

## Course Syllabus

TB 10603472 Tourism and Hospitality Business Venture with Entrepreneur  
Tourism Business Management Program, School of Tourism Development  
Meajo University

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Class Time : Thursday, 3 P.M. – 6 P.M.

**Course Description :** Entrepreneurship characteristic, Creation of business plan, Marketing research, Marketing plan, Production plan, Organizational and operational plan, Financing plan, Sources of funding, Business plan evaluation, Tourism and hospitality trends, Best practice in business operations.

(Lecture 3 hours, Practice 0 hours, Self-study 6 hours/week)

CLO 1: Students have knowledge and understanding about entrepreneurship in tourism and hospitality businesses.

CLO 2: Students have management skills, teamwork and ethics.

CLO 3: Students can apply entrepreneurship knowledge to create tourism and hospitality business plans.

CLO 4: Students are able to analyze the feasibility and evaluate the trends of tourism and hospitality businesses.

### Tentative Course Schedule

Week	Course Topics	Activities
1	Class Introduction, Inspirational encouragement	clips
2	Characteristics of entrepreneurship in tourism and hospitality business	Students present within 2 minutes 1 slide with few business ideas to find teams that fit their interests
3	Entrepreneurial development	Case study
4	Business management - Planning	Case study
5	- Organizing - Leading - Controlling	Case study
6	Production Plan	Case study
7	<b>Midterm Exam</b>	
8	Marketing Plan - Identify the target market - identify a unique selling proposition - conduct an analysis of the competitive environment - build a SWOT analysis - Use Porter's 5 forces model to identify competitive market threats	Case study
9	Financing and Accounting - Cash Flow - Balance sheet - Profit and loss statement	Case study
10	Tourism Businesses and the Law	Case study
11	Impacts of Tourism Businesses	Case study
12	Project (Business plan)	

13	Project (Business plan)	
14	Presentations & Wrap up Activity	Presentation
15	<b>Final Exam</b>	

### Grades:

A	80 – 100%
B+	75 – 79%
B	70 – 74%
C+	65 – 69%
C	60 – 64%
D+	55 – 59%
D	50 – 54%
F	49% and below

### Student Performance Evaluations & Assignments:

Your performance and understanding of the various course topics will be evaluated during this course using several different methods and assignments. These will include the following:

#### **Class Attendance and Participation: 10%**

Your score for classroom participation will come from many different indicators. Are you actively participating in the learning process by asking questions and answering questions posed to you? What does your classroom attendance look like? You can't participate in class if you don't show up. This grade also includes any extra quizzes/assignment I might assign.

#### **Small Group Challenges & Assignments: 10%**

During the course of the class we will take advantage of our varying backgrounds to work together on a current issue or scenario relating to what we will be discussing in the class lectures.

#### **Business Plan Project: 20%**

#### **Midterm Exam: 30%**

This examination will be made up of a variety of question styles (multiple choice, true or false, short answer, or short essay), and will be graded on content. It will cover the lecture sessions, activities and guest speakers (if any) during the first half of the course.

**Final Exam: 30%**

This examination will be made up of a variety of question styles (multiple choice, true or false, short answer, or short essay), and will be graded on content. It will mostly cover the lecture sessions, activities and guest speakers (if any). There will be some cumulative – based questions as well.

**PLO Criteria**

	PLO1	PLO2	PLO3	PLO4	PLO4	PLO5	PLO6
TB 331 Entrepreneurship in Tourism and Hospitality Business	√	√	√	√	√	√	√

**Course Texts:**

The required materials for the course will include the following:

- There is not a required textbook for the course.
- PDF versions of the lecture slides will be made available via an online source (to be determined) before class whenever possible. These will be very useful when it comes time to study for your exams.
- Other readings will be assigned and provided either via an online source or via print and handed out in class.
- [www.onjanachantraprayoon.wordpress.com](http://www.onjanachantraprayoon.wordpress.com)

**ข้อตกลงเบื้องต้น**

1. นักศึกษาแต่งกายสุภาพ ชุดนักศึกษาเท่านั้น
2. ตั้งใจเรียน ขยัน และร่วมกิจกรรมต่างๆทั้งกิจกรรมกลุ่มและกิจกรรมเดี่ยวตามที่ตกลงในชั้นเรียน
3. การขาดเรียนโดยไม่ได้ลาอย่างเป็นทางการ จะถูกตัดคะแนนครั้งละ 2 คะแนน
4. การเข้าสายเกิน 15 นาที จะถูกตัด 1 คะแนน
5. นักศึกษาจะต้องขาดไม่เกินร้อยละ 20 ของเวลาเรียนทั้งหมด
6. นักศึกษาทุกคนต้องร่วมกิจกรรมของรายวิชา
7. ห้ามใช้โทรศัพท์ในห้องเรียนอย่างเด็ดขาด หากมีเสียงโทรศัพท์จะถูกตัด 1 คะแนนทั้งห้อง

8. หากนักศึกษาประสงค์จะขอตรวจสอบเกรดให้ยื่นเรื่องขอตรวจสอบภายในระยะเวลา 1 เทอม หลังจากออกเกรด หากพ้นกำหนดจะไม่รับพิจารณา
9. ในกรณีเรียนออนไลน์ ให้ปฏิบัติเหมือนกับเรียนในห้องเรียน หรือตามความเหมาะสม

