



**FAKULTI PENGURUSAN DAN INDUSTRI HALAL**

<b>PROGRAM</b>	<b>Diploma in Tourism Management</b>
<b>COURSE NAME</b>	<b>TOURISM ENTREPRENEURSHIP DEVELOPMENT</b>
<b>COURSE CODE</b>	<b>DTU 4012</b>
<b>CREDIT HOUR</b>	<b>2</b>
<b>SYNOPSIS</b>	Exposes students to the practice of entrepreneurship concepts. Able to practice good, entrepreneurial traits and behavior in competitive business environments. Students are expose to good values and ethics when conducting business operations using the acquired skills and knowledge. Students need to produce a practical business plan and setup their own business.
<b>COURSE STRUCTURE</b>	
<b>CHAPTER</b>	<b>TOPICS</b>
<b>1</b>	<b>Fundamentals of Entrepreneurship</b>  1.1 Entrepreneurship concepts. 1.2 Good entrepreneurial traits and behavior in competitive business environment 1.3 Good values and ethics in business operations
<b>2</b>	<b>Business Opportunities</b>  2.1 Business opportunities. 2.2 Best business opportunities from various ideas and sources. 2.3 Business idea development
<b>3</b>	<b>Ethical and Legal Practice in Entrepreneurship</b>  3.1 Good ethical practices in conducting business. 3.2 Potential risks in business 3.3 Legal requirements 3.4 Legal issues in business ownership.
<b>4</b>	<b>Entrepreneurial Management</b>  4.1 Fundamental concept of management in business 4.1.1 Operation planning, 4.1.2 Human resource management 4.1.3 Organization 4.1.4 Administration. 4.2 Professional attitudes in managing business.



<b>5</b>	<b>Entrepreneurial Marketing</b>  5.1 Marketing mix concept. 5.2 Marketing strategies 5.3 Target market concept 5.4 Customer segments. 5.5 Professional attitudes in marketing activities.
<b>6</b>	<b>Financial Management</b>  6.1 Financial statements preparation process. 6.2 Supporting documents in record keeping system. 6.3 Good practices in managing business accounts.
<b>7</b>	<b>Business Set-Up</b>  7.1 Fundamental concept of business ownership 7.2 Business start-up process 7.3 Business ownership 7.4 Business entity. 7.5 Business plan. 7.6 Business support services, facilities and support services for entrepreneurship development. 7.7 Business registration process.
<b>References:</b>	1. Sotiriadis & Marios (2020). The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality: Skills for Successful Ventures. Emerald Group Pub Ltd (US)