



Course Syllabus

1. Course Title:

Business in Tourism and Hospitality

2. Academic Level:

Bachelor

3. ECTS Credits:

6 ECTS

4. Semester:

3, autumn semester

5. School/Department:

Higher School of Business

6. Location:

43 23-ya Liniya St., Rostov-on-Don

7. Instructor:

Prof. Dr. Dmitry Ruban, email: dmitryruban@sfedu.ru

8. Language of Instruction:

English

9. Course Description:

This course aims at comprehension of the fundamentals of entrepreneurial activities. This knowledge is treated both generally and applying to the tourism and hospitality industry. The students will learn about the newest developments in this field.

10. Course Aims:

Development of comprehensive vision of the subject.
Studying the subject in regard to the best world's cases and practices.
Ability to apply the knowledge to solution of real professional tasks.

11. Specific entry requirements (if any):

The main condition for attending is some basic knowledge of economics and management.

12. Course Content:

Current entrepreneurship in tourism and hospitality.

Personality of modern entrepreneurs.

Factors and conditions of entrepreneurship.

Business resources.

Entrepreneurial strategies.

13. Intended Learning Outcomes:

Full-scale orientation within the subject and ability to act accordingly.

Solution of professional problems.

Ability to set-up advanced entrepreneurial projects.

14. Learning and Teaching Methods:

Lectures, seminars

15. Methods of Assessment/Final assessment information:

Case tasks, project tasks

Exam