

MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MBA - TOURISM AND TRAVEL MANAGEMENT(MBA TTM)

TMS - 506: BUSINESS STRATEGY & ENTREPRENEURSHIP

Credits: 3

Learning Objectives

- To understand the dynamics of strategy formulation and implementation; and
- To appreciate the scope for entrepreneurship in tourism.

Learning Outcome:

- Should be able to understand the importance of starting & business and able to do something their own in future.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

Unit I Introduction to Business Strategy: Introduction, Concept of Business Strategy, Need for Business Strategy, Essentials of Effective Strategy, Effects of Inadequate Strategies, Functions of Business Strategies

Unit II Strategic Management – Strategic management Process - Environmental Scanning and Analysis – Strategy Formulation – Michael Porter on Strategy - BCG Matrix – Generic strategies – Integration Strategies - Outsourcing strategies – Offensive and Defensive strategies – Strategic Alliances- Mergers and Acquisitions – Diversification – Strategic Intent and Fit.

Unit III Entrepreneurship – Entrepreneurship, Definition and role. Entrepreneurial motivations. Entrepreneurship opportunities in tourism. Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade

Unit IV Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in Economic Development. Management performance, assessment and control in tourism enterprises.

UNIT V Institutional Interface and Set up; Government Policy; tourism Enterprises, assistance under MoT scheme. Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.

UNIT VI Ownership Structures & Organizational Framework, Corporate Entities Issues, H R Issues, Strategies for Growth & Stability. Management Issues in Tourism & Hospitality Industry; Entrepreneurial case studies of major Travel Agencies / Hotels i.e. Cox & Kings, TCI and Hotels i.e. Oberoi and Taj Hotels.

Select References

1. Srinivasan. R (2006), Strategic Management: the Indian Concept, 2nd Ed., Prentice Hall India, New Delhi.
2. Thomson. A. A., Stick land. A.J. & Cambel. J. E.,(2005), Crafting and Executing Strategy- the Quest for Competitive Advantage, Tata McGraw Hill, New Delhi.
3. Peter F. Drucker (1985), Innovation & Entrepreneurship, Harper & Row, New York.
4. John A. Pearce II & Richard B. Robinson Jr. (1991) Strategic Management, 3rd Ed, AITBS, New Delhi.
5. Michael E. Porter (1985), Competitive Advantage, Free Press, New York.
6. Miller. A & Dess. G.G (1996), Strategic Management, 2nd Ed., McGraw Hill, New york.