

Implementation plan Finished

Study unit	Entrepreneurship in Tourism (E0041), 5.0
Implementation	MTE1121: 1/2011-2012 (29.08.2011 - 30.12.2011)
Type	MULTICULTURAL TOURISM MANAGEMENT (E021)
Groups	Primary: MTE10SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	21.05.2011 08:00 - 03.06.2011
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: No
Teachers	Nevmerzhitskaya Julia (Teacher in charge), Tyrväinen Jukka (Other teacher)
Campus	Laurea Kerava
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation Language: English Virtuality: 0 cr Integration of R&D: 0 cr
Implementation class	
Focus areas	
Evaluation at the latest	19.07.2012 Storing of graded material ends.: 19.06.2013
Exam days	
Having completed the study unit the student is able to	Students will be able to: - Identify key characteristics of an entrepreneur and how they operate within the tourism and hospitality environment - Recognise the processes an entrepreneur follows in developing a new business venture; - Develop the knowledge and skills to make informed decisions in the business environment; - proceed and develop their own entrepreneurial venture - possesses entrepreneurial skills
Previous studies	
Contents	- tourism market analysis - tourism SMEs - setting-up tourism business
Study material	to be informed in the beginning of the study unit