



Course Syllabus

1. Course Title:

Entrepreneurship in Hospitality

2. Academic Level:

Master

3. ECTS Credits:

10 ECTS

4. Semester:

2, spring 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 advances 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 and how to apply them to solution of their professional tasks.

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:

Challenges of modern tourism and hospitality industry.

Businessmen and entrepreneurs.

Entrepreneurial environment.

Investments – Reputation - Technologies.

Entrepreneurial missions and vision.

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