



## **C112 - Start Your Own Business with Travel and Tourism 260 Hours**

### **Start Your Own Business**

#### **Overview**

Would you love to be your own boss? Do you have a great idea for a business, but just don't know where to begin? Let us help you get started! Our in-depth course can provide you with a comprehensive introduction on how to start your own business. This is your chance to take that exciting first step toward a new career as an entrepreneur!

Do you have an idea to start your own internet business, or start your own home business? This course is an excellent starting point in learning the fundamentals every entrepreneur should understand and employ.

Our detailed start your own business course offers instruction on a number of business topics, including:

- Entrepreneurial skills
- Home business success
- Types of available small businesses
- The ingredients of a business plan
- Marketing and research
- Small business management
- Managerial accounting
- Budget planning

#### **Outline**

##### **Start Your Own Business Module 1**

##### **Being an Entrepreneur**

- Starting Your Business
- What Is an Entrepreneur?
- Opportunity Recognition
- Characteristics of the Successful Entrepreneur
- Income Statements: The Entrepreneur's Scorecard
- Return on Investment
- Inventions and Product Development
- Financing Strategy: Borrow or Sell?



## **Start Your Own Business Module 2**

### **Choosing a Business**

- Selecting Your Business
- The Power of Positive Thinking
- The costs of Starting and Operating a Business
- What Is Marketing?
- Advertising and Publicity
- Cost/Benefit Analysis
- Market Research
- Basic Business Plan Review

## **Start Your Own Business Module 3**

### **Running a Successful Business**

- Running a Business Successfully
- Your Competitive Advantage: Tactics and Strategies
- Keeping Good Records
- Negotiation
- Consumer Analysis
- Developing Your Marketing Mix
- Sole Proprietorships and Partnerships
- The Production/Distribution Chain
- Technology and Your Business

## **Start Your Own Business Module 4**

### **Intermediate Business Skills**

- Business Communication
- Product Quality
- Cash Flow
- From the Wholesaler's to the Trade Fair
- Trade Fair Financials
- Principles of Successful Personal Selling
- Protecting Your Intellectual Property
- Intermediate Business Plan Review

## **Start Your Own Business Module 5**

### **Growing Your Business**

- What You Need to Know to Grow
- Small Business and Government
- Supply and Demand
- Break-Even Analysis
- Understanding Stocks
- Math Tips to Help You Sell and Negotiate
- The Advanced Sales Call



- Franchising and Licensing: Capitalizing on Your Brand

### **Start Your Own Business Module 6**

#### **Advanced Business Skills**

- Dealing with Contracts
- Raising Capital: Other People's Money
- Venture Capital
- Taxation for the Entrepreneur
- Corporations: Limiting Liability
- Putting the Right Management Team in Place
- Bonds and Other Debt-Based Financing Strategies
- Insurance and Other Operating Costs

### **Start Your Own Business Module 7**

#### **Business Ethics & Social Responsibility**

- Manufacturing: From Idea to Product
- Future and Present Value of Money
- Ethical Business Behavior
- Building Good Personal and Business Credit
- The Balance Sheet: A Snapshot of Your Business
- Socially Responsible Business and Philanthropy
- Building Lifelong Financial Relationships
- Advanced Business Plan Review

## **Travel and Tourism**

### **Overview**

Are you interested in learning more about a travel agent career? Would you like to better understand travel and tourism jobs? Our travel and tourism school can help you learn more about a travel agent career and take the first step in getting quality travel agent training.

Travel agent career professionals consistently help people plan family vacations, corporate trips, cruises, international travel, and specialty tours such as adventure vacations. Travel agents generally have access to important information regarding fares and discounts, and are knowledgeable about particular geographic locations. Overall, a travel agent career professional can help consumers plan the most appropriate travel arrangements for their needs.

Our travel agent school can provide travel agent training on the essentials of a travel and tourism jobs, and could be your first step in getting one of many interesting travel and tourism jobs such as working for a corporation, online travel agency, or even working from home!



