

Syllabus

Subject

Subject / Group	11454 - Entrepreneurship and New Markets / 1
Degree	Master's Degree in Tourism Management and Planning
Credits	3
Period	First semester
Language of instruction	English

Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Francisco Julio Batle Lorente julio.batle@uib.es	You need to book a date with the professor in order to attend a tutoring session.					

Context

Within the framework of the present Master degree program, "Entrepreneurship & New Markets (in Tourism)" course enables participants to develop and focus on applying entrepreneurial skills and theories/concepts that allow them to recognize and use market opportunities in- and outside tourism organizations. Thus they are provided with the necessary base to be innovative and reach sustainable success in the entrepreneurial realm. In a more abstract sense, the goal of the course is to promote entrepreneurial thinking in tourism and related service businesses. It offers students a combination of topics such as Entrepreneurship & Entrepreneurial Skills, Lean Start-Up, Value Proposition Design and Emerging Markets.

The course is complementary in terms of contents and goals to "Business and Strategic Models in Tourism" and "Innovation in Tourism". Beyond these, the present course introduces students to the specific fundamentals of entrepreneurship and launching new ventures in the tourism and hospitality industry and focuses on the particular entrepreneurial processes of conceptualising, developing and operating a new business venture. An understanding of these processes is essential to any budding entrepreneur who will be required to source finances for the venture, select a site location and plan for the successful operation of the new business. In addition, special emphasis is placed on PEST trends and emerging needs, which will lead to analyze new sub-industries, niches and hybrid industries within the tourism sector.

In conclusion, the course's basic curriculum goals include:

- to gather sound and application-oriented knowledge to further develop management expertise and new approaches to entrepreneurship in tourism;
- the topic and self-assessment of key competencies needed to develop entrepreneurial and innovation-related skills;

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- the development of a sound understanding and theory of market, global trends and their implications for tourism in the short and long term;

Requirements

None

Recommended

Entrepreneurial skills and motivation

Will to innovate

Will to explore practical aspects of entrepreneurship

Skills

Specific

- * [CE2] Learn how to analyze the structure of tourist activities at all levels, taking into account the components of sustainable tourism development, diagnosing needs and opportunities as well as limitations and risks. .
- * [CE11] Ability to develop integral business plans. .
- * [CE3] Know how to design new products, detect new emerging tourist markets or segments and undertake tourism projects starting from the identification of new trends and scenarios, and the dynamics of tourism markets. .
- * [CE5] Know the fundamentals and principles of management of the main intangible assets in the tourism sector and apply them to the achievement of a sustainable competitive advantage. [CE6] Ability to assume leadership and management responsibilities in public and private agencies involved in tourism [CE14] Learn the internal operational structure of the different management areas of tourism firm (operations, finance, sales and distribution, human resources, etc.) as well as their stakeholder management (interactions, conflicts, etc.), to lead to a sustainable competitive advantage from its integration into the strategic management. [CE17] Learn the importance of the cultural, social and natural heritage for the development of strategic tourism plans that incorporate the awareness as a complement for differentiation and sustainability. .

Generic

- * [CG1] Know how to find, process and analyze information concerning the tourism sector from different sources. [CG2] Know how to work in a team and deal with problematic situations in a collaborative way. .

Transversal

- * [CT6] Being able to take decisions and solve problems. .

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Basic

- * You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: http://estudis.uib.cat/master/comp_basiques/

Content

In line with the above-mentioned goals and learning outcomes, the course's contents and topics are based on three integrated parts:

- a- ENTREPRENEURSHIP PROCESSES
- b- ENTREPRENEURSHIP DIRECTIONS
- c- ENTREPRENEURSHIP FUTURES

Range of topics

- A. ENTREPRENEURSHIP PROCESSES
Business venturing and alternative entrepreneurship process. Lean Startup/ Entrepreneurship. Kanban approach. Pivoting options. Entrepreneurial metrics. Beyond Canvas.
- B. ENTREPRENEURIAL DIRECTIONS
Value-Propositioning Design. Differentiation, Blue Oceans, Meaning and Replicability. Lean Growth and alternative Acceleration Systems. Alternative sources of Innovation. Open innovation. Co-working and Entrepreneurial Networking. Knowledge and Cooperation in Tourism. Spin-out and Spin-in strategies. Social Innovation and Tourism.
- C. ENTREPRENEURIAL FUTURES
PEST Trends and prospective meta-trends. Emerging business segments and new markets in Tourism. Fusion and hybrids. Patterns of evolution in the Tourism Industry. Emerging business opportunities in the most relevant Tourism niches.

