

The Hong Kong Polytechnic University

Subject Code	HTM4310
Subject Title	Entrepreneurship and Innovation in Hospitality
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	<p>This subject is designed to introduce students to the fundamentals of planning and developing an owner-operated business and the role of entrepreneurship and innovation in the hospitality industry. It also exposes students to the management issues when making innovation effective in the market place and converting change into opportunity in the hospitality context, along with exploring the contemporary issues of the retail sector of the industry.</p>

<p>Intended Learning Outcomes</p>	<p>Upon completion of the subject, students will be able to:</p> <p>A. Professional Competence</p> <ul style="list-style-type: none"> • Understand the role of culture on entrepreneurship • Describe the entrepreneurial prospective in the hospitality industry • Identify key issues in innovation management • Identify entrepreneurial trends in the hospitality industry • Describe the marketing, financial, and human resource management of a small business • Describe the importance of strategic planning for a small business • Identify the importance of growth and succession for a small business <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Evaluate the business environment and its importance to new business ventures • Evaluate the nature and quality of the decision-making processes involved in establishing or developing a hospitality business • Prepare a business plan for an owner-operated hospitality enterprise <p>C. Effective Communicators</p> <ul style="list-style-type: none"> • Deliver and present their innovative and strategic ideas effective. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Evaluate the innovative solutions to the contemporary issues of hospitality industry; <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • Understand the entrepreneurs' social responsibilities and ethics in an owner-operated hospitality enterprise.
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**Subject Synopsis/
Indicative Syllabus**

- a. Small Business: its opportunities and rewards
- b. Small Business Ethics: A Key to Long-Term Success
- c. Small Business Entrepreneurships: Characteristics and Competencies
- d. Small Business Ideas: Creativity, Opportunities, and Feasibility
- e. Organizing Innovation and Entrepreneurship
- f. Small Business Strategies: Imitation with a Twist
- g. Business Plans: Seeing Audiences and Your Business Clearly
- h. Small Business Marketing: Production and Pricing Strategies
- i. Small Business Promotion and Distribution
- j. Small Business Accounting and Finance
- k. Innovation as a Management Process
- l. Human Resource Management
- m. Entrepreneurship: A Cultural Perspective