

**BTTM-604**

Entrepreneurship Development

**Programme:** Bachelor in Tourism and Travel Management (BTTM 16)**Year / Semester:** 6th Semester**Objective:** To invoke an understanding and nurture thinking towards the scope of entrepreneurial development in tourism.

<b>Block 1 Entrepreneurship and Institutional Role</b>	
Unit 1	Entrepreneurial Traits, Types and Significance; Entrepreneurship Skills
Unit 2	Definition, Characteristics of Entrepreneurial Types; Role of Entrepreneur in Economic and Social Development
Unit 3	Theories of Entrepreneurship; Preparation of Business Plan
Unit 4	Institutional role in the development of Entrepreneurs like SIDCO (State Industrial Development Corporation) and Banks
<b>Block 2 Enterprise Development</b>	
Unit 5	Identification of Entrepreneurship opportunities and Environmental Analysis
Unit 6	Feasibility Study and Impact Assessment
Unit 7	Legal requirements for Small Scale Enterprises (SSE's) in Tourism; Documentation for SSE's in India and Uttarakhand
Unit 8	Managing of Family Enterprises in Tourism
<b>Block 3 Issues related to SSE's</b>	
Unit 9	Opening of Small Scale Tourism Enterprises; Market Analysis and Assessment
Unit 10	Choice of site and Technology; Financing Options
Unit 11	Ownership Structure and Organizational Framework
Unit 12	Role and Importance of Entrepreneur in Economic Growth;
<b>Block 4 Management of SSE's</b>	
Unit 13	Managerial Processes in SSE's;

Unit 14	Managing Human Resources in SSE's
Unit 15	Performance Assessment and Control of SSE's
Unit 16	Marketing SSE's in Tourism: Use of Internet and Consortiums