

**JYOTI NIVAS COLLEGE AUTONOMOUS  
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

**Programme: B.A.**

**Semester: VI**

**TOURISM AND TRAVEL MANAGEMENT - PAPER VIII  
ENTREPRENEURIAL SKILL FOR TOURISM**

**Course Code: 18VITT8 / 18BT606**

**No. of Hours: 45**

**COURSE OBJECTIVES:**

- To empower the students with knowledge of entrepreneurship skills, especially in relation to tourism and travel industry.
- To give formal instructions and training to students to be future managers of the Event Industry
- To encourage the students to set up their own enterprises in the field of skill and event management.
- To acquaint the student with the procedures for starting a Tourism business venture.

**LEARNING OUTCOME**

- Students get opportunities to expertise and develop competency with knowledge of entrepreneurship skills, especially in relation to tourism and travel industry.
- Students receive formal instructions and training to be the future managers of the Event Industry
- Students are encouraged to set up their own enterprises in the field of tourism and event management.
- Students can extricate and evaluate the opportunities and acquaint themselves with the procedures for starting a Tourism business venture.

**UNIT 1: ENTREPRENEURSHIP**

**12 HRS**

Meaning and importance of entrepreneur, Entrepreneurship - Factors influencing entrepreneurship, Pros and Cons of being an entrepreneur, Women entrepreneurs- problems and promotion, Types of Entrepreneurs, Characteristics of a successful entrepreneur, Competency requirement for entrepreneurs - Awareness of self competency and its development.

**UNIT 2: ENTREPRENEURSHIP IN TOURISM AND HOSPITALITY INDUSTRY 14 HRS**

Event Management -Scope of Event Management - Conventions, Exhibitions, Meetings - Event planning, Key characteristics, Activities conceptualizing and designing events – event planning, five Cs of events - Key steps to successful events - Characteristics and complexities of events – Emerging areas of entrepreneurship in Travel sector, Tour operations and Hospitality - Home stays.

**UNIT- 3 BUSINESS CONCEPT**

**10 HRS**

Business enterprise – definition, steps involved in starting a business venture –formalities, licensing and registration procedures- Financial, technical and social feasibility of the project. Spectrum of Business enterprise: Essential Features, significance and types

**UNIT 4: SMALL SCALE INDUSTRIES****08 HRS**

Definition, Importance and role played by SSI in the development of the Indian economy - Problems faced by SSI and the steps taken to solve the problems - Policies governing SSI's.

**UNIT 5: BUSINESS PLAN****10 HRS**

Definition of Business Plan- its importance- Preparing Business Plan - Financial aspects of the Business Plan -Marketing aspects of the Business Plan - Human Resource aspects of the Business Plan - Technical aspects of the Business Plan - Social aspects of the Business Plan - Problems and prospects of Business Plan.

**UNIT 6: FINANCE AND ENTREPRENEURSHIP****10 HRS**

- Implementation of the project - Financial assistance through SFC's, SIDBI, Commercial banks, KSIDC, KSSIC, IFCI
- Non-financial assistance from DIC, SISI, EDI, SIDO, AWAKE, TCO, TECKSOK, KVIC.

**REFERENCE**

Bharusal- Entrepreneur Development.

Desai & Vasanth, Management of Small Scale Industry

Desai & Vasanth, Problems and prospects of Small Scale Industry

Desai & Vasanth, (2006). Entrepreneurial Development, Himalaya Publishing House.

Dollinger & Max J ,Entrepreneurship- Strategies and Resources, Pearson Edition

Gupta & Sunil, (2004). Entrepreneurial Development, the ICFAI University Press.

Gaur, & S, Sanjaya. Event marketing and management.

Hoyle, L.H.& TJA Jones, (1995), "Managing Conventions and Group Business".

Khanka, S.S, (1999). Entrepreneurial Development, S. Chand @ Company Ltd.

Sharma, S.V.S , Developing Entrepreneurship: Issues and problems.

**PRACTICAL FOR SKILL DEVELOPMENT**

- Case study on the following:
  - a) Women entrepreneurs in service sector
  - b) Entrepreneurial experiences from Tourism sector
- Role played by KSSIDC for the implementation of the project
- Steps involved in starting a Tourism business venture (village or rural ventures)

**PROJECT REPORT**

- Tourism Business Plan (Project-Work)

\*\*\*\*\*