



## Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

1TR646 Turismvetenskap - Entreprenörskap i turism, 6 högskolepoäng

1TR646 Tourism Studies - Entrepreneurship in the Tourism Industry, 6 credits

### **Main field of study**

Tourism Studies

### **Subject Group**

Tourism and Recreation Studies

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved 2012-09-17

Revised 2022-12-05 by School of Business and Economics. Change of department. The course syllabus is valid from spring semester 2023

### **Prerequisites**

Tourism Science I 22,5 hp with at least 6 hp Tourism Studies II.

## Objectives

After completing this course the student should be able to:

- Conceptualize various analytical approaches related to concepts of entrepreneurship
- Describe and analyze the process of entrepreneurship – forces, features and context for the Tourism industry
- Understand the notion of entrepreneurship and its role in the Tourism industry
- Understand the notion of entrepreneurship and its role in the Tourism industry
- Take initiative and conceptualize an business idea

## Content

Central topics that this course will cover:

- Entrepreneurship in the Tourism industry
- The main forces in entrepreneurship
- The entrepreneur in the Tourism industry
- Gender and entrepreneurship
- Generating ideas and developing business concepts
- Face to face meeting with professionals from the Tourism Industry
- Entrepreneurship Team Working
- Producing and pitching business concepts related to Tourism Industry

## Type of Instruction

The course consists of lectures, seminars, case studies and group exercises. Seminars are compulsory. Active student participation is required in seminars, where assignments are worked out and presented. Participation in case study exercises, seminar exercises etc, is obligatory, as is preparation for these. The purpose of this course is for the student to add the Entrepreneurship Perspective and knowledge to previously gained experiences and Tourism studies.

Tuition in English if exchange students participate.

## Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Results are graded using one of the terms Passed with distinction, Pass or Fail, and AF according to the ECTS scale. The grade is set depending on how well the student has fulfilled the learning outcomes. Assessment of the student's attainments is carried out by the submission of solutions to case studies achieved either independently or in a group, and written exercises.

For the grade pass, the expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160".

## Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

## Required Reading and Additional Study Material

### **Obligatory literature**

LeeRoss, Darren och Conrad Lashley: Entrepreneurship and Small Business Management in the Hospitality Industry, ButterworthHeinemann: Oxford (senaste upplagan)

Morrison, Alison; Rimmington, Michael och Williams, Clare: Entrepreneurship in the Hospitality, Tourism and Leisure Industries, ButterworthHeinemann: Oxford (senaste upplagan)

Read, Stuart; Sarasvathy, Saras och Wiltbank, Robert (2011): Effectual

Entrepreneurship, Routledge: Oxford

Additional teaching material: Additional readings of approx. 200 pages