Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
NAMED AFTER PATRICE LUMUMBA
RUDN University

Higher School of Management

educational division (faculty/institute/academy) as higher education programme developer

COURSE SYLLABUS

Innovation Management and Entrepreneurship in Tourism

(course title)

Recommended by the Didactic Council for the Education Field of:

43.04.02 Tourism

field of study / speciality code and title

The course instruction is implemented within the professional education programme of higher education:

Business Processes in Tourism and Hospitality

higher education programme profile/specialisation title

2024

1. COURSE GOAL

The Innovation Management and Entrepreneurship in Tourism course is aimed at deepening and consolidating the acquired knowledge of the methodological foundations of the study of innovative processes that occur in society, revealing the essence of the scientific approach to reality on the basis of general scientific and subject-specific research methods, and developing students' ability to make effective decisions in the tourism service market.

2. REQUIREMENTS FOR COURSE OUTCOMES

Mastering the Innovation Management and Entrepreneurship in Tourism course is designed for students to acquire the following competencies (parts of competencies):

Table 2.1. List of competences that students acquire when mastering the course

Competence Code	Competence Descriptor	Competence Formation Indicators (within this course)
GPC-4	Able to develop and implement marketing strategies and programmes in tourism	GPC-4.1. Able to apply marketing research technologies in professional activities; GPC-4.2. Able to develop marketing strategies and programmes in tourism; GPC-4.3. Able to introduce marketing strategies and programmes into the activities of tourism enterprises, including using the Internet.
PC-4	Able to manage the implementation of technological innovations and modern information and communication technologies to ensure the competitiveness of tourism facilities	PC-4.1. Able to identify key technological tourism innovations; PC-4.2. Able to evaluate the effectiveness and justify the use of modern information and communication technologies to ensure the competitiveness of tourism enterprises; PC-4.3. Able to carry out an examination of projects for the implementation of promising tourism ones, identify their advantages and disadvantages, and develop an implementation plan.
PC-9	Able to apply international experience in managing resources and quality of services of tourism organizations	PC-9.1. Able to develop management decisions based on objective results of analysis of international experience in the activities of tourism organizations.

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The Innovation Management and Entrepreneurship in Tourism course refers to the variable component of the B1 block of the higher educational programme curriculum.

Within the higher education programme students also master other disciplines (modules) and / or internships that contribute to the achievement of the expected learning outcomes for the Innovation Management and Entrepreneurship in Tourism course.

Table 3.1. The list of the higher education programme components that contribute to the achievement of the expected learning outcomes for the course.

Compet ence Code	Competence Descriptor	Previous Courses/Modules, Internships*	Subsequent Courses/Modules, Internships*
GPC-4	Able to develop and implement marketing strategies and programmes in tourism	• International Marketing in Tourism and Hospitality	• Preparing for defence and defending a graduation thesis
PC-4	Able to manage the implementation of technological innovations and modern information and communication technologies to ensure the competitiveness of tourism facilities	No	• Digitalization and Information Technology Provision of the Professional Sphere • Cross-Border Development in Tourism • Pre-Graduation Internship • Preparing for defence and defending a graduation thesis
PC-9	Able to apply international experience in managing resources and quality of services of tourism organizations	• Tourist Market Economics • International Marketing in Tourism and Hospitality • Hospitality Industry Economy • Organizing Project Activities in Tourism	• Financial Management • Territorial Recreational System Formation and Management • Maintaining Ecological Balance of Tourist Areas • Research and Development • Pre-Graduation Internship • Preparing for defence and defending a graduation thesis

* -To be filled in according with the competence matrix of the higher education programme

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

The total workload of the Innovation Management and Entrepreneurship in Tourism course is 3 credits.

