



COURSE SYLLABUS

Course title: Entrepreneurship in tourism

Study programme and level: Tourism Enterprise Management
Undergraduate professional study programme, 1st level

Content (Syllabus outline):

Entrepreneurship and Entrepreneur

- Definitions of entrepreneurship
- Definition of Entrepreneur
- Business Process
- A comparison of managerial and entrepreneurial decision-making
- The characteristics of the entrepreneur - the ability, motivation
- Business decision process

The role and importance of entrepreneurship for economic development

- The importance of entrepreneurship for economic development and tourism development
- The role and importance of institutional support for entrepreneurship development
- Measures and instruments of economic policy for the development of entrepreneurship in Slovenia
- Measures and instruments of tourism policy for the development of entrepreneurship in tourism

Types of entrepreneurship

- Intrapreneurship
- Family business
- Working from home
- Woman entrepreneurs
- Franchising
- Entrepreneurship in non for profit sector
- Virtual entrepreneurship

Entrepreneurial opportunity

- Sources of new ideas
- Methods for the genesis of ideas
- Creative problem solving
- Production planning and development process

Business Plan

- The meaning and purpose of preparing a business plan
- The need for information
- The preparation and content of business plan
- Use and implementation of business plan

Sources of funding the new business

- Funding for equity
- Financing with debt capital
- Venture capital
- state development incentives for developing new business with a focus on tourism
- Evaluation of business



Termination of the company

- Transition to a public limited company
- The company as a succession
- Harvesting
- Termination of the company in Slovenia