

# Programme: MBA Tourism & Travel Management

**MBT5401**

**TOURISM ENTREPRENEURSHIP**

Course Code	MBT5401	Semester	IV
Course Title	Tourism Entrepreneurship		
Credits	3	Type	Core

## **Course Description**

The course provides to develop a mindset required to understand and create unique solutions for market opportunities.

## **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Understand the basic concepts, theories and approaches of Entrepreneurship
- CO2: Examine the current and future innovations in Travel and Tourism businesses
- CO3: Familiarise the students to supporting factors to become an entrepreneur in the Tourism sector
- CO4: Know the sources and processes for availing financial funding for Tourism Enterprises
- CO5: Acquaint knowledge on key issues in entrepreneurship development

## **Course Structure**

The following is a detailed syllabus of Tourism Entrepreneurship:

### **Module I: Introduction to Entrepreneurship**

Definitions - Types of entrepreneurship - role of entrepreneurship in economic growth. -Entrepreneurial traits- Entrepreneurial functions-role of entrepreneurs in the economic development- Factor affecting entrepreneurial growth - Entrepreneur Vs Intrapreneur. Entrepreneurship Theories & Approaches – Entrepreneurial Climate- Myths about Entrepreneurship.

### **Module II: Creativity & Innovation in Entrepreneurship**

Process of Creativity-Roadblocks for Creativity- Innovation-Types of Innovation- Role of Creativity & Innovations in Travel & Tourism Businesses- Contemporary Trends.

### **Module III: Entrepreneurship in Tourism**

Opportunity Identification –Sources of Ideas- New Product Development -Business Plan - Feasibility Report – Technical Feasibility vs. Economic Viability.

### **Module IV: Funding Options**

Sources of Finance for Tourism Enterprises, Subsidies & Incentives- Promotion and Development of Tourism - Institutional Framework - Venture Creation-Forms of Organization- Management. Role of Govt. in Promoting Entrepreneurship - Tourism Finance Corporation of India- Venture credit – Venture funding - Angel funding- Private funding - Primary market and Secondary market.

### **Module V: Managing Growth**

Business Integration – Diversification-Mergers & Acquisitions-Business Failure-Causes for failure-Revival of Sick Enterprises-Strategies for revival-Women Empowerment in Tourism.

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### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10) Assignment – 10 Marks Presentation – 10 Marks	End Semester Assessment

### References

- Arthur, S. J., & Hisrich, R. D. (2011). Entrepreneurship through the ages: Lessons learned. *Journal of Enterprising Culture*, 19(01), 1-40.
- Kuratko, D.F. & Hodgetts, R.M. (2008), *Entrepreneurship* , Harcourt College Publishers, New York
- Drucker, P.F. (1985), *Innovation & Entrepreneurship*, Harper & Row, New York.
- Bezbaruah, M.P (2000), *Beyond the Millennium*, Gyan Pub House, New Delhi.