FLAN402	Foreign Language I	3	-	3	4
Total Credits:				21	30
2. Year – Fall semester					
Course Code	Course Name	Hours per week	Lab	Credits/Weight	ECTS
FOPE501	Operational Management	3	-	3	4
FFIN501	Financial Management	3	-	3	4
FMKT501	Marketing Management	3	-	3	4
FHRM501	Human Resource Management	3	-	3	4
FCOR501	Corporate Strategy	1	-	1	10
FLAN501	Foreign Language II	3	-	3	4
Total Credits:				16	30
2. Year – Spring semester					
Course Code	Course Name	Hours per week	Lab	Credits/Weight	ECTS
FTRA501	Management Training / Internship			10	15
FTRA502/503	Final Project			10	15
Total Credits:				20	30

Programda yer alan tüm derslerin içeriği, izlenecek ders kitabı ile yardımcı kitapları

Course code and name	FMKT 401 MARKETING STRATEGY
Course description	Students are invited to use the marketing concepts acquired during previous years to define a marketing strategy. Their vision changes as compared to the operational vision they had in their Bachelor's. They gain additional knowledge in terms of using social networking in corporate communication. They are introduced to revenue management. Goal of the course: <ul style="list-style-type: none">• Being able to build an efficient marketing strategy in a hotel
Textbook / Material / Recommended Readings	Kingsnorth S, (2016) Digital Marketing Strategy : An Integrated Approach to Online Marketing Ed. 1, Kogan Page Onkvisit S ,Shaw J, (2004), International Marketing : Analysis and Strategy Ed. 4, Taylor & Francis Blythe J, (2002), Marketing Strategy, McGraw-Hill UK
Course Assessment	2 mid-term exams in the year + a minimum of 2 tests per semester.

Course code and name	FFIN 401 FINANCIAL ANALYSIS
Course description	Goal of the course: <ul style="list-style-type: none">• To be able to do the financial analysis of a company. Students are initiated to financial analysis by manipulation known or new notions which allow them to make a diagnosis of a company and learn its value. They learn how to make the right choices in terms of investment and a financial plan.
Textbook / Material / Recommended Readings	Hales J (2005), Accounting and Financial Analysis in the Hospitality Industry, Taylor & Francis Schroeder, R , Clark, M ,Cathey, J (2014) Financial Accounting Theory and Analysis : Text and Cases Ed. 11, John Wiley & Sons
Course Assessment	2 mid-term exams in the year + a minimum of 2 tests per semester.

Course code and name	FLAW401 ECONOMIC LAW
Course description	This course targets economic laws. Brand law is studied as it was in the marketing course, and the right to competition as a complement to economics and corporate strategy. Students will not be trained to become experienced legal experts, but will be initiated in complex legal concepts with a very strong international outreach. Goal of the course: <ul style="list-style-type: none">• Thorough comprehension of the basics of brand laws and laws concerning domain names• Thorough comprehension of the basics of laws on economic competition
Textbook / Material / Recommended Readings	
Course Assessment	2 mid-term exams in the year + a minimum of 2 tests per semester.

Course code and name	FCOS401 COMPUTER SCIENCES
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Course description	Students will apply their knowledge in computer software to the tourism and hospitality sectors. They will create a web site using WordPress. Goal of the course: <ul style="list-style-type: none"> • Knowing how to use Excel to run your hotel • Knowing how to create a web site
Textbook / Material / Recommended Readings	
Course Assessment	2 mid-term exams in the year + a minimum of 2 tests per semester.

Course code and name	FHTS401 HOSPITALITY STRATEGY
Course description	Students are confronted with strategies employed by hospitality professionals throughout the world to ensure their development. They compare these strategies to the tourist economy in geographical zones mentioned and hone their critical spirit when considering decisions taken. They are able to compare them with strategies in independent hotels. Goal of the course: <ul style="list-style-type: none"> • Understanding the strategies of hotels throughout the world, whether they are independent or part of a chain.
Textbook / Material / Recommended Readings	Economic and professional press
Course Assessment	2 mid-term exams in the year + a minimum of 2 tests per semester.

Course code and name	FLAN401 BUSINESS ENGLISH
Course description	The students carry out marketing and communication actions in English . They learn how to organize a meeting and debate on the corporate strategy in English . Goal of the course: <ul style="list-style-type: none"> • Being able to promote a company and sell its products and services in English.
Textbook / Material / Recommended Readings	Courses must use authentic documents such as newspapers, professional magazines, etc. for students to work on.
Course Assessment	2 mid-term exams in the year + a minimum of 2 tests per semester.

