INSTITUTE OF HOTEL MANAGEMENT JAIPUR

COURSE MODULE FOR ENTREPRENEURSHIP PROGRAM

HOURS: 150 hours

1. Achievement Motivation - Confidence building
2. Why self employment - Advantages over wage employment, Entrepreneurship Development
3. Entrepreneurship in hospitality
4. Entrepreneurial Competencies
5. Problem Solving & Creativity
6. Time Management
7. Quality management
8. Planning in entrepreneurship
9. situation handling
10. Creativity in entrepreneurship
11. Importance of communication in entrepreneurship
12. Computer literacy and basic knowledge
13. Marketing Management/Packaging/branding
14. Costing & Pricing, Fixed cost & Variable Cost, Breakeven point etc.
15. Market Survey
16. Understanding consumer behavior
17. Inventory management
18. Style of leadership & characteristics of a good leader