

The Hong Kong Polytechnic University

Subject Description Form

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

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| Subject Code | HTM571 |
| Subject Title | Business Models for Hospitality Entrepreneurship |
| Credit Value | 3 |
| Level | 5 |
| Pre-requisite/ Co-requisite/ Exclusion | Nil |
| Objectives | This subject is designed to provide students with a comprehensive understanding of hospitality entrepreneurship via industry case studies and discussions. Students will be required to understand entrepreneurial concepts, analytical tools, and methods to identify critical issues in entrepreneurial activities. This subject aims to help students gain entrepreneurial perspectives via experience sharing by inviting entrepreneurs, discussion, case studies, and new venture projects. Students will delve into diverse entrepreneurship industry examples, identifying their pros and cons. This subject will have an international focus while recognizing the Asian context. |
| 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 activity. B. To assess, analyse, and discuss concepts of entrepreneurship and creativity in the context of the hospitality industry. C. To deliver and present innovative and strategic ideas effectively. D. To explain the action plan for implementing innovative practices and new business plans to business stakeholders. E. To understand the entrepreneurs' social responsibilities and ethics in an owner-operated hospitality enterprise. F. To understand different cultures and social development needs in local, national and global contexts in the areas of innovation and entrepreneurship. |
| Subject Synopsis/ Indicative Syllabus (Note 2) | <ol style="list-style-type: none"> 1. Introduction to Business Models for Hospitality Entrepreneurship 2. Entrepreneurship and Entrepreneurial Venture <ul style="list-style-type: none"> ▪ Definition, principles, and theories of entrepreneurship ▪ Macro and microscopes in the hospitality industry ▪ Social entrepreneur |

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| | <p>3. Entrepreneurial Capital Structure</p> <ul style="list-style-type: none"> ▪ Entrepreneurial venture format ▪ Size, industry, platform, sharing economy <p>4. Franchising and Entrepreneurship</p> <ul style="list-style-type: none"> ▪ Management system ▪ Ownership <p>5. Environmental Analysis</p> <ul style="list-style-type: none"> ▪ Resource analysis ▪ Functional plans ▪ Competitive analysis ▪ Situation analysis <p>6. Business venture planning</p> <ul style="list-style-type: none"> ▪ Marketing plan ▪ Product development ▪ Implementation plan |
| <p>Teaching/Learning Methodology (Note 3)</p> | <p>Interactive Lecture: The lecture will be delivered by maximizing student participation and illustrating real industry cases.</p> <p>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.</p> <p>Guest Speaker: Guest speaker(s) will be invited to give lectures/seminars on specific topics related to hospitality entrepreneurship in order to enhance students' understanding of the theories learned and their applications.</p> <p>Individual Assignment: Business trends and opportunities in the hospitality industry will be reviewed and analyzed for future 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.</p> <p>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.</p> |

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| 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 (6) | 30% | ✓ | ✓ | ✓ | | | ✓ |
| | Individual Assignment | 25% | ✓ | ✓ | ✓ | ✓ | ✓ | |
| | Group Project Written (15%) Presentation and Discussion (15%) | 30% | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Total | 100% | | | | | | |
| | <p>Class Participation: Class attendance and participation are significant to understand subject topics through discussion questions and active participation.</p> <p>In-Class Activity: Students will have 6 In-Class Activities during the Lecture. Activity topics are varied to reflect contemporary industry cases and issues in hospitality entrepreneurship.</p> <p>Individual Assignment: Individual Assignment is a summative individual assessment that focuses on a student’s knowledge, intellectual skills, and ability to apply entrepreneur theories and concepts in the hospitality industry.</p> <p>Group Project: Group new business venture planning competition. This project is to plan a new business venture plan with strong evidence of its competitiveness and sustainability based on market analysis.</p> | | | | | | | |
| Student Study Effort Expected | Class contact: | | | | | | | |
| | ▪ Lecture: 2 hours per week | | | | | | 26 Hrs. | |
| | ▪ In-class case study or discussion: 1 hour per week | | | | | | 13 Hrs. | |
| | Other student study effort: | | | | | | | |
| | ▪ Individual and group assignment reading and research | | | | | | 70 Hrs. | |
| | Total student study effort | | | | | | 109 Hrs. | |

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| <p>Reading List and References</p> | <p><i>Recommended Textbook</i></p> <p>Brookes, M., & Altinay, L. (Eds.). (2015). <i>Entrepreneurship in hospitality and tourism: A global perspective</i>. Goodfellow Publishers Ltd.</p> <p><i>Sage Business Cases</i></p> <p><i>Academic Articles</i></p> <p>Breier, M., Kallmuenzer, A., Clauss, T., Gast, J., Kraus, S., & Tiberius, V. (2021). The role of business model innovation in the hospitality industry during the COVID-19 crisis. <i>International Journal of Hospitality Management</i>, 92, 102723.</p> <p>Chon, K., & Hao, F. (2020). The five constants: A Confucian business model for the hospitality industry. <i>Journal of Hospitality & Tourism Research</i>, 44(7), 1051-1071.</p> <p>Demir, E., Díez-Esteban, J. M., & García-Gómez, C. D. (2019). The impact of geopolitical risks on cash holdings of hospitality companies: Evidence from emerging countries. <i>Journal of Hospitality and Tourism Management</i>, 39, 166-174.</p> <p>Giousmpasoglou, C., Marinakou, E., & Zopiatis, A. (2021). Hospitality managers in turbulent times: the COVID-19 crisis. <i>International Journal of Contemporary Hospitality Management</i>, 33(4), 1297-1318.</p> <p>Harms, R., Alfert, C., Cheng, C. F., & Kraus, S. (2021). Effectuation and causation configurations for business model innovation: Addressing COVID-19 in the gastronomy industry. <i>International Journal of Hospitality Management</i>, 95, 102896.</p> <p>Noone, B. M., Lin, M. S., & Sharma, A. (2022). Firm performance during a crisis: effects of adhocracy culture, incremental product innovation, and firm size. <i>Journal of Hospitality & Tourism Research</i>, 10963480221086846.</p> <p>Tajeddini, K., Martin, E., & Ali, A. (2020). Enhancing hospitality business performance: The role of entrepreneurial orientation and networking ties in a dynamic environment. <i>International Journal of Hospitality Management</i>, 90, 102605.</p> |
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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.

(Form AR 140) 8.2020