Table 4.1. Types of academic activities during the period of mastering the HE programme

Type of Academic Activities		TOTAL, academic hours	Semester 2
Classroom learning, academic hours.		**34**	**34**
including:			
Lectures		17	17
Lab work		-	-
Seminars		17	17
Self-study, academic hours		38	38
Evaluation and assessment (exam), academic hours		36	36
Course workload	ac. hrs.	108	108
	credits	3	3

5. COURSE MODULE CONTENTS

Table 5.1. Course Module Contents

Module Title	Course Module Contents	Learning Activities*
Module1. Subject and content of the discipline. Basic concepts	Topic 1.1. Subject of study. Scientific and technical achievements and scientific and technical innovations: relationship and interdependence. Innovation as an object of management. Essence, difference and relationship of the concepts of product, technology, novation, innovation, discovery, invention, modification, innovation process. Topic 1.2. Goals and objectives of the academic discipline. Place and role of the discipline in the system of higher professional education. Innovative culture formation. Methodology of innovation management theory. Basic concepts, methods and research tools. Concept of innovation. Classification characteristics of novation, innovations and innovative processes and their characteristic features.	Lecture, Seminar
Module 2. Innovative development theories	Topic 2.1. Economic and socio-philosophical concepts of innovative development. Periodization of social development in terms of the innovation theory. Scientific and technological eras: driving forces of development and reasons for succession. Topic 2.2. Concept of technological paradigms and their changes in the process of social development. Concept of technological paradigm. Change of technological paradigms according to periods of dominance. Characteristics of modern technological paradigms and their development. The technological paradigm influence on the strategic choice of organization's development.	Lecture, Seminar
Module 3. Innovation processes: types, stages, essence, content	Topic 3.1. Features of product, technological and modifying innovations. Life cycles of innovation. Innovation process essence and structure. Cyclical nature of innovation processes. Innovation cycles and organizing innovation activities. Life cycle concept. Main stages of the product life cycle and their characteristics. Characteristics of innovative development stages.	Lecture, Seminar
Module 4. National innovation systems	Topic 4.1. National innovation systems and knowledge economy. Basic provisions of the concept of national innovation systems. NIS goals, objectives and structure. Russian and foreign experience in constructing NIS. Main elements of an innovation system: their role, functions and interaction.	Lecture, Seminar

Module Title	Course Module Contents	Learning Activities*
	Topic 4.2. Goals, objectives, forms and methods of state innovation policy formation and implementation. Russian legislation on innovation activity. Priority directions for science, technology and engineering development. Critical technologies. National projects in innovative development. Topic 4.3. International innovation activity. System of international organizations promoting innovative and technological development. Topic 4.4. Concept of innovation infrastructure. Composition of innovation infrastructure components. Organizations engaged in information services for innovative activities. Organizational support. Legal protection of innovative activities. Current directions for the innovation infrastructure development.	
Module 5. Organizing and managing innovative activities	Topic 5.1. Commercialization of the results of scientific and technical activities: essence and features at different stages of the life cycle. Essence of diffuse processes and their main directions. Transfer of scientific and technical activity results at the level of organizations and states. Intellectual property protection. Topic 5.2. Goals and objectives of forecasting scientific and technological development. Basic principles of forecasting. Long-term forecasting of economic development. Forecasting and making innovative decisions. Topic 5.3. Intra- and inter-company organizational forms of innovation activity. Alliances in the innovation sphere. Intercompany scientific and technical cooperation. Business incubators. Science and technology parks. Global innovation processes and features of organizing them in tourism.	Lecture, Seminar
Module 6. Competitiveness: concept, factors, conditions for ensuring it	Topic 6.1. Concept of competitiveness. Role of competitiveness in a market economy. Main factors determining the competitiveness of products and technology. Competitiveness of brands. Brand. Competitiveness of the enterprise and its innovative activities. Strategic importance of innovations in ensuring the competitiveness of an enterprise. Innovative potential of an enterprise (organization) as the most important factor of competitiveness. Characteristics of the innovative potential of an enterprise (organization). Strategies for innovative development of enterprises and approaches to their formation and implementation.	Lecture, Seminar

