

SYLLABUS

SUBJECT: TOURISM AND RECREATION ENTREPRENEURSHIP

TEACHER: PAWEŁ ŁUKA, PHD

COURSE DESCRIPTION

Introduction to Entrepreneurship
Business environment
Starting the Business
Resource Management
Personnel and Accounting Systems
Operational Planning and Evaluation
Creating Business Plan
The Marketing Plan
The Organization of the Business
The Location Plan
Financial Statements
Projecting Financial Requirements
A Firm's source of Financing

ECTS: 5 CREDITS

LEARNING OUTCOMES

This course will investigate entrepreneurship practises in order to start tourism and recreation service business enterprises. The students will learn how to determine if there is a genuine opportunity to establish a business. The students will begin to understand the competencies required to be an entrepreneur through case studies, creative problem solving and exercises aimed at self-development. Students will identify, discuss and grow an idea about a business they might one day start. They will have an opportunity to participate in the business planning process.

GRADING POLICY

Assignments, case studies, group works, final test

TIMETABLE

Lectures and Classes: To be announced

TEXTBOOK AND REQUIRED MATERIALS

Moore, Petty, Palich, Longenecker, *Managing Small Business, An Entrepreneurial Emphasis*, South-Western Cengage Learning 2010
Rayn, Hiduke, *Small Business, An Entrepreneur's Business Plan*, South-Western Cengage Learning 2009
Bamford, Burton, *Small Business Management: A Frame work for Success*, Thomson-South-Western, 2006

PREREQUISITES:

Economics and Management