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)

Module 4: Institutional Support to entrepreneurs (12 Hours)

Module 5: Managing, Growing and Ending the new Venture. (12 Hours)

Recommended Reading List:
