

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

TOURISM ENTREPRENEURSHIP

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

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