

<b>Course Title</b>	Entrepreneurship in Hospitality & Tourism							
<b>Course Code</b>	TTOU-210							
<b>Course Type</b>	This course serves as both Elective and Requirement, according to the program.							
	<table border="1"> <tr> <td>Hospitality Bachelor</td> <td>Tourism Requirement</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Bachelor	Tourism Requirement	All Programs	General Elective		
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<b>Level</b>	Bachelor (1 <sup>st</sup> Cycle)							
<b>Year / Semester</b>	Year 2, A' Semester							
<b>Teacher's Name</b>	Dr Nicos Anastasiou							
<b>ECTS</b>	6	<b>Lectures / week</b>	3	<b>Laboratories / week</b>				
<b>Course Purpose and Objectives</b>	<p>The purpose of the course is to provide students with an in-depth understanding of the concept of entrepreneurship and its application in hospitality and tourism. Students will explore the entrepreneurial processes. The module critically investigates a range of issues management, new product development, corporate branding, marketability and innovation for international as well as regional hospitality and tourism businesses. Particular emphasis is placed on generating new innovative strategies, initiatives and ideas.</p> <p>Students are expected to:</p> <ul style="list-style-type: none"> <li>• Understand the concept of entrepreneurship in hospitality and tourism</li> <li>• Demonstrate critical and entrepreneurial thinking in producing a viable strategic business plan</li> <li>• Analyse and apply the relevant entrepreneurial and innovative knowledge and skills needed to maintain a hospitality or a tourism business</li> <li>• Develop a business plan for an entrepreneurial hospitality or tourism venture</li> </ul>							

<b>Learning Outcomes</b>	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Describe and apply theories of entrepreneurial activities and processes</li> <li>2. Discuss personal, sociological and environmental antecedents to the entrepreneurial process</li> <li>3. Analyse the role of opportunity recognition, innovation and creativity in the entrepreneurial process</li> <li>4. Critically analyse a business start-up in the light of entrepreneurial theory</li> <li>5. Identify contemporary entrepreneurship issues including pertinent management, HRM, operational, financial and legal issues in the pre and start-up phase of venture creation</li> <li>6. Develop a business plan</li> </ol>		
<b>Prerequisites</b>	TTOU-100	<b>Required</b>	
<b>Course Content</b>	<ol style="list-style-type: none"> <li>1. Perspectives on entrepreneurship - sociological influences</li> <li>2. Environmental influences on entrepreneurship</li> <li>3. Opportunity recognition and evaluation</li> <li>4. Planning the new venture</li> <li>5. Goals, objectives, mission, vision</li> <li>6. Types of legal businesses</li> <li>7. Legal and financial issues during start-up</li> <li>8. Entry strategies for the new venture</li> <li>9. Marketing and franchising</li> <li>10. General management in the entrepreneurial venture</li> <li>11. Risk management</li> <li>12. Business plan</li> </ol>		
<b>Teaching Methodology</b>	<p>The course is delivered through lectures, demonstrations, and group discussions. Add any other method that you use during your lectures</p>		
<b>Mode of delivery</b>	Face to face.		
<b>Bibliography</b>	<b>Required</b>		
	<p>Brookes, M., Altinay, L. (2016). Entrepreneurship in hospitality and tourism: A global perspective. Oxfors: Goodfellow Publisher</p>		
	<b>Recommended</b>		
	<p>Ateljevic, J., Stephen J. (2017). Tourism and Entrepreneurship. London: Routledge</p>		

<p><b>Assessment</b></p>	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="550 302 1401 562"> <tr> <td data-bbox="550 302 975 376">30 – 50 %</td> <td data-bbox="981 302 1401 376">Final Exam</td> </tr> <tr> <td data-bbox="550 385 975 443">20 – 40 %</td> <td data-bbox="981 385 1401 443">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td data-bbox="550 452 975 510">10 – 30 %</td> <td data-bbox="981 452 1401 510">Assignments / Projects</td> </tr> <tr> <td data-bbox="550 519 975 562">0 – 10 %</td> <td data-bbox="981 519 1401 562">Class Attendance &amp; Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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<p><b>Language</b></p>	<p>English</p>								