

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	ECONOMICS, BUSINESS AND INTERNATIONAL STUDIES		
DEPARTMENT	TOURISM STUDIES		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	TSK802	SEMESTER	8th
COURSE TITLE	FEASIBILITY STUDIES AND BUSINESS PLAN FOR TOURIST ENTERPRISES		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4		4	6
COURSE TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Specific Expertise		
PREREQUISITE COURSES:	No		
LANGUAGE OF INSTRUCTION:	Greek		
LANGUAGE OF EXAMINATION/ASSESSMENT:	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	Yes		
COURSE WEBSITE (URL)			

(2) LEARNING OUTCOMES

<p>Learning Outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail. It is necessary to consult:</i></p> <p>APPENDIX A</p> <ul style="list-style-type: none"> • Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework. • Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and <p>APPENDIX B</p> <ul style="list-style-type: none"> • Guidelines for writing Learning Outcomes <p>The importance of the business process has often been overlooked in trying to interpret economic power. Entrepreneurship is about people, their choices and actions when starting, growing or generally operating a business or being involved in its strategic decisions. Investment plans must be planned and executed following a sequence based on an agreed strategy that leads to an idea for a specific action, which is then formulated, executed and evaluated with a vision to improve the strategy and further action.</p>
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This sequence should be followed for each investment project, as investment projects usually have wider effects on the economy, the environment, society and even institutions many times over. The aim of the course is to develop skills in identifying and solving problems in the sectors of the economy (primary, secondary and tertiary sectors) and in identifying the development opportunities of these sectors and sectors.

The course covers the internationally accepted terminology of the various studies, the sequence of topics to be followed in regional, sub-sectoral and sectoral studies. The technique of elaboration and drafting of preliminary studies and feasibility studies is analyzed in detail. Detailed instructions are given for the elaboration and preparation of feasibility studies of professional requirements that can cover issues from the creation of an oil refinery to the remodeling of a small olive mill or hostel or a professional laboratory. The preparation of a business plan is also examined in detail, and issues of entrepreneurship are discussed.

Upon successful completion of the course students will be able to:

- Choose between alternatives.
- Formulate the steps to be followed when preparing a sectoral (or sub-sectoral) study.
- Recognize the elements that need to be analyzed in investment opportunity studies.
- Create a business plan that includes a detailed marketing strategy and execution plan.
- Present a business plan.
- Develop mechanisms for monitoring and controlling marketing performance in feasibility assessments.

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

Search for, analysis and synthesis of data and information by the use of appropriate technologies,

Adapting to new situations

Decision-making

Individual/Independent work

Group/Team work

Working in an international environment

Working in an interdisciplinary environment

Introduction of innovative research

Project planning and management

Respect for diversity and multiculturalism

Environmental awareness

Social, professional and ethical responsibility and sensitivity to gender issues

Critical thinking

Development of free, creative and inductive thinking

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(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)

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- Search, analysis and synthesis of data and information, using the necessary technologies
- Adaptation to new situations
- Autonomous work
- Work in an interdisciplinary environment

(3) COURSE CONTENT

Definitions

Business Plans

Feasibility study

- Summary
- Basic idea and history of the program
- Market Analysis and Marketing
- Raw materials and other supplies
- Mechanical and technology
- Unit organization and general expenses
- Human resources
- Location, installation site, environment
- Planning and budget for the execution of the project
- Financial analysis and evaluation of the investment

(4) TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Face-to-face																				
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	Use of audiovisual media Learning process support through e-class																				
COURSE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.</i> <i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i>	<table border="1"> <tr> <td>Lectures</td><td></td></tr> <tr> <td>• Introduction</td><td></td></tr> <tr> <td>• Questions-answers</td><td></td></tr> <tr> <td>• Discussion</td><td></td></tr> <tr> <td>• Exercises</td><td></td></tr> <tr> <td>• Case study</td><td></td></tr> <tr> <td>Teamwork</td><td>30</td></tr> <tr> <td>Self-directed study</td><td>84</td></tr> <tr> <td>Exams</td><td>2</td></tr> <tr> <td>Total</td><td>168</td></tr> </table>	Lectures		• Introduction		• Questions-answers		• Discussion		• Exercises		• Case study		Teamwork	30	Self-directed study	84	Exams	2	Total	168
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STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures:</i> <i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i>	Language of evaluation: Greek: Written final exam (participates in configuration of the final grade by 80%, with an excellent 10) which includes: • Solving Exercises • Short Answer Questions II. Group project/assignment (participates in the formation of the final grade by 20%) • The project/assignment is graded with an excellent 10																				

(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:

Μεθοδολογία, Τεχνικές και Θεωρία για Οικονομοτεχνικές Μελέτες, Σ. Καρβούνης, Πειραιάς, Εκδόσεις Βαρβαρήγου, 2016

- Οδηγίες, Προβλήματα, Υποδείγματα για Οικονομοτεχνικές Μελέτες, Σ. Καρβούνης & Δ. Γεωργακέλλος, Πειραιάς, Εκδόσεις Βαρβαρήγου, 2016
- How to prepare a feasibility study: A step-by-step guide including 3 model studies, Robert E Stevens, Prentice-Hall, 1982

- MANUAL FOR THE PREPARATION OF INDUSTRIAL FEASIBILITY STUDIES, Behrens W. & Hawranek P.M., UNIDO, 1991
- Project Evaluation. English, J. M. New York: Macmillan Publishing Co., Inc., 1984.

- Academic Journals

- Journal of Valuation
- Journal of Business and financial affairs