

## MODULE DESCRIPTOR

<b>TITLE</b>	Entrepreneurship and Innovation in the Hospitality and Tourism Industries
<b>SI MODULE CODE</b>	44-6960-00L
<b>CREDITS</b>	20
<b>LEVEL</b>	6
<b>JACS CODE</b>	N800
<b>SUBJECT GROUP</b>	Hospitality Management
<b>DEPARTMENT</b>	Service Sector Management
<b>MODULE LEADER</b>	Dr Philip Goulding (2012-13)

<b>MODULE STUDY HOURS (based on 10 hours per credit)*</b>			
<b>Scheduled Learning and Teaching Activities</b>	<b>Placement (if applicable)</b>	<b>Independent Guided Study</b>	<b>Total Number of Study Hours</b>
36		154	200

### **MODULE AIM**

Entrepreneurship and innovation are important drivers for success in any industry. This is particularly so in the dynamic and rapidly evolving hospitality and tourism industries worldwide. There is a need for an entrepreneurial approach to management in both the development of new businesses and in existing businesses. Such an approach is appropriate for both large and small businesses whether they be in the private or public sector of economies. Low barriers to entry into the hospitality industries mean that independent entrepreneurship is a realistic prospect for graduates. This module addresses this need.

The aims of this module are to:

- develop a critical understanding of the nature of enterprise, entrepreneurship and innovation within the hospitality and tourism industries together with actual entrepreneurial competence/skills. The module will consider entrepreneurship in a range of hospitality and tourism business contexts - large and small businesses, private and public sector businesses, regional, national and international businesses.
- examine the nature and implications of the considerable body of entrepreneurship theory.
- encourage greater awareness of entrepreneurship and innovation amongst students and to develop entrepreneurial competencies.

### **MODULE LEARNING OUTCOMES**

By engaging successfully with this module a student will be able to

1. Determine the nature and significance of enterprise and innovation in the hospitality and tourism industries and judge the implications of entrepreneurial activity;
2. Assess the nature of the enterprise environment;
3. Explain the concepts of the entrepreneur, entrepreneurship, including social entrepreneurship, and innovation;

4. Reflect upon and develop personal entrepreneurial attributes and competencies;
5. Critically evaluate a theoretical contribution to the area of study;
6. Explain the process of innovation and entrepreneurial opportunity recognition;
7. Generate good ideas, and conduct primary or secondary research relevant to theoretical contributions and new business opportunities;
8. Synthesise a comprehensive range of technical and management skills gained during level 4 and 5 modules and in this module and apply these to an initial feasibility study project;
9. Present findings in clear and effective reports and persuasive personal presentations and debates

### **INDICATIVE CONTENT**

This module will cover a range of topics related to entrepreneurship and innovation in the hospitality industry. These include:

- defining, characterising and developing concepts to understand 'the entrepreneur';
- examining conceptually the process of entrepreneurship;
- exploring enterprise environment and enterprise culture;
- examining strategic aspects of entrepreneurship;
- exploring ethnic entrepreneurship and entrepreneurship in an international context;
- discussing and simulating business opportunity recognition, innovation and concept development;
- assessing the contribution and role of intrapreneurship and social entrepreneurship;
- examining entrepreneurial aspects of franchising;
- understanding feasibility studies and their role on business development.

### **LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS**

Students will be supported in their learning, to achieve the above outcomes, in the following ways

This module will facilitate learning through a combination of **lectures, workshops, exercises, debates** and **seminar presentations**. Key to the module will be the engagement of students in seminars and an enterprise feasibility study. The latter will include engagement in activities such as 'dragon's den' and elevator pitch exercises. The course will be delivered around a core programme of key lectures covering major theoretical, conceptual and knowledge inputs.

These will be followed by a seminar and workshop programme which involves students developing a group feasibility study that focuses on the development of a business enterprise and will be used to provide an opportunity for the application of theory and techniques to a real life project. This will facilitate the development of personal and team entrepreneurial competence. Students will also learn from extensive reading which is carefully linked to the workshops/exercises, enabling them to think about entrepreneurship and enterprise both generically and in the hospitality and tourism industries.

Specific entrepreneurial skills will be developed through workshops and business feasibility/business planning activities. These skills include:

- creative problem solving and idea generation;
- scenario development of different business ideas and feasibility testing; and
- negotiating for resources, debating and presenting ideas and positions

## **ASSESSMENT TASK INFORMATION**

<b>Task No.*</b>	<b>Short Description of Task</b>	<b>SI Code EX/CW/PR</b>	<b>Task Weighting %</b>	<b>Word Count or Exam Duration**</b>	<b>In-module retrieval available</b>
1	Feasibility Report	CW	50%	2,500 words	Y
2	End Examination	EX	50%	2 hour unseen exam plus reading time	N

The module will be assessed using two elements:

- a feasibility report type project weighted at 50% of the total module grade.
- an end examination weighted at 50% of the total module grade.

### **a) Feasibility report**

An individual written report of around 2,500 words, in which students are required to produce a professional quality feasibility report simulating a business idea in hospitality or tourism. There may be a non-assessed formative group element to this task.

