

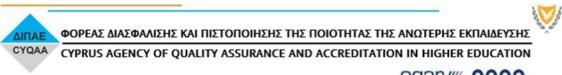


Course Title	Entrepreneurship in Hospitality & Tourism					
Course Code	TTOU-210					
Course Type	This course serves as both Elective and Requirement, according to the program.					
	(	Culinary Diploma  Hospitality Bachelor		Requireme	Requirement Requirement	
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	1	All Programs		General E	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	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.  Students are expected to:  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 tour						





Learning Outcomes	<ol> <li>Upon completion of this course students will be able to:</li> <li>Describe and apply theories of entrepreneurial activities and processes</li> <li>Discuss personal, sociological and environmental antecedents to the entrepreneurial process</li> <li>Analyse the role of opportunity recognition, innovation and creativity in the entrepreneurial process</li> <li>Critically analyse a business start-up in the light of entrepreneurial theory</li> <li>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>Develop a business plan</li> </ol>				
Prerequisites	TTOU-100	Required			
Course Content	<ol> <li>Perspectives on entrepreneurship - sociological influences</li> <li>Environmental influences on entrepreneurship</li> <li>Opportunity recognition and evaluation</li> <li>Planning the new venture</li> <li>Goals, objectives, mission, vision</li> <li>Types of legal businesses</li> <li>Legal and financial issues during start-up</li> <li>Entry strategies for the new venture</li> <li>Marketing and franchising</li> <li>General management in the entrepreneurial venture</li> <li>Risk management</li> <li>Business plan</li> </ol>				
Teaching Methodology	The course is delivered through lectures, demonstrations, and group discussions.  Add any other method that you use during your lectures				
Mode of delivery	Face to face.				
Bibliography	Required  Brookes, M., Altinay, L. (2015). Entrepreneurship in hospitality and tourism: A global perspective. Oxfors: Goodfellow Publisher				





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



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