**Business Plan Rubric**

	Grading Criteria	น้ำหนัก 100%	Excellent	Good	Fair
1.	<b>Executive Summary</b>	5%	Summary generated excitement, was brief, provided an overview of the business, and outlined main points.	Summary was brief, provided an overview of the business, and outlined main points.	Summary was brief and provided only an overview of the business OR an outline of main points.
2.	<b>Product or Service Plan</b>	10%	Description of the product or service and its unique features was highly effective and detailed	Description of the product or service and its unique features was effective and detailed.	Description of product or service was provided, but unique features were not.
3.	<b>Management Team Plan</b>	10%	Member(s) of management team were identified, and their qualifications and experiences described in a way that led credibility to the business.	Member(s) of management team were identified, and their qualifications and experiences described.	Members of management team were identified, but their qualifications and experiences were not included.
4.	<b>Industry and Market Analysis</b>	10%	Analysis identified and described target consumer and competitors, as well as	Analysis identified and described target consumer and competitors.	Analysis failed to provide at least one aspect of required

	Grading Criteria	น้ำหนัก 100%	Excellent	Good	Fair
			industry and/or product outlook. Characteristics of a desirable business location were also identified.	Characteristics of a desirable business location were also identified.	information.
5.	<b>Operational Plan</b>	10%	Section contained detailed information regarding all requested information.	Section contained information regarding at least four aspects of requested information, with some degree of detail.	Section contained information regarding less than three aspects of requested information, with little or no detail.
6.	<b>Organizational Plan</b>	10%	Legal description corresponded with lesson on entrepreneurship. Philosophies and policies were well thought out and described in detail.	Legal description corresponded with lesson on entrepreneurship. Philosophies and policies were well thought out and presented.	Section failed to identify at least one aspect of required information.
7.	<b>Marketing Plan</b>	10%	Desired company and/or product image was described. Advertisement methods were	Desired image was described. Some	Advertisement methods provided weren't described and/or were inappropriate

	Grading Criteria	น้ำหนัก 100%	Excellent	Good	Fair
			described and appropriate for product.	advertisement methods were described and appropriate for product.	for product. Image wasn't discussed.
8.	Financial Plan	10%	Possible financing sources were identified and business financial outlook was described in detail.	Possible financing sources were identified and business financial outlook was described.	Section failed to identify at least one aspect of required information.
9.	Detail	5%	Plan was presented in great detail and it was consistently obvious there was great thought behind it.	Plan was generally presented in great detail and appeared to have great thought behind it.	Business plan was somewhat lacking in detail and seemed to lack much thought behind it.
10.	Professionalism	5%	Plan was presented in paragraph format and had no spelling or grammatical errors.	Plan was presented in paragraph format and had few spelling or grammatical errors.	Plan wasn't presented in sentence format and/or had many spelling or grammatical errors.
11.	Effectiveness	5%	Plan was highly effective in describing the business and	Plan was effective in describing the business and	Plan lacked overall effectiveness, as it failed to



	Grading Criteria	น้ำหนัก 100%	Excellent	Good	Fair
			its operations, as well as eliciting support.	its operations, as well as garnering some support.	describe business or garner support.
12.	<b>Presentation Team</b>	10%	Team members are professional, confident, comfortable, speak clearly, and make eye contact. Team members are dressed appropriately.	Team members are professional, speak clearly, and make some eye contact. Team members are dressed appropriately.	Team members are unprofessional, do not speak clearly or make eye contact, or are inappropriately dressed.

**Small group challenges & Assignment rubric**

	<b>Skills</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>
1.	Contributions, Attitude	Always willing to help and do more. Routinely offered useful ideas. Always displays positive attitude.	Cooperative. Usually offered useful ideas. Generally displays positive attitude.	Seldom cooperative. Rarely offers useful ideas. Is disruptive.
2.	Cooperation with Others	Did more than others—highly productive. Works extremely well with others. Never argues.	Did their part of the work-cooperative. Works well with others. Rarely argues.	Did not do any work—does not contribute. Does not work well with others. Usually argues with teammates.
3.	Ability to Communicate	Always listens to, shares with, and supports the efforts of others. Provided effective feedback to other members.	Usually listens to, shares with, and supports the efforts of others. Sometimes talks too much. Provided some effective feedback to others.	Rarely listens to, shares with, or supports the efforts of others. Is always talking and never listens to others. Provided no feedback to others.
4.	Content	The assignment demonstrated knowledge of the course content by integrating major and minor concepts into the response. The report also demonstrated evidence of extensive	The assignment demonstrated knowledge of the problem at hand and the course content by integrating major concepts. The report also demonstrated evidence of limited research effort and/or thinking about the	The assignment did not demonstrate knowledge of the problem to be addressed, it lacked evidence of the research effort or depth of thinking about the topic.

		research effort and a depth of thinking about the topic.	topic.	
5.	Presentation Team	Team members are professional, confident, comfortable, speak clearly, and make eye contact. Team members are dressed appropriately.	Team members are professional, speak clearly, and make some eye contact. Team members are dressed appropriately.	Team members are unprofessional, do not speak clearly or make eye contact, or are inappropriately dressed.