

Educational establishment
«THE BELARUS STATE ECONOMIC UNIVERSITY»

APPROVED BY
Rector of the educational
establishment «The Belarus State
Economic University»


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ENTREPRENEURSHIP AND BUSINESS IN TOURISM

Curriculum for the specialty of higher education of the second degree
(master's programme) 1–25 80 01 «ECONOMICS»

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RECOMMENDED FOR APPROVAL:

The Department of Economics and Management of Tourism Industry
of the educational establishment «The Belarus State Economic University»
(protocol № 4 «14» 11 2019);

The Scientific and Methodological Council of the educational establishment
«The Belarus State Economic University»

(protocol № 3 «20» 12 2019)

EXPLANATORY NOTE

This training program is designed for graduate students who master the content of the educational program of the stage II higher education that provides Master's Degree in the specialty 1–25 80 01 "Economics" profile "Economics and Management of tourist complexes and territories".

Tourism is one of the largest and fastest growing sectors of the economy. The tourism industry is an indispensable component in creating jobs. This discipline aims to show the role of the tourist entrepreneur in the development of various attractive tourist areas, to teach the knowledge and skills necessary to build new forms of organizations or optimize existing business in the tourism.

The relevance of the study of this discipline is because in the modern era, both in industrialized countries and in countries with emerging market economies, the primary problems are individual rationality and creativity of entrepreneurial activity. Entrepreneurial philosophy ultimately reduces unemployment, especially among educated youth. The study of the processes in the tourism industry is a major step in empowering educated youth to undertake entrepreneurial activities in the tourism sector. The tourism industry is a factor of economic and social changes. Tourism entrepreneurship eliminates social problems, accelerates budget growth and development of the country, which leads to the growth of the country's GDP.

This course is an analysis of the main issues and problems faced by modern entrepreneurs in the tourism business. Using various methods and technologies of business, you can create organizations that allow to effectively carrying out business processes. It is especially important to be able to analyze and predict business activities in order to improve its efficiency.

The study of the discipline "Entrepreneurship and business in tourism" is based on a set of knowledge and skills acquired by students who have studied such disciplines as tourism organization, marketing in the tourism industry, the economy of the tourism industry, etc.

The *purpose* of academic discipline is to form a holistic view of the logic of entrepreneurial activity in the tourism industry.

The *tasks* of the academic discipline are:

- to prepare students for independent entrepreneurial activity by studying the issues of technology implementation of entrepreneurial ideas;
- to give theoretical bases of planning of the businessman activity;
- expand knowledge about pricing policy, minimize production costs;
- to reveal the principles and methods of entrepreneurial activity at the professional level.

As a result, the student should *know*:

- about subjects and objects of business activity in tourism;
- types and forms of entrepreneurial activity;
- external and internal business environment;
- conditions of entrepreneurial activity;
- forms of cooperation in the field of production of goods and services of a travel company;

- motivation of entrepreneurial decision and comparison with opportunities;
be able to:
- classify the business structure and forms of entrepreneurship;
- analyze the business environment: sales concept, marketing concept;
- to make structure and the maintenance of components of business environment of tourism;
- develop projects for the implementation of entrepreneurial ideas;
- to make a business plan.

As a result of the studying of the discipline are formed the academic and social competencies.

The requirements are for Master's **academic competence**

Master should be able to:

AK-3. To take the initiative, including in situations of risk, to solve problem situations based on an innovative approach.

AC-7. Speak a foreign language for communication in an interdisciplinary and scientific environment, in various forms of international cooperation, research and innovation.

The requirements are for Master's **social competence**

Master should be able to:

SC-5. Be able to analyze patterns and trends in the development of business technologies and entrepreneurship in the field of tourism, to model and optimize business processes.

The academic interdisciplinary connections. The academic discipline "Entrepreneurship and business in tourism" utilizes the concepts and principles that are incorporated in academic disciplines "Innovative development of the organization (enterprise)", "Corporate Strategy in Tourism", "Promising types of tourism: identification, constructiveness, promotion", "Foreign language".

Among the effective **teaching methods and technologies of teaching** the discipline, involving students in the search and management of knowledge, the acquisition of experience of independent solutions to a variety of problems, should be highlighted:

technologies of educational and research activity;

communication technologies (discussion, press conference, brainstorming, educational debates and other active forms and methods);

gaming technologies, in which students participate in business, role-playing, simulation games, etc.

As the teaching methods are recommended lectures and video lectures, seminars with the analysis of situations and case studies, consulting the teacher and self-managed work of students, which includes the development of theoretical material, preparation for seminars, doing projects, presentations.

The solution of cases is carried out on the instructions of the teacher in the classroom in small groups. The solution is controlled and evaluated based on the results of the group presentation. Discussion of organizational problems of companies in Belarus and other countries.

To study the definite themes of the discipline self-managed work is organized. Students determine content and forms of self-managed student's work individually.

A student controls his/her self-managed work individually using tests. A lecturer also controls self-managed student's work at practical classes; essays, individual tasks, tests, reports' presentations are used for this purpose.

In total, the study of the academic discipline takes 108 hours in I semester, of which 36 hours – classroom including 18 hours of lectures and 18 hours of seminars. Sum of credits – 3. To pass the test is a prerequisite for course evaluation. Masters pass the test in the second semester.

CONTENTS OF TEACHING MATERIAL

Theme 1. Business environment of Tourism

The object, subject and tasks of the academic discipline.

The structure and content components of the business environment of tourism. Analysis of the business environment: sales concept, marketing concept. Concept of business qualities. The logic of entrepreneurial activity, the process of making entrepreneurial decisions.

Types and forms of entrepreneurial activity. Traditionalist and innovative entrepreneurship. The main and auxiliary types of industrial entrepreneurial activity in tourism. The concept and functional purpose of the mediator.

External business environment. Internal business environment.

Theme 2. Conditions and Factors of the Development of business activity in Tourism

Conditions of formation and development of business activity in tourism: geographical, technological, socio-cultural, economic and others.

Conditions of entrepreneurial activity (factors of production). Entrepreneurship in the field of tourism, its features and factors of development. Entrepreneurial idea in the field of tourism and its choice.

The activity of the entrepreneur on the selection, analysis and implementation of entrepreneurial ideas. The main technical and economic indicators that affect the selection of ideas. Options for the development of projects for the implementation of entrepreneurial ideas. Means of production as a form of use of the chosen technology.

Entrepreneurial capital and ways of its formation. Entrepreneurial capital, the scheme of sources of its formation. Methods of formation of entrepreneurial capital.

Commodity market and possibilities of application of the produced goods. The market of services and possibilities of application of the made services. The role of consumption in business. Efficiency of business activity.

Theme 3. Business structures of the tourism industry as an object of management

The role of entrepreneurship in modern society. History of entrepreneurship development in Belarus.

Subjects and objects of entrepreneurial activity in tourism. Modern methods of business research. Classification of business structures and forms of entrepreneurship.

Private and public entrepreneurship-advantages and disadvantages, development prospects. Economic policy of the state in relation to business activity in Belarus and other countries.

The state role in the economic regulation of business in tourism. Regulation, formation and functioning of the tourist market. The entrepreneur activities in the tourism for the sale of products: the choice of sales channels, their organizational and economic assessment, the design of the distribution of sales through sales channels.

Theme 4. Establishment of an Enterprise in the field of Tourism

Organizational and legal forms of entrepreneurial activity in tourism. The status of the entrepreneur. Individual business. Legal entity. Partnerships. Preferred forms of business organization in the Republic of Belarus. Commercial and non-profit organizations, their classification. Marketing, management, logistics in the activities of an entrepreneur in the field of tourism.

Establishment of a tourist enterprise. Establishment of own enterprise. Participation in co-establishment, purchase of the enterprise, purchase of the partner share.

Business plan and its role in modern entrepreneurship. Preparation and implementation of the plan. The sequence diagram of the business plan. Composition, structure and scope of the business plan.

Theme 5. Forms of cooperation in the field of Tourism. The Business contract

Forms of partnership in tourism. The main directions of cooperation of partners. Forms of transactions in trade in goods and services. Forms of cooperation in the sphere of production of goods and services of a travel company (joint ventures, production cooperation, leasing, franchising, licensing, contract management). Forms of cooperation in the sphere of commodity exchange (barter, counter deliveries) and forms of transactions in the sphere of trade in services.

Business contract. The General concept of the business contract. Classification of contracts. Treaty provision. Preparation of the entrepreneur to conclude a contract in the tourism industry.

Theme 6. Intra-firm entrepreneurship: essence, goals and main directions of implementation

The concept of intra-company entrepreneurship. Relative property, organizational, economic, financial independence of the enterprise units.

Characteristics of financial flows of the tourist organization. General characteristics of production costs and sales of tourist enterprises. Pricing system in tourism, including the method of determining the cost of a tour package. Profit of tourist organizations, ways of its formation and direction of expenditure.

Theme 7. Business performance

Assessment of the effectiveness of business activity: a system of indicators (methods of calculation and analysis). Calculation of the critical output point. Analysis of the financial condition of the business unit. Coefficients of assessment of the state of the economy and Finance.

Risk assessment in business activity, justification of measures of protection against possible risks. The importance of the production program in the system of plans of the tourist enterprise. The importance of financial activity as part of the economic activity of the tourist enterprise.

Theme 8. Fundamentals of entrepreneurship culture

The essence of the culture of entrepreneurship. Types of entrepreneurial culture. Principles of ethical business behavior of the entrepreneur.

Culture of entrepreneurial organizations and its role in tourism business. Business ethics and etiquette as a factor of increasing the prestige of the tourist enterprise.

Theme 9. Social responsibility of the entrepreneur

The entrepreneur social responsibility forms, motives of social responsibility of the entrepreneur, motives of socially responsible behavior of the entrepreneur in society.

The arguments in favor of social responsibility. Arguments against social responsibility. The main approaches to the definition of business responsibility. Internal social responsibility. External component of social responsibility of business.

**THE EDUCATIONAL–METHODICAL MAP OF THE DISCIPLINE
“ENTREPRENEURSHIP AND BUSINESS IN TOURISM“ FOR FULL–TIME STUDENTS**

Number of section, Theme	Title of section, theme; list of questions	Number of classroom hours				Forms of knowledge control
		Lectures	Practical classes	Seminar classes	self-managed work Other	
1	2	3	4	5	6	7
1	Business environment of Tourism	2		2		oral questioning, analysis of the cases
2	Conditions and Factors of Development of business activity in tourism	2		2		oral questioning, discussion of essays
3	Business structures of the tourism industry as an object of management	2		2		Test, oral questioning, analysis of the cases
4	Establishment of an Enterprise in the field of Tourism	2		2		project work
5	Forms of cooperation in the field of Tourism. The Business contract	2		2		project work
6	Intra-firm entrepreneurship: essence, goals and main directions of implementation.	2		2		Test, oral questioning
7	Business performance	2		2		project work
8	Fundamentals of entrepreneurship culture	2		2		roundtable discussion
9	Social responsibility of the entrepreneur	2		2		report and presentation
	TOTAL:	18		18		The Test

INFORMATION AND METHODOLOGICAL SECTION

METHODOLOGICAL RECOMMENDATIONS ON ORGANISATION OF THE MASTERS' INDIVIDUAL WORK ON THE DISCIPLINE

The masters can determine content and forms of individual work independently.

The important stage in mastering the knowledge of the discipline is the independent work of students. Recommended budget time for independent work on average 2–2.5 hours for a 2 hour classroom.

The main directions of independent work of the student are:

- initial detailed introduction to the curriculum;
- familiarization with the list of recommended literature on the discipline, its availability in the library and other available sources, the study of the necessary literature on the topic, the selection of additional literature;
- study and expansion of the teacher's lecture material through special literature and consultations;
- preparation for practical training on specially developed plans with the study of basic and additional literature;
- preparation for the implementation of diagnostic control forms (tests, oral surveys, etc.);
- preparation for offset.

The following types of individual student's work can be used: reading texts (educational, scientific etc.), graphic presentation of text's structure, work with dictionaries and reference books, use of computer and Internet, precis-writing of the texts, work with lecture materials, writing keynotes of answers, educational material systematization in the form of table, search and study of regulatory documents, answers for test questions, analytical processing of texts (abstracting, reviewing), preparation of reports and presentations, writing essays.

A student controls his/her self-managed work individually using tests. A lecturer also controls individual student's work at practical classes. To estimate achievement of the masters ten-point grading scale is used.

