COURSE DETAIL

TOURISM ENTREPRENEURSHIP
Country Spain
Host Institution Carlos III University of Madrid
Program(s) Carlos III University of Madrid
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 158
UCEAP Course Suffix
UCEAP Official Title TOURISM ENTREPRENEURSHIP
UCEAP Transcript Title TOURISM ENTREPRNEUR
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course offers a study of the following topics: entrepreneurship and tourism; business opportunities in tourism sectors-- identification and evaluation; evolution of business trends in tourism sectors; innovative business ideas and value propositions-- generation and analysis of initial viability; business plan-- design, structure, and purpose; elaboration of the business plan.

Language(s) of Instruction
Spanish

Host Institution Course Number
17600

Host Institution Course Title
CREACIÓN DE EMPRESAS TURÍSTICAS

Host Institution Course Details
https://aplicaciones.uc3m.es/cpa/generaFicha?est=209&anio=2023&plan=381&asig=17...

Host Institution Campus
GETAFE

Host Institution Faculty
Facultad de Ciencias Sociales y Jurídicas

Host Institution Degree
Grado en Turismo

Host Institution Department
Departamento de Ingeniería Mecánica

Course Last Reviewed
2023-2024

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