

GM315 - COMMUNİCATION - Turizm Fakültesi - Gastronomi ve Mutfak Sanatları Bölümü

General Info

Objectives of the Course

To inform students about interpersonal communication subjects such as listening, speaking, non-verbal communication, and help them improve their interpersonal communication skills

Course Contents

Definition and importance of communication, The process of communication, Communication types, Verbal Communication, Non-verbal communication and body language, Written communication, Communication failures, Effective Speaking, Effective Listening, Issues to be considered for a successful communication, Benefits of a successful communication, Empathy.

Recommended or Required Reading

Core Textbook: Kılınç B., Eriş U. (2018). Contact Information. Anadolu University Publications, Eskişehir.

Planned Learning Activities and Teaching Methods

The presentation will include narration, a question-and-answer session, and a discussion

Recommended Optional Programme Components

Supplementary Textbook: Eroğlu E., Yüksek H. (2013). Effective Communication Techniques. Anadolu University Publications, Eskişehir.

Instructor's Assistants

Dr. Gülhan SÖZBİLEN, Assistant Professor

Presentation Of Course

The course will be delivered face-to-face on the day, time, and in the classroom specified in the 2025-2026 Fall Semester course schedule.

Dersi Veren Öğretim Elemanları

Dr. Öğr. Üyesi Gülhan Sözbilen Assoc. Prof. Dr. Burcu Gülsevil Belber

Program Outcomes

1. Know the basic concepts about interpersonal communication.
2. Know the interpersonal communication tools.
3. Knows how to build a more effective interpersonal communication.
4. Understand the organizational communication process and the importance of effective organizational communication.
5. Understands mass communication and is familiar with mass media tools.
6. Understands intercultural differences and intercultural communication.
7. Explain the impact of egocentrism in communication and the importance of awareness and respect.

Weekly Contents

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	Students will prepare for the course by reading pages 3-10 of the core textbook.	The presentation will include narration, a question-and-answer session, and a discussion	INTRODUCTION TO COMMUNICATION - The Cultural Context of Communication - Communication as a Process and Its Elements - Communication as a Process of Meaning Production and Meaning Change	
2	Students will prepare for the course by reading pages 19-30 of the core textbook.	The presentation will include narration, a question-and-answer session, and a discussion	VERBAL COMMUNICATION - Definition and Importance of Speaking - The Origin of Speaking - Speech, Society, and Culture - Qualities of a Good Speaker	
3	Students will prepare for class by reading pages 31-40 of the core textbook.	The presentation will include narration, a question-and-answer session, and a discussion	VERBAL COMMUNICATION - Strategies for a Good Speech	

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
4	Students will prepare for the course by reading pages 49-65 of the core textbook.	The presentation will include narration, a question-and-answer session, and a discussion	NON-VERBAL COMMUNICATION - Definition of Non-Verbal Communication - Common Characteristics of Non-Verbal Communication Codes - Environment, Body Language, and Sound Codes in Non-Verbal Communication	
5	Students will prepare for the course by reading pages 73-92 of the core textbook.	The presentation will include narration, a question-and-answer session, and a discussion	INTERPERSONAL COMMUNICATION AND GROUP COMMUNICATION - Elements, Models, and Principles of Interpersonal Communication - Structure of Messages in Interpersonal Communication - The Importance of Listening in Interpersonal Communication - Group Communication	
6	Students will prepare for the course by reading pages 101-108 of the core textbook.	The presentation will include narration, a question-and-answer session, and a discussion.	ORGANIZATIONAL COMMUNICATION - Fundamental Approaches to Organizations - The Organizational Communication Process	
7	Students will prepare for the course by reading pages 109-115 of the core textbook.	The presentation will include narration, a question-and-answer session, and a discussion.	ORGANIZATIONAL COMMUNICATION - Organizational Climate - Conflict, Nonverbal Communication, and Public Relations in Organizational Communication	
8	Students should prepare for the exam by reviewing the topics covered up until exam week. Writing during this period is more effective and efficient.	Question and answer	Midterm Exam	
9	Students will prepare for the course by reading pages 121-136 of the core textbook.	The presentation will include narration, a question-and-answer session, and a discussion.	MASS COMMUNICATION - The Concept of Mass and Mass Society - The Process and Nature of Mass Communication - Mass Media - Characteristics and Functions of Mass Media	
10	Students will prepare for the course by reading pages 145-157 of the core textbook.	The presentation will include narration, a question-and-answer session, and a discussion.	ONLINE COMMUNICATION - What is Online Communication? How is It Established? - How Does Online Communication Affect Our Lives? - What Should We Consider When Communicating Online? - How Has Online Communication Been Examined?	
11	Students will prepare for the course by reading pages 165-176 of the core textbook.	The presentation will include narration, a question-and-answer session, and a discussion.	INTERNATIONAL AND INTERCULTURAL COMMUNICATION - Intercultural Communication - Cultural Dimensions - Intercultural Differences	
12	Students will prepare for the course by reading pages 3-13 of the supplementary textbook.	The presentation will include narration, a question-and-answer session, and a discussion.	EFFECTIVE COMMUNICATION AND CORRECT UNDERSTANDING	
13	Students will prepare for the course by reading pages 21-31 of the supplementary textbook.	The presentation will include narration, a question-and-answer session, and a discussion.	EFFECTIVE COMMUNICATION AND ACCURATE EXPLANATION	