LITERATURE

Basic literature

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2. Гомилевская, Г. А. Экономика и предпринимательство в сервисе и туризме [Электронный ресурс] : учебник / Г.А. Гомилевская, Т.В. Терентьева, А.С. Квасов. — М. : РИОР : ИНФРА-М, 2019. — 190 с. // ZNANIUM.COM : электронно-библиотечная система. — Режим доступа: <http://znanium.com/catalog.php>, ограниченный.

3. Баранова, А. Ю. Организация предпринимательской деятельности в сфере туризма [Электронный ресурс] : учебное пособие / А.Ю. Баранова. - М.: ИНФРА-М, 2019. - 180 с. // ZNANIUM.COM : электронно-библиотечная система. – Режим доступа: <http://www.znanium.com/catalog.php>, ограниченный.

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Additional literature

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7. Тысленко, А.Г. Менеджмент. Организационные структуры управления: учебно-практич. пособис. – Москва: Альфа-Пресс, 2011. – 319с.

8. Экономика и организация туризма: международный туризм: учеб. пособие для вузов / под ред. И.А. Рябовой, Ю.В. Забаева, Е.Л. Драчевой. – М. : КНОРУС, 2015. – 566 с.

9. Организация предпринимательской деятельности : Учебное пособие для студ. экон. спец. вузов / Под ред. А.С. Целиха. - 2-е изд., испр. и доп. - М. ; Ростов н/Д. : МарТ, 2003. - 331 с.

10. Яковлев Г.А. Организация предпринимательской деятельности : учебное пособие. - Москва : РДЛ, 2004. - 335 с.

11. Пусель В.В. Организация предпринимательской деятельности. Целовая игра "Стань предпринимателем" : учебно-методическое пособие. - Минск : Мисанта , 2005. - 27 с.

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13. Валигурский Д.И. Организация предпринимательской деятельности : учебник. - Москва : Дашков и К, 2005. - 737 с.

14. Арустамов Э.А. Организация предпринимательской деятельности : учебное пособие для студентов вузов, обуч. по напр. подготовки (спец.) "Экон. и упр. на предприятии" / [под ред. Э.А. Арустамова]. - Москва : Дашков и К, 2007. - 373 с.

METHODS OF KNOWLEDGE DIAGNOSTICS

Monitoring of the quality of education is realized in the form of current and final certification of students.

Diagnostic tools for assessing the level of formation of competencies are set by profiling (graduating) department in the form of tests and training tasks. For example, the group of communication control training tasks is presented by the following types: simulation exercises, case, structuring of problems, making recommendations, analytical reports, brainstorming, project, role play and so on.

In the course of the development of the competence and the means of monitoring are being changed from simple to more complex and comprehensive. For example:

Table 1 Competence Assessment

Tools Difficulty	Job Type	Form jobs
Basic	Tasks, revealing the ability to act on the model as a performer (certain conditions, certain results)	Simulation exercises
Advanced	Tasks, revealing the ability to independently organize the work in accordance with assigned purpose (the uncertainty of the conditions certain results) and to identify the ability to independently detect the problem, to choose the way to overcome it and to carry out (certain conditions, the uncertainty of results)	Case, structuring problems, make recommendations, analytical reports, essays, simulations, brainstorming
High	Tasks, revealing the ability of independent goal-setting (the uncertainty of conditions and the uncertainty of results)	Project, business game

PROTOCOL OF APPROVAL

Discipline	Department	Proposals	Decision (date and № of protocol)
Foreign language	The English Speech for Professional Purposes Department	Agree No proposals	Protocol № <u>4</u> <u>25.11</u> 2019 Department Chair <u>[Signature]</u> K. A. Brusilov

ADDITIONS AND CHANGES TO THE CURRICULUM

for ____/____ academic year

No. p/n	Additions and changes	Basis

Curriculum revised and approved at the session of the Department
_____ (protocol № _____ 20__)

Head of department

APPROVED BY
Dean of faculty

ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ УВО

на ____ / ____ учебный год

№ п/п	Дополнения и изменения	Основание

Учебная программа пересмотрена и одобрена на заседании кафедры
_____ (протокол № ____ от _____ 20__ г.)

Заведующий кафедрой

УТВЕРЖДАЮ

Декан факультета