Course code and name	FOPA 401 OPERATIONAL AUDITING
Course description	This course should allow students to acquire the skills required to work as a management auditor or a profit center manager. Goal of the course: <ul style="list-style-type: none"> • Knowing how to analyze sales in the restaurant services; • Knowing how to analyze sales in the hospitality industry services; • Knowing how to put together a complete budget; • Knowing how to schedule and sequence a project.
Textbook / Material / Recommended Readings	Wileman A (2010), Driving down cost, Nicholas Brealey Publishing editions. Mishan E, Quah E (2007), Cost benefit analysis, Taylor & Francis. Hales J (2005), Accounting and Financial Analysis in the Hospitality Industry, Taylor & Francis.

Course Assessment	2 mid-term exams in the year + a minimum of 2 tests per semester.
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Course code and name	FCOR 401 CORPORATE STRATEGY
Course description	<p>Students are placed in the position of a high-level manager and understand the various corporate strategies in place. They learn how to analyze their economic environment both internally and externally using matrix tables and diagnostic methods.</p> <p>Goal of the course:</p> <ul style="list-style-type: none"> • Being able to carry out the strategic diagnostic of a company • Understanding different corporate strategies
Textbook / Material / Recommended Readings	Aaker, David A (2014), Strategic market management, John Wiley & Sons. Okumus F, Altinay L, Chathoth P, (2010), Strategic Management for Hospitality and Tourism, Taylor and Francis.
Course Assessment	2 mid-term exams in the year + a minimum of 2 tests per semester.

Course code and name	FHRM 401 HUMAN RESOURCES
Course description	<p>Students are invited to think of a global HR strategy. They begin to acquire the skills and knowledge required to work in the human resources department in an international hotel chain.</p> <p>Goal of the course:</p> <ul style="list-style-type: none"> • Comprehending the strategic approach to HR, • Having an international vision of HR, • An introduction to talent management.
Textbook / Material / Recommended Readings	<p>Armstrong M, (2008), Strategic Human Resource Management : A Guide to Action Ed. 4, Kogan Page</p> <p>Armstrong M, Taylor S, (2017), Armstrong's Handbook of Strategic Human Resource Management Ed. 6, Kogan Page</p> <p>Bach S, Edwards M, (2012), (Managing Human Resources : Human Resource Management in Transition Ed. 5, John Wiley & Sons</p> <p>Nickson D, (2007), Human Resource Management for the Hospitality and Tourism Industries, Taylor & Francis</p>
Course Assessment	2 mid-term exams in the year + a minimum of 2 tests per semester.

Course code and name	FTAX401 TAXATION
Course description	<p>Students deepen their knowledge in taxation and study the consequences it has on a company, both in terms of human resources and in terms of the activity and the equity the company itself holds. They are introduced to a few notions of international taxation with group operation taxation.</p> <p>Goal of the course:</p> <ul style="list-style-type: none"> • Thorough comprehension of the principles of taxation in the hospitality industry.
Textbook / Material / Recommended Readings	
Course Assessment	2 mid-term exams in the year + a minimum of 2 tests per semester.

Course code and name	FECO401 ECONOMY OF TOURISM AND HOSPITALITY
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Course description	The hospitality and tourism sectors are currently undergoing deep changes. In this course, students will understand the new challenges that this field must and is going to take on as it reinvents itself. Goal of the course: <ul style="list-style-type: none"> • Knowledge of the main trends impacting the hospitality and tourist economy
Textbook / Material / Recommended Readings	Courses should be based on articles in the specialized press on tourism and current events. The themes studied can support these developments.
Course Assessment	2 mid-term exams in the year + a minimum of 2 tests per semester.

Course code and name	FLAN402 FOREIGN LANGUAGE I
Course description	The students carry out marketing and communication actions in a foreign language. They learn how to organize a meeting in the language studied. Goal of the course: <ul style="list-style-type: none"> • Being able to promote a company and sell its products and services in a foreign language
Textbook / Material / Recommended Readings	Courses must use authentic documents such as newspapers, professional magazines, etc. for students to work on.
Course Assessment	2 mid-term exams in the year + a minimum of 2 tests per semester.

Course code and name	FOPE501 OPERATIONAL MANAGEMENT
Course description	The goal of this course is to teach students operational expertise and leadership which they must have to take the right managerial decisions when running a department in a hotel. Goal of the course: <ul style="list-style-type: none"> • Having a strategic managerial vision of a company through an operational activity of a hotel.
Textbook / Material / Recommended Readings	Hassanien A, Dale C, Clarke A, (2010), Hospitality Business Development, Taylor & Francis
Course Assessment	1 mid-term exam + 1 final exam

Course code and name	FFIN501 FINANCIAL MANAGEMENT
Course description	Students are introduced to corporate finances through strategic decisions and act as if they were the financial manager. They are introduced to key financial themes through case studies and must use the knowledge acquired in previous years. Goal of the course: <ul style="list-style-type: none"> • Financial management of a hotel
Textbook / Material / Recommended Readings	Guiding C, (2002), Financial Management for Hospitality Decision Makers, Taylor & Francis Hales J, (2005), Accounting and Financial Analysis in the Hospitality Industry, Taylor & Francis
Course Assessment	1 mid-term exam + 1 final exam in the year 2 written tests during the semester

Course code and name	FMKT501 MARKETING MANAGEMENT
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Course description	<p>The students are introduced to communication and marketing with a strategic and decisive point of view. They learn how to analyze a marketing situation that will allow them to decide whether or not to put in place a communication, marketing or advertising strategy.</p> <p>Goal of the course:</p> <ul style="list-style-type: none"> • Knowing how to take strategic decisions in terms of marketing and communication
Textbook / Material / Recommended Readings	<p>Reid R, Bojanic D, (2009), Hospitality Marketing Management Ed. 5, John Wiley & Sons</p> <p>Mc Cabe S, (2008), Marketing Communications in Tourism and Hospitality : Concepts, Strategies and Cases, Taylor & Francis</p>
Course Assessment	1 mid-term exam + 1 final exam in the year. 2 written tests during the semester

Course code and name	FHRM501 HUMAN RESOURCE MANAGEMENT
Course description	<p>Students have acquired knowledge and strong skill sets in HR management. This course allows them to act as the HR manager in a hotel. They apply their knowledge in team management to a support and transversal department which is the HR department.</p> <p>Goal of the course:</p> <ul style="list-style-type: none"> • Learning how to manage a human resource department
Textbook / Material / Recommended Readings	<p>Nickson D, (2007), Human Resource Management for the Hospitality and Tourism Industries, Taylor & Francis</p> <p>Armstrong M, (2008), Strategic Human Resource Management: A Guide to Action Ed. 4, Kogan Page</p> <p>Armstrong M, Taylor S, (2017), Armstrong's Handbook of Strategic Human Resource Management Ed. 6, Kogan Page</p> <p>Bach S, Edwards M, (2012), (Managing Human Resources: Human Resource Management in Transition Ed. 5, John Wiley & Sons</p>
Course Assessment	1 mid-term exam + 1 final exam

Course code and name	FCOR501 CORPORATE STRATEGY
Course description	<p>This course allows students to prepare themselves for the final GSP exam and to be introduced to entrepreneurial work.</p> <p>Goal of the course:</p> <ul style="list-style-type: none"> • Having students acquire a better transversal mindset on the various aspects an organization has • Preparing for the final exam based on a case study • An initiation to entrepreneurial work
Textbook / Material / Recommended Readings	<p>Bender R, Ward K, (2008), Corporate Financial Strategy Ed. 3, Taylor & Francis</p> <p>Kuratko, Donald F, (2007), Corporate Entrepreneurship, now publisher</p> <p>Okumus F, Altinay L, Chathoth P, (2010), Strategic Management for Hospitality and Tourism, Taylor & Francis</p>
Course Assessment	1 mid-term exam + 1 final exam in the year.

Course code and name	FLAN501 FOREIGN LANGUAGE II
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Course description	The students are introduced to management actions in a foreign language. They learn how to affirm their leadership by mastering a foreign language in their working relationships. Goal of the course: <ul style="list-style-type: none"> • Being able to work and manage employees in a foreign language
Textbook / Material / Recommended Readings	Courses must use authentic documents such as newspapers, professional magazines, etc. for students to work on.
Course Assessment	1 mid-term exam + 1 final exam in the year

Course code and name	FTRA501 MANAGEMENT TRAINING / INTERNSHIP
Course description	Students have assistant supervisor position experience in each department.
Textbook / Material / Recommended Readings	
Course Assessment	

Course code and name	FTRA502/503 FINAL PROJECT
Course description	
Textbook / Material / Recommended Readings	
Course Assessment	