

2025–2026 Academic Year Tourism Management – Business Administration
Double Major Program Curriculum

COURSE CODE	COURSE TITLE	COURSE CREDIT INFORMATION						PROGRAM TYPE / PARTICIPATING DEPARTMENT
TOURISM MANAGEMENT								DOUBLE MAJOR PROGRAM BUSINESS ADMINISTRATION
1st YEAR FALL SEMESTER		T	P	C	ECTS	K	Required / Common Equivalent Course Code	
TRM 1001	Introduction to Tourism	3	0	3	5	Z		
TRM 1015	World Destinations	2	0	2	4	Z		
TRM 1017	Communication Technologies in Tourism	2	0	2	4	Z	Equivalent Course: BUSI 112 (5)	
TRM 1019	Innovative Tourism Technologies	2	1	3	5	Z		
*** 201	Area Elective Course – Foreign Language I	3	0	3	3	Z		
HIST 101	Ataturk's Principles and Revolution History I	2	0	2	2	Z	Common Course	
TURK 101	Turkish Language I	2	0	2	2	Z	Common Course	
TRM 1021	Advanced English I	3	0	3	5	Z	Equivalent Course: BUSI 121 (3)	
SEMESTER ECTS TOTAL					13			
1st YEAR SPRING SEMESTER		T	P	C	ECTS	K		
TRM 1014	Contemporary Management Approaches	3	0	3	5	Z	Equivalent Course: BUSI 345 (5)	
TRM 1016	Safety, Sanitation, and Risk Management in Tourism	2	0	2	5	Z		
TRM 1018	Lodging Operations Management	3	0	3	5	Z		
*** 202	Area Elective Course- Foreign Language II	3	0	3	3	Z		
TURK 102	Turkish Language II	2	0	2	2	Z	Common Course	
HIST 102	Ataturk's Principles and Revolution History II	2	0	2	2	Z	Common Course	
TRM 1020	Advanced English II	3	0	3	5	Z	Equivalent Course: BUSI 122	
NAE 1000	Non-Area Elective Course	3	0	3	3	Z		
SEMESTER ECTS TOTAL					17			
2nd YEAR FALL SEMESTER		T	P	C	ECTS	K		
TRM 2011	Food and Beverage Management	2	0	2	3	Z		
TRM 2013	Tourism Operations Software	0	3	2	4	Z		
TRM 2015	Principles of Marketing	3	0	3	5	Z	Equivalent Course: BUSI 231(5)	
TRM 2017	Organizational Behavior	3	0	3	5	Z	Equivalent Course: BUSI 281 (5)	
TRM 2019	Financial Accounting	3	0	3	5	Z	Equivalent Course: BUSI 211 (5)	
TRM 2021	Cultural Routes	3	0	3	5	Z		
*** 301	Area Elective Course- Foreign Language III	3	0	3	3	S		
SEMESTER ECTS TOTAL					15			
2nd YEAR SPRING SEMESTER		T	P	C	ECTS	K		
TRM 2012	Health Tourism	2	0	2	4	Z		
TRM 2014	Cost Management and Purchasing	2	1	3	4	Z		
TRM 2018	Sustainable Tourism	2	0	2	4	Z		
TRM 2020	Tourism Research and Data Analysis	1	2	3	5	Z	Equivalent Course: BUSI 303 (5)	
TRM 2022	Internship I	0	2	1	5	Z		
CPL 101	Career Planning	1	0	1	2	Z	Common Course: CPL 101 (2)	
NAE 1000	Non-Area Elective Course	3	0	3	3	S	Equivalent Course: University Common	
*** 302	Area Elective Course- Foreign Language IV	3	0	3	3	S		
SEMESTER ECTS TOTAL					10			
3rd YEAR FALL SEMESTER		T	P	C	ECTS	K		
TRM 3011	Service Quality and Marketing	2	0	2	4	Z	Equivalent Course: BUSI 334 (5)	
TRM 3013	Managerial Accounting	3	0	3	5	Z	Equivalent Course: BUSI 216 (5)	
TRM 3015	Travel Industry	2	0	2	4	Z		
TRM 3017	Tourism Attractions and Heritage Management	2	0	2	4	Z		
TRM 3019	Tourism Economy	3	0	3	5	Z		
TRM 3021	Crisis Management in Tourism	2	0	2	3	Z		
TRM XXX	Area Elective Course Group-0	3	0	3	5	S		
SEMESTER ECTS TOTAL					9			
3rd YEAR SPRING SEMESTER		T	P	C	ECTS	K		
TRM 3012	Human Resources Management	3	0	3	4	Z	Equivalent Course: BUSI 361 (5)	
TRM 3014	Revenue Management	3	0	3	4	Z		
TRM 3016	Big Data Analysis and Artificial Intelligence	1	2	3	4	Z		
TRM 3018	Investment Projects and Entrepreneurship	2	1	3	4	Z		
TRM 3020	Internship II	0	2	1	5	Z		
TRM 3022	Destination Management	2	0	2	4	Z		
TRM XXX	Area Elective Course Group-0	3	0	3	5	S		
SEMESTER ECTS TOTAL					8			

