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	HTM573
Subject Title	Business Development and Branding
Credit Value	3
Level	5
Pre-requisite/ Co-requisite/ Exclusion	Nil
Objectives	This subject is designed to convey a mix of brand strategies to enhance business branding via a residential workshop in innovation and entrepreneurship hubs. Innovative promotion and entrepreneurial activities consist of numerous occasions to present ideas, products, and services to different stakeholders, including consumers, investors, and colleagues. This subject, therefore, focuses on hospitality examples of innovative brands and equips students with a mix of practical storytelling and branding skills.
Intended Learning Outcomes *(Note 1)*	Upon completion of the subject, students will be able to: A. Develop an overall understanding of theories in business development and branding in the hospitality and tourism context; B. Discuss and evaluate branding strategies that are used by hospitality and tourism companies in different stages of business development; C. Critically analyse research papers in relation to business development and branding and apply such knowledge to real-world scenarios and examples; D. Identify problems in branding and business development within the hospitality and tourism field and suggest solutions to such problems; and E. Communicate ideas in a clear and concise manner to the audience and develop negotiation skills.
Subject Synopsis/ Indicative Syllabus *(Note 2)*	1. Attributes in unique branding 2. Effective presentation skills 3. Negotiation as entrepreneurs 4. Marketing strategies for new brands 5. Experience co-creation with stakeholders

Teaching/Learning Methodology *(Note 3)*	**Interactive lectures** will include emerging strategies for branding and discuss examples and counter-examples of successful branding strategies. **Case study and journal article discussions** in small group settings will follow lectures to nurture peer learning and analytical thinking. **Group projects** will enable students to employ their knowledge from lectures, case study discussions, and field trips to tackle real-world problems. **Field trips** and **guest speakers** will provide students with the opportunity to interact with industry practitioners and develop communication and negotiation skills.

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
1. Participation in class and field trips	15%	✓	✓		✓	✓
2. Field trip group assessment	15%	✓		✓	✓	✓
3. Group project Written report (20%) Verbal presentation (20%)	40%		✓	✓	✓	✓
4. Individual essay Case study (15%) Article critique (15%)	30%	✓	✓	✓		✓
Total	100%					

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

	Participation in class and field trips: Students' attendance and participation account for 15% of the subject assessment. Not only the frequency of participation but also the quality of participation will be considered. Quality of participation can be captured by the degree to which students' ideas instigate further discussions and stimulate their peers' follow-up questions and the degree to which students answer questions thoroughly and clearly. For participation in field trips, students' grooming and appropriate behaviours will also be considered. **Field trip assessment**: Based on field trips, students form a group to write about their critical analysis of branding and business development. Field trip assessment accounts for 15% of the subject assessment. **Group project**: A group project consists of a written report (20%) and a verbal presentation (20%). In sum, group project accounts for 40% of the subject assessment. Through group projects, students apply knowledge from lectures and case/article discussions to tackle a problem related to branding and provide an innovative (i.e., creative yet feasible) solution. **Individual essays**: Individual essays consist of one case study essay and one journal article critique. Each essay accounts for 15% of the subject assessment. Case studies and journal article readings are covered in small group discussions. Based on such discussions and their own ideas, students evaluate the case or critically analyse the journal article and provide solutions for the betterment. Through essays, students develop critical thinking and clear writing.	
Student Study Effort Expected	Class contact:	
	▪ Lectures and seminars	13 Hrs.
	▪ Field trips	26 Hrs.
	Other student study effort:	
	▪ Reading and writing for individual essay	20 Hrs.
	▪ Collecting and synthesizing information, meeting group members for the group presentation and written report	46 Hrs.
	Total student study effort	105 Hrs.
Reading List and References	Dev, C. S. (2012). *Hospitality Branding*. Ithaca, NY: Cornell University Press.	

| | Hao, F., Xiao, Q., & Chon, K. (2020). COVID-19 and China's Hotel Industry: Impacts, a Disaster Management Framework, and Post-Pandemic Agenda. *International Journal of Hospitality Management, 90,* 102636.

Hassanien, A., & Dale, C. (2019). *Hospitality Business Development*. Oxford, UK: Routledge.

Lecinski, J., & Masko, J. (2023). Lyric Opera of Chicago: Setting the scene to grow ticket sales. *Harvard Business Publishing*.

Mandal, P., & Vong, J. (2016). *Development of Tourism and the Hospitality Industry in Southeast Asia*. Singapore: Springer.

Patel, P. C., Pearce, J. A., & Guedes, M. J. (2019). The survival benefits of service intensity for new manufacturing ventures: A resource-advantage theory perspective. *Journal of Service Research*, 1094670519838616.

Stepchenkova, S., Su, L., & Shichkova, E. (2019). Marketing to tourists from unfriendly countries: Should we even try?. *Journal of Travel Research, 58*(2), 266-282.

Zhang, F., Xiao, Q., Law, R., & Lee, S. (2020). Mergers and acquisitions in the hotel industry: A comprehensive review. *International Journal of Hospitality Management, 91,* 102418. |

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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