



Syllabus of the course

«Tourism business planning»

Specialty	242 «Tourism and Recreation»	
Study Programme	«Tourism»	
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education	
Course status	elective	
Language	English	
Term	second year third semester or second year fourth semester or third year fifth semester or third year sixth semester or fourth year seventh semester or fourth year eighth semester	
ECTS credits	5	
Workload	Lectures – 24 hours. Practical studies – 0 hours. Laboratory studies – 24 hours. Self-study – 102 hours.	
Assessment system	Grading including Exam	
Department	Department of tourism, building 1, auditorium 316, phone: (057)758-77-26 (ext. 451), website: http://tourism.hneu.edu.ua/	
Teaching staff	Kozubova Nataliia, PhD in Economics, associate professor	
Contacts	kozubova_natali@ukr.net	
Course schedule	Lectures: according to the schedule Practical studies: according to the schedule	
Consultations	At the Department of tourism, offline, according to the schedule, individual, PNS chat.	
Learning objectives and skills:		
is to create a system of competences to manage the processes of creating and selling tourism services in companies and organisations in the tourism industry		
Structural and logical scheme of the course		
Prerequisites	Postrequisites	
-	-	
-	-	
Course content		
Module 1: Theoretical approaches to business planning in tourism		
Topic 1. Theoretical aspects of business development of the enterprise		
Topic 2. Types of business plans in a market economy		
Topic 3. Strategic analysis of enterprise development		
Topic 4. Research of current practices of drawing up a business plan for creating a new tourism enterprise		
Module 2. Practice of drawing up a business plan for a tourism enterprise		
Topic 5. Business plan as the basis of business projects		
Topic 6. Market research and sales forecast		
Topic 7. Production and marketing plan		
Topic 8. Features of the calculation of the investment plan of tourism enterprises		
Topic 9. Organization of financial plan preparation		



Topic 10. Analysis of project risks of the project

Topic 11. Methods for evaluating the effectiveness of investment projects in tourism

Topic 12: Optimisation of the presentation of the business plan of a tourism enterprise

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and calculation tasks.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.