The Hong Kong Polytechnic University

Subject Description Form

Please read the notes at the end of the table carefully before completing the form.

Subject Code	HTM569
Subject Title	Innovation and Entrepreneurship in Hospitality Industry
Credit Value	3
Level	5
Pre-requisite/ Co-requisite/ Exclusion	Nil
Objectives	This subject emphasizes conceptual, analytical, and application skills in innovation and entrepreneurship in the hospitality industry. Concepts and applications will be introduced through the textbooks, selected journal articles, and field visits. The goal of this subject is to help students analyse the essence of innovative practices and entrepreneurial activities in the hospitality industry. It aims to enable students to develop an innovative mindset and entrepreneurial inspiration.
Intended Learning Outcomes *(Note 1)*	Upon completion of the subject, students will be able to: A. To understand the importance of strategic planning for entrepreneurial activities. B. To evaluate the business environment, contemporary trends, and its importance to entrepreneurial ventures via innovation. C. To build a foundation that can be used to further the student's intrapreneurial or entrepreneurial mindset. D. To understand the entrepreneurs' social responsibilities and ethics in an owner-operated hospitality enterprise. E. To recognize the ethical issues related to innovative technology and information management to make sound decisions. F. To understand different cultures and social development needs in the local, national, and global contexts in the area of innovation and entrepreneurship.
Subject Synopsis/ Indicative Syllabus *(Note 2)*	1. The entrepreneurial process 2. Opportunity recognition, shaping via innovation 3. Business model and strategy development 4. Financing planning and performance 5. Contemporary hospitality entrepreneurship 6. Entrepreneurial growth

Teaching/Learning Methodology *(Note 3)*	**Interactive Lecture**: The lecture will be delivered by maximizing student participation and illustrating real industry cases. **Class Discussion (Individual or Small Group Discussion)**: Students will take discussion opportunities to digest subject topics and industry examples during the lecture through discussion questions and in-class activities. **Guest Speaker**: Guest speaker(s) will be invited to give lectures/seminars on specific topics related to hospitality innovation and entrepreneurship in order to enhance students' understanding of the theories learned and their applications. **Individual Assignment**: Business trends and opportunities in the hospitality industry will be reviewed and analysed for future innovation and entrepreneurial opportunities. News articles, journal articles, academic reports, etc. will be provided so that students can comprehensively understand the trends and opportunities under unique business and industry characteristics. **Group Project**: A Group Project comprising a written project report and a group presentation will assess students' understanding of the topic, the power of critical thinking, and creativity in their report and presentation.

Assessment Methods in Alignment with Intended Learning Outcomes
(Note 4)

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
		A	B	C	D	E	F
Class Participation	15%	✓	✓				✓
In-Class Activity (4)	20%	✓	✓			✓	✓
Individual Assignment Two small individual projects (15%)	30%	✓	✓	✓	✓	✓	
Group Project Written (15%) Presentation and Discussion (20%)	35%	✓	✓	✓	✓	✓	✓
Total	100 %						

	Class Participation: Class attendance and participation are significant to understand subject topics through discussion questions and active participation.
	In-Class Activity: Students will have 4 in-class activities during the lectures. Activity topics are varied to reflect contemporary industry cases and issues in hospitality innovation and entrepreneurship and involve potential guest speakers with interactive discussions.
	Individual Assignment: Individual assignments involve two individual assessment that focuses on a student's knowledge, intellectual skills, and ability to apply innovation and entrepreneurship theories and concepts in the hospitality industry.
	Group Project: Group new business environment force identification. This project is to identify potential political, economic, social, and technological forces in the business environments and notify possible business opportunities.

Student Study Effort Expected	Class contact:	
	▪ Lecture: 2 hours per week	26 Hrs.
	▪ In-class case study, guest speaker, or discussion: 1 hour per week	13 Hrs.
	Other student study effort:	
	▪ Individual and group assignments with extra reading and research	66 Hrs.
	Total student study effort	105 Hrs.

Reading List and References	*Recommended Textbook*
	Olsen, M. D., Tse, E. C.-Y., & West, J. J. (2008). *Strategic management in the hospitality industry* (3rd ed.). Pearson Prentice Hall.
	Sheppardson, C., & Gibson, H. (2011). *Leadership and entrepreneurship in the hospitality industry*. Goodfellow Publishers Ltd.
	Sage Business Cases
	Academic Articles
	Anning-Dorson, T., & Nyamekye, M. B. (2020). Be flexible: turning innovativeness into competitive advantage in hospitality firms. *International Journal of Contemporary Hospitality Management*, 32(2), 605-624.
	de Larrea, G. L., Altin, M., Koseoglu, M. A., & Okumus, F. (2021). An integrative systematic review of innovation research in hospitality and tourism. *Tourism Management Perspectives*, 37, 100789.

	Fu, H., Okumus, F., Wu, K., & Köseoglu, M. A. (2019). The entrepreneurship research in hospitality and tourism. *International Journal of Hospitality Management*, 78, 1-12.
	Martín-Rios, C., & Ciobanu, T. (2019). Hospitality innovation strategies: An analysis of success factors and challenges. *Tourism Management*, 70, 218-229.
	Lin, M. S., Sharma, A., Pan, B., & Quadri-Felitti, D. (2023). Information asymmetry in the innovation adoption decision of tourism and hospitality SMEs in emerging markets: A mixed-method analysis. *Tourism Management*, 99, 104793.
	Luu, T. T. (2022). Fostering green service innovation perceptions through green entrepreneurial orientation: the roles of employee green creativity and customer involvement. *International Journal of Contemporary Hospitality Management*, 34(7), 2640-2663.
	Park, H., Lee, M., & Back, K. J. (2023). A critical review of technology-driven service innovation in hospitality and tourism: current discussions and future research agendas. *International Journal of Contemporary Hospitality Management*.
	Thirumalesh Madanaguli, A., Kaur, P., Bresciani, S., & Dhir, A. (2021). Entrepreneurship in rural hospitality and tourism. A systematic literature review of past achievements and future promises. *International Journal of Contemporary Hospitality Management*, 33(8), 2521-2558.

Note 1: Intended Learning Outcomes
Intended learning outcomes should state what students should be able to do or attain upon subject completion. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/Indicative Syllabus
The syllabus should adequately address the intended learning outcomes. At the same time, overcrowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology
This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method
This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method is intended to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.

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