

1	Course title	Small Business Management in Tourism
2	Course number	2633427
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/co requisites	-
5	Program title	Tourism Management
6	Program code	
7	Awarding institution	School of Archaeology and Tourism
8	School	School of Archaeology and Tourism
9	Department	Tourism Management
10	Level of course	3
11	Year of study and semester (s)	4
12	Final Qualification	
13	Other department (s) involved in teaching the course	
14	Language of Instruction	English
15	Date of production/revision	2017

16. Course Coordinator:

Dr. Ismaiel Abuamoud, School of Archaeology and Tourism , Second floor, i.abuamoud@ju.edu.jo

17. Other instructors:

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18. Course Description:

Small Business Management in tourism is an inclusive course about operating a small business in tourism to meet the dynamic business environment. This course covers such topics as defining small businesses, and entrepreneurship, the essential steps required to start small businesses like, planning, organizing, and managing, feasibility analysis, financing, human resources management, governmental regulation, starting or buying a small business and other relevant subject areas. Also the course covers the basics of accounting skills needed to analyse investment such as budgeting, present and future value of money, marketing and proposal writing and funding sources.

19. Course aims and outcomes:

A- Aims: After successful completion of this course, students will be able to understand an introduction to project management in the tourism and hospitality industry to understand and apply business plan, marketing, and feasibility studies in the context of tourism and hospitality management to be able to start businesses and looking for funding sources.
B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to
1. Introduces the entrepreneurial concepts of business management
2. Understanding the basic principles needed to operate a business
3. introduces marketing concepts functions, and strategies of applied marketing
4. Introduces the fundamentals of business management, including planning, raising capital, using business information and managing employees

5. Presents the principles of business financial management, including financial planning, understanding and analyzing financial statements
6. Help students help write a business plan
7. Determine the opportunity cost of making decisions.
8. Understand the relationship that exist between risk and return on investment.

20. Topic Outline and Schedule:

<u>Topic</u>	<u>Week</u>	<u>Instructor</u>	<u>Achieved ILOs</u>	<u>valuation Methods</u>	<u>Reference</u>
Introduction to the course	<u>1</u>	Dr. Ismaiel Abuamoud	1-5	<u>Homeworks, Particepation and discussion, Projects and presentations, quizzes and exams</u>	Steven D. Strauss, The Small Business Bible: Everything You Need to Know to Succeed in Your Small Business Paperback – March 27, 2012, http://bookboon.com/en/accounting-ebooks
Introduction to small business management , going over the Syllabus	<u>1-2</u>				
Starting New Business	<u>3</u>				
Starting New Business The Entrepreneurship	<u>4</u>				
Proposal Writing Module	<u>5</u>				
Market research	<u>6-7</u>				
Financing your business	<u>8-9</u>				
Investment Analyses	<u>10</u>				
Buying an Existing Business	<u>11</u>				
Business Record	<u>11</u>				
Mid-term Exam	<u>12</u>				
Location	<u>12</u>				
recruiting and hiring for your business	<u>12-13</u>				
customer relationship	<u>14</u>				
E-Business – Technology and SB	<u>15</u>				
Presenting projects	<u>16</u>				
			6-8		

21. Teaching Methods and Assignments:

Lecturing, PPT Presentation, discussion, final projects

22. Evaluation Methods and Course Requirements:

Homeworks, Particepation and discussion, Projects and presentations, quizzes and exams

Student achievement is measured and evaluated by 1. Midterm exams (30%), Final Exam 40%, 10% for participation, and final project (20%) : the final project will be individual work, students required to start identifying their project title after the second week of the classes, you are required to start working on your project as we go on. The final copy of your project need to be submitted **TWO WEEKS BEFORE THE END OF THE SEMESTER**, any assignment will be reduced by 5% points for each day if submitted after this date

23. Course Policies:

Attendance: as you might have noticed that I count your attendance as part of your grade. It is important to note here that your attendance includes participation in class discussions, which means that you are expected to do the readings before each class

Missing classes more than 7 times will result in the loss of your entire attendance grade and adversely affect your total class grade or withdraw from the class. You are required to inform your instructor, prior to the class meeting, if you cannot attend class. If you need to be absent on a test or exam day, you will take a test or exam prior to the day on which you will be absent.

Extra credit: Extra credit assignments are not available.

Papers and Presentations: You are expected to demonstrate in an all of your assignments and presentations a high degree of accuracy and professionalism.

Due Date: Unless written permission is received in advance of the due date, all assignments have to be turned in on the day they are due

Tests and Exam Policy: contents of the tests are non-redundant and non-repetitive, which means that chapters that are covered in the previous tests will not be included in the later tests. However, the final exam will include all materials except

otherwise specified.

Academic Honesty:The integrity of an academic community necessitates the full and correct citation of ideas, methodologies, and research findings. In addition, each student can promote academic honesty by protecting his or her work from inappropriate use.

Cheating: Includes the unauthorized use of certain materials, information, or devices in writing examinations, or in preparing papers or other assignments. Any student who aids another student in such dishonesty is also guilty of cheating. Other possible forms of cheating include submitting the same work in more than one class without permission

24. Required equipment: (Facilities, Tools, Labs, Training....)

Data Show,

2°. References:

Steven D. Strauss, The Small Business Bible: Everything You Need to Know to Succeed in Your Small Business Paperback – March 27, 2012, <http://bookboon.com/en/accounting-ebooks>

2\. Additional information:

Name of Course Coordinator: Dr. Ismaiel Abuamoud Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: **Dr. Ismaiel Abuamoud Signature:** -----

Dean: **Dr. Nada Al Rawabdeh** -Signature: -----