

Course Syllabus

Course Code	Course Title	ECTS Credits
HSPO-216	Innovation and Entrepreneurship in Hospitality	4
Prerequisites	Department	Semester
None	Hospitality	Spring
Type of Course	Field	Language of Instruction
Required	Entrepreneurship	English
Level of Course	Lecturer(s)	Year of Study
Diploma		2 nd
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

The main objectives of the course are to:

1. Understand the broad issues of entrepreneurship
2. Analyse practices of business start-up and hospitality business development
3. Analyse personal strengths and weaknesses in relation to elements of the hospitality entrepreneurial process
4. Understand the characteristics of innovation and creativity in Tourism and Hospitality

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Understand the challenges faced by entrepreneurs in Tourism and Hospitality
2. Understand the process of developing a business plan
3. Analyse the business environment
4. Discuss global aspects of entrepreneurship and innovation
5. Distinguish between creativity and innovation
6. Utilize innovation as a tool to cope with the challenges of a global competitive environment

Course Content:

1. Entrepreneurial characteristics
2. Entrepreneurship and Hospitality SMEs
3. Contexts of entrepreneurial activity
4. Business environment research
5. Opportunity recognition
6. Acquiring resources
7. Business models
8. Entrepreneurial activities
9. Business Start-up
10. Innovation Models
11. Creativity Model

Learning Activities and Teaching Methods:

PowerPoint Lectures, Case Study Analyses, Student Presentations/Assignments

Assessment Methods:

Class Participation, Assignments, Mid-Term Exam, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Entrepreneurship Management in Hospitality Industry	Tiend, Sophea	Oakville, ON: Society Publishing	2019	9781774070093
Social Entrepreneurship in Hospitality	Legrand, W.	Routledge	2020	978- 1138734081

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality: Skills for Successful Ventures	Marios Sotiriadis	Emerald Publishing Limited	2019	9781787435308
Moguls of Hospitality	Mirza, A.	Kindle	2023	B0BRR6XCM4