Teaching methodology

EDUCATIONAL APPROACH

Cooperation with the business community

Data collecting through networking with companies, guest speakers and company visits. Strategic crowdsourcing for entrepreneurs.

International and global business approach to course themes and topics, contributions by multinational student groups and company cooperation

TEACHING AND LEARNING METHODS

Contact hours

PBL-tutorials

Case studies

Workshops

Independent studies



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Business plan consultation
Assignments and homework
The assessment of one's own learning and entrepreneurial skills

Workload

NUMBER OF HOURS FOR PRESENTIAL EDUCATION: 18

NUMBER OF HOURS FOR NON-PRESENTIAL EDUCATION: 57

In-class work activities (0.72 credits, 18 hours)

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Classroom hours	Large group (G)	Traditional classes Cooperation with the business community. Strategic crowdsourcing for entrepreneurs. Data collecting through networking with companies, guest speakers and company visits. International and global business approach to course's topics, contributions by multinational student groups and company cooperation	18

At the beginning of the semester a schedule of the subject will be made available to students through the UIB digital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Aula Digital platform.

Distance education tasks (2.28 credits, 57 hours)

Modality	Name	Description	Hours
Individual self-study	INDIVIDUAL-BASED ASSIGNMENTS	The assessment of one's own learning and entrepreneurial skills and routines	17
Group self-study	GROUP-BASED ASSIGNMENTS	PBL-tutorials Case studies Workshops Independent studies Business plan consultation Assignments and homework	40

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Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

The assessment criteria for the course will be the following one:

- Class activity- 50 % - It will consist in the above-mentioned assignments, including 2 strategic crowdsourcing assignments with external businesses in the classroom. An evaluation on active participation in class will contribute to the grade
- Group-based business idea development, KANBAN and presentation - 30 % It will be presented in an external environment, with presence of members of the Mallorca's startup community
- Individual-based assignment- 20% Self-assessment of entrepreneurial skills.

Frau en elements d'avaluació

In accordance with article 33 of Academic regulations, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

Classroom hours

Modality	Theory classes
Technique	Papers and projects (non-retrievable)
Description	Traditional classes Cooperation with the business community.Strategic crowdsourcing for entrepreneurs. Data collecting through networking with companies, guest speakers and company visits. International and global business approach to course's topics, contributions by multinational student groups and company cooperation
Assessment criteria	QUALITY, CRITICAL VISION, INNOVATION, DEDICATION
Final grade percentage:	40% for pathway A
Final grade percentage:	40% for pathway B

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INDIVIDUAL-BASED ASSIGNMENTS

Modality	Individual self-study
Technique	Self-assessment systems (retrievable)
Description	The assessment of one's own learning and entrepreneurial skills and routines
Assessment criteria	INNOVATION, SELF- CRITICISM, DEDICATION

Final grade percentage: 20% for pathway A

Final grade percentage: 20% for pathway B

GROUP-BASED ASSIGNMENTS

Modality	Group self-study
Technique	Papers and projects (non-retrievable)
Description	PBL-tutorials Case studies Workshops Independent studies Business plan consultation Assignments and homework
Assessment criteria	TEAMWORK, INNOVATION, DEDICATION, VALUE

Final grade percentage: 40% for pathway A

Final grade percentage: 40% for pathway B

Resources, bibliography and additional documentation

The lecturer's presentations and selections of readings will be the basic documentation the students will require to complete their assignments and to develop further the module's key competences.

Basic bibliography

Barringer, B. 2009. Preparing Effective Business Plans, An Entrepreneurial Approach. Pearson Education. Upper Saddle River.
Ries, E. 2011. The Lean Startup. Crown Business

Complementary bibliography

Osterwalder, A.; Pigneur, Y.; Bernarda, G & Smith, A. 2014. Value Proposition Design. Strategyzer

Other resources

Online resources and apps.