



COURSE DESCRIPTION

1. GENERAL

SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	TOURISM		
LEVEL	Undergraduate		
COURSE CODE	MNG140	SEMESTER	4 th
COURSE TITLE	Tourism Entrepreneurship & SME Management		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	ECTS	
Lectures	4	5	
COURSE CATEGORY	Specific Background		
COURSE TYPE	Compulsory		
PREREQUISITES	-		
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS			
URL	https://tourism.ionio.gr/en/undergraduate-studies/courses/1180/		
ECLASS			

2. TEACHING RESULTS

Teaching Results
Upon successful completion of the course, students will be able to: <ul style="list-style-type: none">• to familiarize themselves with the basic terms of entrepreneurship and the special characteristics of small and medium enterprises (SMEs)• to recognize the importance of strategies for business formation and development• to recognize the practices / techniques that will ensure the viability of new businesses, such as the development of strategic alliances and their internationalization• to critically approach the success factors of business activity
General Skills

3. CONTENT

Hospitality and tourism firms make a significant contribution to the European and global economy in terms of job creation, GDP growth and their decisive impact on local communities. It is worth noting that the majority of these businesses are small. The purpose of the course is to describe and analyze basic concepts of entrepreneurship and the management of small and medium enterprises (SMEs). In this context, students will familiarize themselves with important issues that are necessary for the successful operation of a small and medium-sized business in general and tourism in particular.

Week 1

Introductory concepts – Conceptual clarification of key terms

Week 2

Entrepreneur(s), entrepreneurship and small and medium enterprises (SMEs)

Week 3



The characteristics of entrepreneurship and small and medium enterprises in the tourism industry.

Week 4

Business opportunities and the process of setting up an SME

Week 5

Family SMEs - opportunities and prospects

Week 6

Sources of Financing of SMEs

Week 7

Human resources management in SMEs

Week 8

Strategic alliances of SMEs as a development factor

Week 9

Building relationships with customers

Week 10

The establishment plan of a new SME

Week 11

Information and communication technology (ICT) for SMEs

Week 12

Integrity, ethics and social entrepreneurship in SMEs

Week 13

Business performance issues of SMEs.

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD													
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	<ul style="list-style-type: none"> • Use of ICTs in Teaching: Electronic Classroom Management System (Open eClass), presentation editor, teacher's notes in pdf, spreadsheets • Use of ICTs in Communication: Communication with students is achieved using the Electronic Class Management System (Open eClass) and Electronic Mail 												
TEACHING STRUCTURE	<table> <tr> <td>Activity</td> <td>Semester Workload</td> </tr> <tr> <td>Lectures</td> <td>52</td> </tr> <tr> <td>Projects</td> <td>13</td> </tr> <tr> <td>Literature Study and Analysis</td> <td>30</td> </tr> <tr> <td>Practice and Preparation</td> <td>30</td> </tr> <tr> <td>Course Total (ECTS: 5)</td> <td>125</td> </tr> </table>	Activity	Semester Workload	Lectures	52	Projects	13	Literature Study and Analysis	30	Practice and Preparation	30	Course Total (ECTS: 5)	125
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Course Total (ECTS: 5)	125												
EVALUATION OF STUDENTS	<ul style="list-style-type: none"> • 70% final written exam • 20% group written work 												



- 10% oral presentation of group work

5. BIBLIOGRAPHY

- Longenecker, J. G., Petty, J. W., Palich, L. E., & Hoy, F. (2020). *Small Business Management* (19th edition). Cengage Publisher
- Scarborough, N. M. (2011). *Essentials of entrepreneurship and small business management*. Prentice Hall
- Page, S.J. & Ateljevic J. (2009), *Tourism and Entrepreneurship: International Perspectives*, Butterworth-Heinemann Publishers.