

SYLLABUS

Course basic data	
Academic unit:	Faculty of Tourism and Environment
Course title:	Business Development and Tourism Entrepreneurship
Level:	Master
Course status:	Mandatory
Year of study:	I
Number of hours per week:	3
Value in credits – ECTS:	5
Time / location:	
Course leader:	Prof. As. Dr. Leonora Rudhani
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Course description	
	The course aims to conceptually present the development of businesses and entrepreneurship, the complexity of developing and growing a business, including assessing the strengths, weaknesses, opportunities and threats that surround the business environment. The course provides basic knowledge on theoretical and practical issues in the field of tourism entrepreneurship, recognizing opportunities and creating new ideas, focusing on assessing the strength and financial viability of tourism enterprises, ideas, opportunity assessment, buyers, business plans, market, the challenges of growing tourism enterprises.
Course aims:	The aim of the course is to prepare students with theoretical and practical knowledge of how to run a business. The course is designed for students to be able to develop and advance business and entrepreneurship in the field of tourism. Students will develop the skills needed for a successful entrepreneur. They will analyze specific aspects that they will face during the development of entrepreneurship and will acquire the necessary skills in managing resources efficiently.
Learning outcomes:	Upon successful completion of the course, the student should be able to: <ul style="list-style-type: none"> • Assess the role of entrepreneurship, including corporate entrepreneurship in the development of regional / local tourism. • analyze the entrepreneurial process and assess the impact of the external environment on entrepreneurial activities in tourism. • discuss the characteristics of entrepreneurial organizations and small and medium family businesses and explain the ways of their

	management and organization. <ul style="list-style-type: none"> • apply the basic principles of entrepreneurship in the management of tourism enterprises 		
Contribution in Student's learning (should correspond with Students learning outcomes)			
Activity	Hrs	Days/weeks	Total
Lectures	2	15	30
Theory/Lab exercises	1	15	15
Practical work			
Contact hours/consultations with lecturer	2	5	10
Exercises in the field (study visits)			
Tests, seminars			
Home work			
Student's independent study time (library or home)	3	15	45
Final preparation for exam	6	3	18
Time spent during assessment (tests, quizzes, final exam)	2	2	4
Projects, presentations, etc.	3	1	3
Total			125
Teaching methodology:	Interactive lectures with students on the topics taught, orientation in the elaboration of the material by taking case studies which will be discussed in groups, learning based on a problem presented, presentation of students for case studies, seminar-scientific papers, essays or research.		
Assessment methods :	60 points - from the final exam which will be organized with a minimum of 5 written / oral questions, 40 points - Student work and interactive discussion on: Case study, Seminar-scientific work, Essay or Research Project.		
List of references			
Basic literature:	1. Morrison, A., Rimmington, M. and Williams, C, Entrepreneurship in the Hospitality, Tourism and Leisure Industries, Abingdon, Routledge, 2011. Barringer, BR & Ireland, RD (2011).		
Additional literature:	2..Buhalis, D. and Costa. C., Tourism Management Dynamics: Trends, Management and Tools, Oxford: ButterworthHeinemann, 2006. 3. Entrepreneurship: Successfully Launching New Ventures (4th ed.), London: Prentice Hall (or latest edition). 4. Green, JV, The Opportunity Analysis Canvas,		

Lectures timeline:	
Week	Lectures
First week:	Introduction to tourism entrepreneurship Familiarity with the concepts, terminology and definitions that support the study of tourism, understanding the problems related to the academic and practical study of tourism
Second week:	Entrepreneur Entrepreneur Features, Entrepreneur Idea, Individual Entrepreneur Attributes, Entrepreneurship Process, Strategy Definition and Execution
Third week:	Recognizing opportunities and creating ideas Understanding the entrepreneurial idea, sources of entrepreneurial idea, Methods of generating new ideas: Focus groups, Brain writing, Problem inventory and analysis, Brainstorming, SWOT Analysis
Fourth week:	Feasibility Analysis Understanding Feasibility Analysis, Feasibility Process, Form of Feasibility Analysis, Porter's Five Forces, Product or Service Feasibility Analysis
Fifth week:	Designing a Business plan of a tourist enterprise Business plan preparations, Business plan content, Creative work engagement, Common parts of the business plan
Sixth week:	Industry and Competitor Analysis Industry Analysis, Market Barriers, Market Barriers, Consumer Purchasing Power, Supplier Power, Substitute Products, Competitive Rivalry, Competitor Analysis, Competitive Advantage
Seventh week:	Developing an efficient business model Developing an Effective Business Model, Key Strategy, Strategic Resources, Partnership Network, Customer Interface, Challenges of Implementing Business Strategy and Business Model
Eighth week:	Business Efficiency Business Efficiency, Risk Taking, Adaptability and Flexibility, Success Factors of a Business, Market Knowledge, Level of Industry Development, Skilled Management, Financial Control, Advancing Change
Ninth week:	Prepare proper ethical and legal foundation Initial ethical and legal issues faced by a new firm, the emergence of a strong ethical culture, key elements of ethics, code of ethics and business relationships, avoidance of legal disputes
Tenth week:	Assess the strength and financial viability of the new tourism enterprise Tourism Sector Challenges, Tourism Strategies, Success Factors, Policy Integration, Financial Instruments, Practice Cooperation, Joint Commitments, Public Private

	Partnerships
Eleventh week:	Building a new team of the tourism enterprise Team building, team importance, benefits of teamwork, importance of teamwork, advantages, Time / task management within teams
Twelwth week:	Sources of financing of tourism enterprises Enterprise financing, owner capital, retained earnings, financing from foreign sources (external)
Thirteenth week:	Unique marketing issues Stages of the market segmentation process, Main marketing strategies, Variables for market segmentation, Target market selection, Creating a unique market position
Fourteenth week:	Preparing and evaluating the growth challenges of tourism enterprises Tourism - Growth Challenges, Impact of Coronavirus on Global Tourism, Cost of Vacations and Inflation, Risk & Safety of Tourists, Regulatory and Border Issues
Fifteenth week:	1. Presentation of works

Academic policies and rules of conduct:	
Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.	