



Course syllabus

School of Business and Economics
Department of Organisation and Entrepreneurship

1TR647 Tourism Studies II - Entrepreneurship in the Tourism Industry, 6 högskolepoäng

Tourism Studies II - 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 by School of Business and Economics 2015-09-03
The course syllabus is valid from spring semester 2016

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:

- elaborate on the concept of entrepreneurship and entrepreneurial perspectives
- describe and analyze the process of entrepreneurship – forces, features and context for the Tourism industry
- apply the notion of entrepreneurship and its role in the Tourism industry
- describe the notion of entrepreneurship and its role in the Tourism industry
- take initiative to a business idea and independently develop it in a business plan

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. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through group work, individual reports and participation in seminars.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Required Reading and Additional Study Material

Required reading

LeeRoss, D. & Conrad L. *Entrepreneurship and Small Business Management in the Hospitality Industry*, Butterworth-Heinemann: Oxford. About 290 pages. Latest edition.

Morrison, A., Rimmington, M. & Williams, C. *Entrepreneurship in the Hospitality, Tourism and Leisure Industries*, Butterworth-Heinemann: Oxford. About 250 pages. Latest edition.

Read, S., Sarasvathy, S. & Wiltbank, R. *Effectual Entrepreneurship*, Routledge: Oxford. About 230 pages. Latest edition.

Additional teaching material:
Scientific articles, 200 pages.