

## **Sample Course Description**

**Prof.as.Dr.Mirjam Dibra**

**Faculty: Economic**

**Study program: Professional Master in Cultural Heritage and Tourism Management**

**Course Title: Management and business plan of tourism enterprises.**

**Course Credits: 7**

**Language of Instruction: Albanian/English**

**Course Description:** Making a business plan is not just a descriptive document of the business, a way to predict profit and loss. but it is also a strategic development tool that serves as a "road map" to move forward in the development of the business concept. When it comes to establishing a sustainable tourism enterprise, especially one that does not focus only on generating income, there are some special information needs as well and there are objectives that contribute to sustainable development such as poverty alleviation or biodiversity conservation. etc. The purpose of this course is to enable students to manage tourism enterprises in a sustainable manner and to enable the creation of a sustainable business plan by learning how to develop the structure of a sustainable business plan.

**Course Goals:** This course will help students as future managers or stakeholders in the tourism industry to use the human and financial resources of the business more effectively, to identify the areas where the business may be vulnerable, to minimize the risk, to prepare for the unexpected and have a greater chance for a sustainable successful business.

**Course Requirements:** The students need to participate at 75% of course seminars hours, to create and write two course projects and present them, do the exam at the end of the course.

**Grading:** The final grade is composed by:

Activation in seminars 10%

The first coursework in group and presentation of it (15%).

The second coursework in group and presentation of it (15%)

Final exam (60%).

**Course Schedule:** This course takes place in the first semester of the first academic year. The course lasts 15 weeks, where for each week there are two hours of lectures and three hours of seminars.

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