Module Title	Course Module Contents	Learning Activities*
Module 7. Innovative activity management in a tourism industry enterprise	Topic 7.1. Features of innovation process regulation at macro- and micro-levels of management. Features of organizing payment and incentives for labor in innovative activities. Resistance of enterprise personnel to innovation. Conflicts in the innovative development process. Methods and approaches to overcoming resistance to innovation and conflict resolution. Topic 7.2. Team formation and leadership in the implementation of innovative projects and programmes for innovative development of enterprises. Topic 7.3. Marketing in the innovation sphere. Designing business processes for innovation activities. Organizing monitoring the innovation process. Topic 7.4. Investment in innovation. Ways to organize financing of innovative activities. Forms of financing. Sources of financing and lending. Indicators of commercial effectiveness of innovation. Uncertainty and risks of innovation activity. Classification of risks of innovation activity. Risk analysis methods. Risk management in innovation activities.	Lecture, Seminar
Module 8. Management of innovative projects and programmes in tourism	Topic 8.1. Project management as the main technology for implementing innovation. Project concept. Innovative project development and ensuring its implementation. Project as an object of management. Project planning and management based on a process approach. Classification of projects. Project structure and its environment. Features of innovative projects. Project life cycle. Main stages and phases of the project. Project execution team. Key role of the project manager. Interaction between the head and the team. Motivation of project participants. Types of tools used at various stages of the life cycle of an innovation project. Unified information model of the project and CALS technologies. Tools for planning and monitoring the progress of an innovative project. Tools for financial analysis and resource management of an innovative project.	Lecture, Seminar
Module 9. Entrepreneurship in the innovation sphere	Topic 9.1. Innovative business idea. Innovative proposal. Innovation request. Mechanisms for ensuring communications in the innovation sphere: trade exchanges and trading platforms for intellectual resources. Mediation in the innovation sphere. Venture entrepreneurship. Innovation as a specific product. Features of promoting innovations on the market.	Lecture, Seminar

Module Title	Course Module Contents	Learning Activities*
	Sales forecast for a new product or service. Technical marketing (marketing at the early stages of the innovation life cycle). Features of organizing an advertising campaign and preparing a sales network for the sale of a new product or service. Pricing for new tourism and hospitality products (services).	
Module 10. Developing and presenting an innovative project on specific issues (areas) of tourism management	Topic 10.1. Goals and objectives of innovative project examination. Scientific and technical examination: directions, forms, methods, tools. Registration of the results of scientific and technical examination of innovative projects. Commercial examination of innovation areas: forms, methods, tools. Registration of the results of commercial examination of innovative projects. Topic 10.2. Business planning goals. External and internal functions of a business plan. Conceptual business plan. Comparison of alternatives. Place of a business plan in the life cycle of an innovation project. Business plan to justify an innovative proposal. Key questions and content of business plan phases. Methods for developing a business plan. Preparing a business plan. Business plan presentation as an element of marketing.	Lecture, Seminar

* - To be filled in only for **FULL-TIME** mode of study: *Lecture, Lab Work, Seminar.*

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom Equipment and Technology Support Requirements

Classroom for Academic Activity Type	Classroom Equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary)
Lecture	Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)
Seminar	Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Microsoft Garant Consultant Plus

Classroom for Academic Activity Type	Classroom Equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary)
		Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)
Self-Studies	Classroom equipped with a set of specialized furniture; PCs with access to electronic information and educational environment.	Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)

7. RESOURCES RECOMMENDED FOR THE COURSE STUDY

Laws and Regulations:

1. Federal Law No. 132-FZ "On Fundamentals of Tourism Activities in the Russian Federation" dated 24 November 1996 (latest edition) https://fzrf.su/zakon/ob-
2. Law of the Russian Federation No. 2300-1 dated 07 February 1992 "On Protection of Consumer Rights" as amended by Federal Law No. 250-FZ dated 29 July 2018 http://logos-pravo.ru/zakon-rf-o-zashchite-prav-potrebiteley-s-kommentariyami
3. Federal Law No. 216-FZ dated 29 July 2017 (as amended on 27 December 2018) "On Innovative Scientific and Technological Centres and on Amendments to Certain Legislative Acts of the Russian Federation" http://www.consultant.ru/document/cons_doc_LAW_221172/b819c620a8c698de35861ad4c9d9696ee0c3ee7a/#dst100022

