

**COURSE NO: THMO-129**

**TITLE: ENTREPRENEURIAL MANAGEMENT IN TOURISM**

**TOTAL CONTACT HOURS:**

**(60 HOURS)**

Objectives of the course: To make the student understand the role and importance of an entrepreneur in starting up of a new business venture and various steps associated in promoting and using tourism as a product. The student also understands about the importance of entrepreneurship in promoting economic development in the tourism industry.

**Module 1: The Entrepreneurship Perspective**

**(12 Hours)**

The nature and importance of Entrepreneurs- the entrepreneurial and intrapreneurial mind-Functions and skills- the individual entrepreneur- international entrepreneurship opportunities in tourism industry - development of women entrepreneurs- the process of entrepreneurial development.

**Module 2: Project Management**

**(12 Hours)**

Search for a Business idea- concepts of project and classification- Project Formulation : project identification, project appraisal, project selection ( SWOT, Cost benefit analysis ), project report.

**Module 3; Creating and Starting the Venture**

**(12 Hours)**

Creativity and the Business Idea- Legal issues for the Entrepreneur- The Business plan- creating and starting venture-steps in starting of business unit- the Marketing plan- the Financial plan- the organizational plan.

**Module 4: Institutional Support to entrepreneurs**

**(12 Hours)**

Sources of finance- Types of training – Institutional Finance to Entrepreneurs – Financial Institutions (State)- GIDC – EDC – GTDC- GHRSSIDC- GCCI- Incubating Centers- Financial institution (National ) SIDBI- SIDO- NSIC- SISI- NIESBUD

**Module 5: Managing, Growing and Ending the new Venture.**

**(12 Hours)**

Preparing for the new venture launch: Early Management Decisions- managing early growth of the new venture- new venture expansion strategies and issues – growing public – ending the venture.

**Recommended Reading List:**

1. Vasant Desai: *Dynamics of Entrepreneurial Development & Management*, Himalaya Publishing, Mumbai.
2. Mahesh.V.Joshi(2004):*Towards Success the Basic Elements of Entrepreneurship*, Adyayan Publishers & Distributors- Delhi.
3. P.C.Jain: *Handbook for New Entrepreneurs*, Entrepreneurship Development Institute of India, Ahmedabad.
4. G.S.Batra: *Development of Entrepreneurship*, Deep & Deep Publications, New Delhi.
5. S.B.Verma :*Entrepreneurial & Employment* , Deep & Deep Publications, New Delhi.

6. A.Vinod, :*Entrepreneurial Development & Project Management*, Calicut University Central Co-operation Stores Limited.
7. Dr.C.B.Gupta&DrS.S.Khanka , :*Entrepreneurship & Small Business Management*, Sultan Chand & Sons, New Delhi.

