

SYLLABUS

The basic course informations:			
Academic Unit:	Faculty of Tourism and Environment		
Title:	Business Development and Entrepreneurship in Tourism		
Level:	Master		
Status:	Compulsory		
Year of studies:	I		
The number of hours per week:	4		
ECTS:	6		
Time / Location:			
Course Professor:	Fari Bushi		
Contact details:	fari.bushi@ushaf.net		
Course description			
	<i>The course focuses on the planning, development and management of businesses in the field of tourism and hotels.</i>		
Objectives:			
	<i>The objective of the module 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.</i>		
Learning outcomes:			
	<p><i>After successfully completing this module, students will be able to:</i></p> <ul style="list-style-type: none"> • <i>assess the role of entrepreneurship, including corporate entrepreneurship in the development of regional / local tourism.</i> • <i>analyze the entrepreneurship process and assess the impact of the external environment on entrepreneurial activities in tourism.</i> • <i>discuss the characteristics of entrepreneurial organizations and small and medium-sized businesses and explain their management and organization ways.</i> • <i>implement the basic principles of entrepreneurship in the management of tourist enterprises</i> 		
Contribution to the student's charge (which should correspond with the results of the student's learning results)			
Activity	Hour	Day/week	In total
Theoretical and practical teaching	4	15	60
Practical work	2	5	10

Contacts with the teacher / consultants	1	15	15
Field exercises			
Kollokfiume, seminars	2	2	4
Homework			
Student study time (in library or at home)	3	14	42
Final Preparation for Examination	2	9	18
Time spent on assessment (tests, quiz, final exam)	2	1	2
Projects, presentations, etc			
Total			151
Methodology of teaching:			
	<i>Lectures and exercises combined with case studies.</i>		
Methods of assessment			
	Seminar (case study) 40% Exam 60%		
Literature			
Basic Literature	1. Morrison, A., Rimmington, M. and Williams, C, <i>Entrepreneurship in the Hospitality, Tourism and Leisure Industries</i> , Abingdon, Routledge, 2011. Barringer, BR & Ireland, RD (2011).		
Supplementary Literature:	2. Buhalis, D. and Costa. C., <i>Tourism Management Dynamics: Trends, Management and Tools</i> , Oxford: Butterworth-Heinemann, 2006. 3. <i>Entrepreneurship: Successfully Launching New Ventures</i> (4th ed.), London: Prentice Hall (or latest edition). 4. Green, JV, <i>The Opportunity Analysis Canvas</i> , Venture Artisans Press, 2013.		
The lesson plan Design:			
Week	Lectures to be held		
WEEK 1:	<i>Introduction to tourism entrepreneurship.</i>		
WEEK 2:	<i>Entrepreneurship.</i>		
WEEK 3:	<i>Knowing opportunities and creating ideas.</i>		
WEEK 4:	<i>Feasibility analysis.</i>		
WEEK 5:	<i>Design a business plan for a tourist enterprise.</i>		
WEEK 6:	<i>Industry and competitiveness analysis.</i>		
WEEK 7:	<i>Developing an efficient business module.</i>		
WEEK 8:	<i>Business efficiency.</i>		
WEEK 9:	<i>Prepare the right ethical and legal foundation.</i>		
WEEK 10:	<i>Assess the strength and financial sustainability of the new tourist enterprise.</i>		
WEEK 11:	<i>Building a new team of tourist enterprise.</i>		
WEEK 12:	<i>Sources of financing of tourist enterprises</i>		
WEEK 13:	<i>Unique marketing issues.</i>		
WEEK 14:	<i>Preparing and evaluating the challenges of the growth of tourist enterprises</i>		

WEEK 15:	<i>Presentation of works</i>
-----------------	-------------------------------------

Academic policies and rules of conduct:

Regular attendance, tranquility and active engagement in dialogue during lectures and exercises are obligatory. As a matter of courtesy, mobile phones should be switched off during classes and exams.