Main Readings:

1. Digital Business Models / S. Ronteau, L. Muzellec, D. Saxena, D. Trabucchi. – Berlin: De Gruyter, 2022. – 182 p. – ISBN 9783110762556, 9783110762419, 9783110762594. – Text: electronic // Lan: electronic library system. – URL: https://directory.doabooks.org/handle/20.500.12854/96546
2. Tourism, Smart Specialization and Sustainable Development / Edited by J. Romão. – Basel: MDPI, 2021. – ISBN 9783039436712, 9783039436729. – Text: electronic // Lan: electronic library system. – URL: https://directory.doabooks.org/handle/20.500.12854/68410

Additional Readings:

1. World Tourism Organization (2019), UNWTO Guidelines for Institutional Strengthening of Destination Management Organizations (DMOs) – Preparing DMOs for new challenges, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284420841

2. Big Data for Better Tourism Policy, Management, and Sustainable Recovery from COVID-19. Published: December 2021 Pages: 86, eISBN: 978-92-844-2309-5 | ISBN: 978-92-844-2308-8

3. World Tourism Organization (2017), Innovation in Tourism – Bridging Theory and Practice, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284418503

4. World Tourism Organization (2018), One Planet -Sustainable Tourism Programme Annual Magazine 2017/2018: Lead. Innovate. Finance. Empower, UNWTO, Madrid.

5. World Tourism Organization (2004), Tourism Congestion Management at Natural and Cultural Sites (English version), UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284407637

Internet Resources:

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access based on concluded agreements:
   - RUDN University Electronic Library System (RUDN University ELS) http://lib.rudn.ru/MegaPro/Web
   - ELS "University Library Online" http://www.biblioclub.ru
   - ELS "Urait" http://www.biblio-online.ru
   - ELS "Student Consultant" www.studentlibrary.ru
   - ELS "Lan" http://e.lanbook.com/
   - ELS "Troitsky Bridge"

2. Databases and search engines:
   - electronic fund of legal and normative-technical documentation http://docs.cntd.ru/
   - Yandex search engine https:// www.yandex.ru
   - Google search engine https://www.google.ru/
   - SCOPUS abstract database http:// www.elsevierscience.ru/products/scopus/
   - http://www.tourlib.net All about tourism: tourism library.
   - http://www.ekonomika.ru/ Economics and Life magazine.
   - http://www.prime-tass.ru/ Prime Tass – Economic information agency.
   - http://www.infostat.ru/ Statistics of Russia information and publishing centre.
   - http://www.finance-journal.ru/ Finance journal.
   - http://profi.travel.ru/press/ Tourism and Travelling. Professional press

Educational and methodological materials for student self-studies when mastering the course/module*:

1. Lecture course on Innovation Management and Entrepreneurship in Tourism.
2. Methodological guidelines for students' self-studies when mastering the course.
3. Methodological recommendations for ensuring accessibility of the programme for students with limited health capacities.

* - The methodological materials and guidelines for the self-studies are placed on the course page in the university telecommunication training and information system under the set procedure.

8. ASSESSMENT TOOLKIT AND GRADING SYSTEM* FOR EVALUATION OF STUDENTS' COMPETENCES LEVEL UPON COURSE COMPLETION

The assessment toolkit and the grading system for assessing the level of competence (part of competences) formation based on the results of mastering the Innovation Management and Entrepreneurship in Tourism course are presented in the Appendix to this Course Syllabus.

* The assessment toolkit and the grading system are formed on the basis of the requirements of the relevant local normative act of RUDN University (regulations / order).

DEVELOPERS:

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O.N. Tolstykh

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Position, Educational Department	Signature	Name

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HEAD OF EDUCATIONAL DEPARTMENT:

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