Our travel agent school can provide in-depth travel agent training on a number of topics, including:

- Travel agent career opportunities
- Travel and tourism jobs
- Corporate group travel
- International versus domestic travel
- Hotels, cars, boat and rail travel
- Travel insurance
- Discount fares
- Geography for the travel professional

## **Outline**

### **Travel and Tourism Module 1**

#### **Charting Your Course in a Computerized World**

- Your Place in Travel
- Careers in Travel
- The Successful Travel Professional
- Travel Counselor
- Reservation Sales Agent
- Tour Escort, Tour Guide and Tour Director
- Flight Attendant
- Getting a Job
- Your Resume'
- Job Interview Skills
- The Internet – Blessing or Curse?
- E-Commerce
- The Internet Consumer
- The Internet as a Reference Tool
- Using E-Mail
- Advertising on the Web
- The Computer Reservation System

### **Travel and Tourism Module 2**



## **United States Air Travel**

- Air Travel Basics
- Airline Codes and Policies
- Commercial Aircraft
- Airports - Departures and Arrivals
- Airport Codes
- Planning U.S. Itineraries
- Types of Trips
- Flight Schedule Selection
- Time Comparison
- Finding the Answers
- U.S. Airfares and Charges
- Fare Basis codes and Booking Classes
- Fare Construction
- Taxes and Other Fees
- Ticketing and Prepays
- Electronic vs. Paper Tickets
- General Rules for Writing Tickets
- The Conjunction Ticket
- Prepaid Ticket Advice
- Refunds and Exchanges
- Travel Agency Service Fees

## **Travel and Tourism Module 3**

### **Travel Products and Services**

- Types of Accommodations
- Accommodation Ratings and Rates
- Lodging Language
- Making Reservations
- Rental Cars' Class and Size Groups
- Requirements for Renting a Car
- Traveling by Rail
- Amtrak: A Brief History
- Booking and Ticketing Amtrak Reservations
- Railroads Around the World
- Private Rail Cars and Private Luxury Trains
- Profit from Consolidators
- Travel Agency Charters
- Group Sales
- Travel Insurance
- Trip Cancellation or Interruption Coverage
- Insurance Waivers
- Tours of the World
- The Language of Tours
- Making Tour Reservations
- Tour Confirmation and Follow-up



## **Travel and Tourism Module 4**

### **The Cruise Experience**

- The Basics of Cruising
- Cruise Benefits and Disadvantages
- Cruise Reference Materials for Travel Counselors
- Major Cruise Lines and Their Fleets
- Cruise Areas of the World
- The Language of Cruising
- Facilities, Features and Food
- Cruise Casinos, Bars and Lounges
- Medical Services
- Phone, Fax and E-Mail on a Cruise
- Hair Salons, Saunas and Massages
- Who and When to Tip
- Cruise Pricing
- Making Reservations
- Payments and Commissions
- Cruise Documents
- Other Types of Sea Travel
- Travel by Freighter

## **Travel and Tourism Module 5**

### **International Air Travel**

- Practical Advice for International Travelers
- Entry Requirements
- Passports and Passport Tips
- Understanding Visas
- Traveling in Good Health
- Recommended Vaccinations
- What is Jet Lag?
- Medical Assistance Abroad
- International Money Matters
- Embassies and Consulates
- Duty-Free Allowance
- International Air Travel Basics
- Twenty-Four-Hour Clock
- International Date Line (IDL)
- International City, Airport and Airline Codes
- IATA Trip Classifications
- International Fare Terms
- Booking Classes and Fare Basis Codes
- International Taxes and Fees
- International Flight Schedules
- International Ticking Issues



## **Travel and Tourism Module 6**

### **Servicing the Travel Client**

- Selling Skills for the Travel Professional
- Asking the Right Questions
- Handling Objections
- Asking for the Business
- Customer Service for Your Clients
- Defining Customer Service
- What Do Customers Want?
- Attitude is Everything
- Commitment to Excellence
- Handling complaints
- Handling Irate Customers
- Telephone Etiquette

## **Travel and Tourism Module 7**

### **Geography for Travel Professionals**

- Basic Travel Geography
- Using Maps
- Geographical Terms
- Winds, Water and Weather
- Travel Destinations
- Archaeological Sites and Mysterious Places
- Great Beaches
- Buildings, Structures and Gardens
- Castles, Palaces and Mountains
- Gaming Locations
- Popular Golf Destinations
- Historical Sites
- Museums, Theatre, Music and Art
- National Parks
- National Treasures
- Religious Sites
- Scuba and Snorkeling Trips
- Theme Park for the Family
- Winter Sports Destinations