

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Entrepreneurship for Hospitality and Tourism		
<b>Module Code</b>	44-7976-00S		
<b>Level</b>	7		
<b>Credit Points</b>	15		
<b>Indicative Assessment Components &amp; Percentage Weightings</b>	Coursework 100%		
<b>Pre-Requisite Modules (if applicable)</b>	None		
<b>Delivered according to Standard Academic Calendar</b>	<b>Long: 2 semesters</b>	<b>Short: 1 semester</b>	<b>Other delivery pattern:</b>
YES	NO	YES	None

### 1 MODULE AIMS

The aims of the module are to:

1. enable students to appreciate the role and contribution of leadership and entrepreneurship in the hospitality and tourism industries;
2. develop students' critical understanding of the theories and concepts of entrepreneurship, entrepreneurs, leadership and leaders and to assist them to identify similarities, differences and relationships in these theories and concepts;
3. assist students in the application of these theories and concepts to hospitality and tourism industries and contexts and to enable students to reflect upon the factors that influence leadership and entrepreneurship;
4. develop an awareness of the roles of leadership and entrepreneurship in the start-up, survival and growth of hospitality and tourism organisations and to develop actual entrepreneurial competences by involving students in feasibility testing activities including the preparation of financial analyses.

### 2 MODULE LEARNING OUTCOMES

**BY THE END OF THE MODULE YOU WILL BE ABLE TO:**

1. demonstrate an awareness of the role and contribution of entrepreneurship in the hospitality and tourism industries;
2. critically evaluate theories and concepts of entrepreneurship and entrepreneurs;
3. identify similarities, differences and connections in entrepreneurship theories and concepts;

4. apply entrepreneurship theories and concepts to hospitality and tourism industries and contexts;
5. demonstrate an awareness of the roles of entrepreneurship in the start-up, survival, failure and growth of hospitality and tourism organisations especially small organisations;
6. demonstrate an awareness of the factors that influence entrepreneurship in the hospitality and tourism industries;
7. have the ability to analyse personal entrepreneurial potential and to appreciate the implications of this for personal development and the limitations of undertaking the analysis.
8. design, produce and justify a coherent and logical feasibility study related to the hospitality and tourism industries which comprises primary and/or secondary research.

### 3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

There are a range of learning and teaching activities. These include lectures, workshops, seminars and individual tutorials; handouts related to lectures and module material and notes, slides etc. on blackboard site; guest lectures; audio-video material; a programme of directed learning in academic texts, journals and the media; an individual assignment that will be a self analysis of leadership/entrepreneurship potential for the hospitality and tourism industries; a feasibility study assignment that enables the development of entrepreneurial competencies and peer support mechanisms related to the feasibility assignment.

Formative feedback will be provided to the first assignment and in all tutorials, seminars and workshops where appropriate. There will be ample opportunity to discuss the nature, and tutor expectations, of the assignments. Formative feedback will be given to individuals and seminar groups on an on-going basis and will be given regarding assignment plans. Formative written feedback and marks will be provided for assignments.

#### **ASSESSMENT STRATEGY AND METHODS**

Task No.	<b><u>TASK DESCRIPTION</u></b>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	100%	4000 words	No

### 4 INDICATIVE CONTENT

- Environmental pressures for entrepreneurship and leadership in hospitality and tourism.
- Leadership concepts and theories.
- Entrepreneurship concepts and theories.
- Characteristics of leaders and entrepreneurs.
- Hospitality and tourism organisational start-up, survival and development and the roles of entrepreneurship and leadership.
- Hospitality and tourism feasibility studies.
- Financial Budget preparation for Operation and Capital Expenditure.

## **FURTHER INFORMATION ABOUT THIS MODULE**

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**
  - Module Handbook
  - Module Blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

### **FINAL TASK**

<b>According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)</b>	<b>Task No.</b>
	1

### **MODULE REFERRAL STRATEGY**

<b>Task for Task (as shown for initial assessment strategy)</b>	<b>Y</b>
<b>Single Referral Package for All Referred Students</b>	<b>N</b>

### **REVISIONS**

<b>Date</b>	<b>Reason</b>
July 2012	Assessment Framework review