### **b) Examination**

The end of module examination will comprise a 2 hour unseen examination paper containing questions directed primarily to inputs from the lecture and seminar programme: normally a choice of answering two questions from 6.

## **FEEDBACK**

Students will receive feedback on their performance in the following ways

Students will be supported by tutors during the preparation of the coursework assignment and on-going verbal feedback on progress will be provided by tutors during the first semester and the lead-up to the hand-in during the second semester.

Post-submission feedback is provided on a criteria-based assessment grid which also includes a standard template containing qualitative comments designed to help students understand how and why the mark was derived. The comments provide 'feed-forward' for ways to improve written presentation communication and content knowledge prior to the end examination.

## **LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)**

### **Recommended Texts**

Lee-Ross, D. and Lashley, C. (2009) *Entrepreneurship & Small Business Management in the Hospitality Industry*, Butterworth-Heinemann, Oxford.

Lowe, R. and Marriott, S. (2006) *Enterprise: entrepreneurship and innovation: concepts, contexts and commercialisation*.

Sheppardson, C. and Gibson, H. (2011) *Leadership and Entrepreneurship in the Hospitality Industry*, Goodfellow Publishers.

### **Supplementary and Alternative Texts**

Bolton, B. and Thompson, J. (2004) *Entrepreneurs: Talent, Temperament, Technique*, 2nd edition, Butterworth-Heinemann, Oxford.

Deakins, D. and Freel, M. (2003) *Entrepreneurship and Small Firms*, 4th edition, McGraw Hill, Maidenhead.

Morrison, A., Rimmington, M. and Williams, C. (1998) *Entrepreneurship in the Hospitality, Tourism and Leisure Industries*, Butterworth-Heinemann, Oxford

Stokes, D. and Wilson, N. (2006) *Small Business Management and Entrepreneurship*, 5th edition, Thomson, London.

Tidd, J., Bessant, J. and Pavitt, K. (2005) *Managing Innovation*, 3rd edition, Wiley & Sons, Chichester.

Wickham, P. A. (2004) *Strategic Entrepreneurship*, 3rd edition, Prentice-Hall, London.

**Periodicals** – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.

Antoncic, B. and Hisrich, R. (2003) Clarifying the Intrapreneurship concept, *Journal of Small Business and Enterprise Development*, Vol.10, No 1, 7-24.

Austin J, Stevenson H, Wei-Skillern J (2006), Social and Commercial Entrepreneurship: Same, Different, or Both? *Entrepreneurship Theory and Practice*, 30,1,1-22

Johnson K , 2009, Corporate sperm counts and boiled frogs seeds of ideas to kindle innovation in students, *International Journal of Contemporary Hospitality Management*, Vol 21, No.2, pp179-190

Klonowski, D., Power, J. and Linton, D. (2008) The Development of Franchise Operations in Emerging markets: The Case of a Poland-Based Restaurant Operator, Case Study in *Cornell Hospitality Quarterly*, vol 49, Issue 4, pp436-449.

Matlay, H. (2006) Researching entrepreneurship and education, Part 2: what is entrepreneurship and does it matter? *Education and Training* Vol. 48, Issue 8/9,

Morrison A, 2000, Entrepreneurship what triggers it? *International Journal of Entrepreneurial Behaviour and Research*, Vol.6, Issue 2, pp 59-71

Peredo AM, McLean M., (2006) Social Entrepreneurship: a critical review of the concept, *Journal of World Business* , Vol,41, pp 56-65

Saffu, K. (2003) 'The role and impact of culture on South Pacific island entrepreneurs', *International Journal of Entrepreneurial Behaviour & Research*, Vol 9, (2), pp55-73.

Sardy, M. and Alon, I. (2007), 'Exploring the differences between franchisee entrepreneurs and nascent entrepreneurs', *International Entrepreneurship and Management Journal*, Vol 3, (4) December, pp403-418.

Zhang, Y. and Yang, J. (2006) 'New Venture Creation: evidence from an investigation into Chinese entrepreneurship', *Journal of Small Business and Enterprise Development*, Vol 13, (2), pp161-173.

**Internet sources** – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.

<http://www.gemconsortium.org/> Global Entrepreneurship Monitor

<http://www.berr.gov.uk/files/file38528.pdf> Ethnic Minority Business Forum

<http://www.franchisedirect.co.uk/travelleisurefranchises/travelfranchises/227> UK Franchise Direct

[www.thebfa.org/](http://www.thebfa.org/) The British Franchise Association

## SECTION 2 MODULE INFORMATION FOR STAFF ONLY

### MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

#### MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	Y
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	<b>Sept 2013</b>

**MODULE DELIVERY PATTERN** - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	<b>Module Begins</b>	<b>Module Ends</b>
<b>Course Intake 1</b>	September 2013	May 2014
<b>Course Intake 2</b>	DD/MM/YYYY	DD/MM/YYYY
<b>Course Intake 3</b>	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
--	---

Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	

What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	
--	--

#### MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

\*Choose one only – module cannot include both percentage mark and pass/fail graded tasks

#### SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
---	---

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

#### FINAL TASK

According to the Assessment Information 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 Information Grid in Section 1 of the Descriptor)	Task No. 2
--	---------------

#### NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	