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4th YEAR FALL SEMESTER		T	P	C	ECTS	K	
TRM 4XXX	Area Elective Course Group-0	3	0	3	5	S	
TRM 4XXX	Area Elective Course Group-0	3	0	3	5	S	
TRM 4XXX	Area Elective Course Group-0	3	0	3	5	S	
TRM 4XXX	Area Elective Course Group-0	3	0	3	5	S	
TRM 4XXX	Area Elective Course Group-0	3	0	3	5	S	
TRM 4XXX	Area Elective Course Group-0	3	0	3	5	S	
SEMESTER ECTS TOTAL							
4th YEAR SPRING SEMESTER		T	P	C	ECTS	K	
TRM 4XXX	Area Elective Course Group-0	3	0	3	5	S	
TRM 4XXX	Area Elective Course Group-0	3	0	3	5	S	
TRM 4XXX	Area Elective Course Group-0	3	0	3	5	S	
TRM 4XXX	Area Elective Course Group-0	3	0	3	5	S	
TRM 4XXX	Area Elective Course Group-0	3	0	3	5	S	
TRM 4XXX	Area Elective Course Group-0	3	0	3	5	S	
SEMESTER ECTS TOTAL							
GROUP-0		T	P	C	ECTS	K	
TRM 4155	Graphic Design Software	1	2	2	5	S	
TRM 4157	Agro Tourism	3	0	3	5	S	
TRM 4159	Tourism Sociology	3	0	3	5	S	
TRM 4163	Marketing Research	3	0	3	5	S	Equivalent Course: BUSI 331 (5)
TRM 4165	Kids Club Management	3	0	3	5	S	
TRM 4167	Applied Field Research in Tourism	1	2	2	5	S	Equivalent Course: BUSI 434 (5)
TRM 4169	Current Issues in Tourism	3	0	3	5	S	
TRM 4171	Hotel Brand Management	3	0	3	5	S	Equivalent Course: BUSI 411 (5)
TRM 4173	Ancient Cities and Tourism	3	0	3	5	S	
TRM 4175	Tourism Guidance	3	0	3	5	S	
TRM 4177	Innovation and Creativity	3	0	3	5	S	Equivalent Course: BUSI 207 (5)
TRM 4179	Airline Management	3	0	3	5	S	
TRM 4181	Amusement and Theme Parks Management	3	0	3	5	S	
TRM 4183	Digital Travel Storytelling and Content Creation	3	0	3	5	S	
TRM 4185	Sports Tourism	3	0	3	5	S	
TRM 4187	Strategic Management in Tourism	3	0	3	5	S	Equivalent Course: BUSI 381 (7)
TRM 4116	Tourism Regulations	3	0	3	5	S	
TRM 4154	Anatolian Civilizations	3	0	3	5	S	
TRM 4156	Restaurant Operations and Entrepreneurship	3	0	3	5	S	
TRM 4158	Airport Operations	3	0	3	5	S	
TRM 4160	Event Management	3	0	3	5	S	
TRM 4164	Tourism Ethics	3	0	3	5	S	Equivalent Course: BUSI 252 (5)
TRM 4168	Rooms Division Management	3	0	3	5	S	
TRM 4170	Data Mining Practices	1	2	2	5	S	
TRM 4172	Customer Relationship Management Applications in Tourism	1	2	2	5	S	Equivalent Course: BUSI 335 (5)
TRM 4174	Digital Marketing	3	0	3	5	S	Equivalent Course: BUSI 338 (5)
TRM 4176	Small & Medium Enterprises and Entrepreneurship in Tourism	3	0	3	5	S	
TRM 4178	Leisure and Recreation Management	3	0	3	5	S	
TRM 4180	Special Interest Tourism	3	0	3	5	S	
TRM 4182	Consumer Behaviour	3	0	3	5	S	Equivalent Course: BUSI 234 (5)
TRM 4186	Community Engagement and Voluntary Work	3	0	3	5	S	Equivalent Course: BUSI 493
TRM 4188	Geographic Information Systems in Tourism	2	1	3	5	S	
ECTS TOTAL					45		
GROUP-1		T	P	C	ECTS	K	
TRMCOOP 4011	International Cooperative Education I	0	4	2	30		
TRMCOOP 4012	International Cooperative Education II	0	4	2	30		
ECTS TOTAL					60		
GROUP-2		T	P	C	ECTS	K	
TRM 4250	Management Shadowing	1	1	8	15		
SEMESTER ECTS TOTAL					15		

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