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
14	Students will prepare for the course by reading pages 83-99 of the supplementary textbook.	The presentation will include narration, a question-and-answer session, and a discussion.	QUALITY IN COMMUNICATION - The Impact of Egocentrism in Communication - Communication Selves - Behavioral Styles in Communication	
15	Students should prepare for the exam by reviewing the topics covered up until exam week. Writing during this period is more effective and efficient.	Question and answer	Final Exam	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	1	1,00
Final	1	1,00
Derse Katılım	10	2,00
Ders Öncesi Bireysel Çalışma	14	1,00
Ders Sonrası Bireysel Çalışma	14	1,00
Ara Sınav Hazırlık	1	4,00
Final Sınavı Hazırlık	1	4,00
Teorik Ders Anlatım	13	2,00

Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00

Gastronomi ve Mutfak Sanatları Bölümü / Gastronomi ve Mutfak Sanatları (İkinci Öğretim) X Learning Outcome Relation

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19	P.O. 20	P.O. 21	P.O. 22	P.O. 23	P.O. 24	P.O. 25
L.O. 1																									
L.O. 2				5	5	5																			
L.O. 3																									
L.O. 4						5	5	4	5	5	5		5	5	5										
L.O. 5																									
L.O. 6																									
L.O. 7																									

Table :

P.O. 1 : Have a comprehensive and systematic understanding of concepts, principles, theories and facts related to hospitality and tourism industry and understand the role of gastronomy and culinary arts within the context of hospitality and tourism industry.

- P.O. 2 :** Understand and apply the concepts, principles and theories in the gastronomy and culinary arts.
- P.O. 3 :** Understand and apply the principles of nutrition and food science in the field of gastronomy and culinary arts.
- P.O. 4 :** Identify and practice national and international food safety standards.
- P.O. 5 :** Identify, use and care the physical environment, tools, equipments and technologies related to the field of gastronomy and culinary arts.
- P.O. 6 :** Identify and practice a variety of culinary cooking methods.
- P.O. 7 :** Have detailed knowledge of national and international cuisines and prepare and/or cook food from these cuisines.
- P.O. 8 :** Develop a variety of menus on the basis of menu planning principles.
- P.O. 9 :** Analyze and control food and beverage costs and price menus.
- P.O. 10 :** Have detailed knowledge of beverages and utilize a variety of beverages in food production.
- P.O. 11 :** Understand and demonstrate buffet decoration and visual presentation techniques of foods.
- P.O. 12 :** Identify all stages of food & beverage production process, from purchasing to serving, and solve the potential problems that may occur in these stages.
- P.O. 13 :** Understand and apply national and international laws, regulations, and professional standards related to gastronomy and culinary arts.
- P.O. 14 :** Identify and practice the ethical standards in the field of gastronomy and culinary arts.
- P.O. 15 :** Demonstrate effective use of both basic and professional information and communication technologies and software.
- P.O. 16 :** Demonstrate reading, listening, speaking and writing skills in English at least at the level of B2 of European Language Portfolio.
- P.O. 17 :** Demonstrate reading, listening, speaking and writing skills in a second language at least at the level of B1 of European Language Portfolio.
- P.O. 18 :** Have an understanding of concepts, principles, theories and facts within the contexts of business and economics.
- P.O. 19 :** Understand and apply management theories and practices in order to effectively run a food and beverage operation.
- P.O. 20 :** Work effectively both independently and with others.
- P.O. 21 :** Communicate effectively verbally, non-verbally and in a written way and demonstrate effective presentation skills.
- P.O. 22 :** Demonstrate professionalism in dress, grooming, personal hygiene, and appearance that reflect standards expected of gastronomy and culinary arts professionals.
- P.O. 23 :** Understand the principles and revolutions of Atatürk and adopt fundamental principles of the Republic.
- P.O. 24 :** Develops individual skills related to artistic subjects.
- P.O. 25 :** Describes at least one of the United Nations Sustainable Development Goals (UN SDGs). The UN SDGs are: 1) poverty, 2) hunger, 3) healthy and quality lives, 4) quality education, 5) gender equality, 6) clean water and sanitation, 7) accessible clean energy, 8) decent work and economic growth, 9) industry, innovation and infrastructure, 10) reducing inequalities, 11) sustainable cities and communities, 12) responsible consumption and production, 13) climate action, 14) life above water, 15) life on land, 16) peace, justice and strong institutions, 17) common effort for goals.
- L.O. 1 :** Know the basic concepts about interpersonal communication.
- L.O. 2 :** Know the interpersonal communication tools.
- L.O. 3 :** Knows how to build a more effective interpersonal communication.
- L.O. 4 :** Understand the organizational communication process and the importance of effective organizational communication.
- L.O. 5 :** Understands mass communication and is familiar with mass media tools.
- L.O. 6 :** Understands intercultural differences and intercultural communication.
- L.O. 7 :** Explain the impact of egocentrism in communication and the importance of awareness and respect.