

Course Title	Entrepreneurship in Hospitality & Tourism										
Course Code	TTOU-210										
Course Type	This course serves as both Elective and Requirement, according to the program. <div><table><tr><td>Culinary Diploma</td><td>Requirement</td></tr><tr><td>Hospitality Bachelor</td><td>Requirement</td></tr><tr><td>All Programs</td><td>General Elective</td></tr></table></div>					Culinary Diploma	Requirement	Hospitality Bachelor	Requirement	All Programs	General Elective
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Hospitality Bachelor	Requirement										
All Programs	General Elective										
Level	Diploma (Short Cycle)										
Year / Semester	Year 2, A' Semester										
Teacher's Name	Fani Efthymiadou										
ECTS	6	Lectures / week	3	Laboratories / week							
Course Purpose and Objectives	<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">• Understand the concept of entrepreneurship in hospitality and tourism• Demonstrate critical and entrepreneurial thinking in producing a viable strategic business plan• Analyse and apply the relevant entrepreneurial and innovative knowledge and skills needed to maintain a hospitality or a tourism business• Develop a business plan for an entrepreneurial hospitality or tourism venture										

Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Describe and apply theories of entrepreneurial activities and processes 2. Discuss personal, sociological and environmental antecedents to the entrepreneurial process 3. Analyse the role of opportunity recognition, innovation and creativity in the entrepreneurial process 4. Critically analyse a business start-up in the light of entrepreneurial theory 5. Identify contemporary entrepreneurship issues including pertinent management, HRM, operational, financial and legal issues in the pre and start-up phase of venture creation 6. Develop a business plan 		
Prerequisites	TTOU-100	Required	
Course Content	<ol style="list-style-type: none"> 1. Perspectives on entrepreneurship - sociological influences 2. Environmental influences on entrepreneurship 3. Opportunity recognition and evaluation 4. Planning the new venture 5. Goals, objectives, mission, vision 6. Types of legal businesses 7. Legal and financial issues during start-up 8. Entry strategies for the new venture 9. Marketing and franchising 10. General management in the entrepreneurial venture 11. Risk management 12. Business plan 		
Teaching Methodology	<p>The course is delivered through lectures, demonstrations, and group discussions.</p> <p>Add any other method that you use during your lectures</p>		
Mode of delivery	Face to face.		
Bibliography	<p>Required</p> <p>Brookes, M., Altinay, L. (2015). Entrepreneurship in hospitality and tourism: A global perspective. Oxfors: Goodfellow Publisher</p>		

	Recommended								
	Ateljevic, J., Stephen J. (2017). Tourism and Entrepreneurship. London: Routledge								
Assessment	<p>The following assessment methods are employed to assess this course:</p> <table border="1"> <tr> <td>30 – 50 %</td><td>Final Exam</td></tr> <tr> <td>20 – 40 %</td><td>Mid –Term / Tests / Quizzes</td></tr> <tr> <td>10 – 30 %</td><td>Assignments / Projects</td></tr> <tr> <td>0 – 10 %</td><td>Class Attendance & 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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Language	English								



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CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION

