

The Hong Kong Polytechnic University

Subject Code	HTM4328
Subject Title	Entrepreneurship – Developing Foodservice Concepts
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	HTM2306 – Introduction to Food and Beverage Operations
Objectives	<p>This subject examines Entrepreneurship; a generation of business ideas and concepts. The notion that the project developer and the entrepreneur can be one of the same, that is, he or she is often faced with the challenge of conceptualising, championing, designing and introducing a <u>new foodservice concept</u> into the marketplace that may provide appropriate leverage for translating the idea into a multi-million dollar reality.</p> <p>This subject examines and considers the entrepreneurial spirit and what role it plays in foodservice concept development.</p>
Intended Learning Outcomes	<p>Student will be able to do the following:</p> <p>A. Professional Competence</p> <ul style="list-style-type: none"> • Possess and be able to apply required business management skills, particularly in the core management areas of marketing and new product/foodservice concept development within the Hotel and catering service industry. • Undertake activities resulting in new foodservice concepts and/or entrepreneurial products. • Demonstrate a global understanding of HTM through education, practice and field study opportunities. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Demonstrate independent thinking to generate and evaluate ideas from case studies in Entrepreneurship from field trips and specially organized seminars and extracurricular activities. • Critically assesses, analyzes and discusses concepts of entrepreneurship and creativity in the context of new foodservice business development. <p>C. Effective Communicator</p> <ul style="list-style-type: none"> • Applies a wide range of routine and advance skills in IT applications, and evaluate new technologies as they emerge through demonstrations of various kinds of software programs and system/appliances used in food and beverage operations.

	<ul style="list-style-type: none"> • Presents new foodservice concepts and explains the basis of the action plan to others. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Identify, define and resolve problem that arise from concepts developed according to a development brief. Introducing a new concept and prepares a market introduction strategy. • Critically evaluate the role of marketing and market intelligence during the new foodservice concept development processes. <p>E. Lifelong Learners</p> <ul style="list-style-type: none"> • Work collaboratively within a team, and have an understanding of the role and nature of group dynamics that exist within an organization through learning about various management and operational segments in the Hotel and/or catering organizations. <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • Recognizes and identify ethical issues through an understanding of the role of an Entrepreneurial person in representing a hotel or catering business and the work of the food and beverage department whilst communicating with the customers. • Understands and accepts personal and corporate social responsibility expected of his/her professional working within the foodservice industry and possess ethical skills to enable students to make sound decisions and be able to apply these principles in practice. 	
<p>Subject Synopsis/ Indicative Syllabus <i>(italique – Teaching Hotel integration)</i></p>	<p>a. What is Entrepreneurship? What are concepts?</p>	<p><i>a. TH - FS ops. engage students with the organic and sustainable products in a food service environment</i></p>
	<p>b. The entrepreneurial process and Developing a Business Plan</p>	<p><i>b. TH - FS expert sharing his/her daily routine/activities. Computer Lab</i></p>
	<p>c. Developing a vision</p>	<p><i>c. TH- Professor for a Day- Computer Lab</i></p>
	<p>d. Generating and evaluating entrepreneurial ideas</p>	<p><i>d. Recipe Testing for Sustainable and Organic Product</i></p>
	<p>e. Organizing development issues</p>	<p><i>e. TH Presentation by an Management Executive</i></p>
	<p>f. Strategic issues</p>	<p><i>f. TH Case study Hotel after an opening – what’s next</i></p>
	<p>g. Managing the process</p>	<p><i>g. TH Site tour – visit any kind of business or managerial concepts in place</i></p>

	h. Launching the venture – prototyping	<i>h. B2TR Product Implementation – Co-op with HTM 2316</i>						
	i. Managing growth & other entrepreneurial challenges	<i>i. Discuss product Feedback from guests and HTM2316</i>						
	j. Launching the venture – main event	<i>j. Nil</i>						
	k. New foodservice concept presentations	<i>k. B2TR or class room</i>						
	l. Overall semester review	<i>l. Nil</i>						
Teaching/Learning Methodology	<p>I. Interactive lectures will be given with class discussions and illustrations of real world case examples to explore issues relating to the development of foodservice concepts. (Q&A; share own experiences; group fact finding etc.).</p> <p>II. Tutorials will be held to encourage active class participation in discussion and debate of contemporary issues and problems either in groups or individually depending on the complexity of the problem set for consideration on the preparation of a concept brief and on the preparation and presentation of foodservice dining concept. (case studies, practicum’s etc.).</p> <p>III. A field trip and teaching hotel site visits are used to allow students to have an appreciation of beverage and/or catering business operation and relate it to relevant theories studied in the classroom.</p> <p>IV. Group presentation: each group will present their work in class; individuals are to part-take, ask questions, challenge the feasibility if the bar operation, and provide feedback from both tutor and students where necessary.</p> <p>V. Entrepreneurial stimulation (practicum’s): students are engaged to demonstrate the production of food / beverages within a ‘unique’ setting. Students will be assigned to research, presents and produce a new food and beverage product /systems offers as part of their own suggested new foodservice concept.</p> <p>VI. Guest speaker or speakers will be invited to give lectures/seminars on specific issues related to entrepreneurship within the catering industry in order to enhance students’ understanding of the theories learnt and their applications.</p> <p>VII. The Problem-Based Learning method will be used to explore issues and resolve problems in entrepreneurship and new concepts using real world examples.</p>							
Assessment Methods in Alignment with	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			A	B	C	D	E	F
	i. Concept Development Portfolio	45%	√	√	√		√	√

Intended Learning Outcomes	ii. In-class Participation and Contribution	25%		√	√	√		
	iii. New Foodservice Concept Investment Proposal	30%	√	√	√	√	√	√
	Total	100%						
<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>i. A written Concept Development Portfolio (Business Plan) (45%) that clearly identifies the scope of each step of the new foodservice concept development will be assessed.</p> <p>ii. Students will be assessed on their participation and contribution to in-class discussions during weekly tutorials (25%). This will be done the lecturer's evaluation using a standard format for consistency</p> <p>iii. Students will be assessed on their New Foodservice Concept presented (30%), including the content of the presentation, presentation skills (as a group) and ability to answer questions and deal with emerging issues.</p>								
Student Study Effort Required	Class Contact:							
	Lecture		26 Hrs.					
	Tutorial		13 Hrs.					
	Practicum		26 Hrs.					
	Other student study effort:							
	Entrepreneurial E'		28 Hrs.					
	Own study		30 Hrs.					
	Total student study effort			123 Hrs.				

<p>Reading List and References</p>	<p><u>Adopt new textbook -</u> Morrison, A., Rimmington, M., & Williams, C. (1999) <i>Entrepreneurship in the Hospitality, Tourism and Leisure Industries</i>. Butterworth-Heinemann, Elsevier</p> <ol style="list-style-type: none"> 1. Baker, K. (2000). <i>Project Evaluation and Feasibility Analysis for Hospitality Operations</i>. Melbourne: Hospitality Press. 2. Contino, M. R. (1996). <i>Trust Your Gut: Practical Ways to Develop and Use Your Intuition for Business Success</i>. New York: AMACOM. Chapters 1 and 2. 3. Deakins, D. (1996). <i>Entrepreneurship and Small Firms</i>. London: McGraw Hill. 4. Drucker, P. F. (1985). <i>Innovation and Entrepreneurship</i>. British Library, Elsevier Butterworth-Heinemann, Burlington, UK, ISBN 0-7506-4388-9 5. Jones, R. (2000). <i>The Big Idea</i>. London: Harper-Collins. Chapter 4. 6. Kao, J.J. (1991). <i>The Entrepreneurial Organisation</i>. London: Prentice-Hall. 7. Knowles, T. (1996). <i>Corporate Strategy for Hospitality</i>. London: Longman. 8. Lundberg, E. D., & Walker, R. J. (1993). <i>The Restaurant From Concept to Operation</i> (2nd ed.). New York: Willey. Chapters 1 and 2. 9. McGrath, R.G., & MacMillan, I. (2000). <i>The Entrepreneurial Mindset: Strategies for Continuously Creating Opportunity in an Age of Uncertainty</i>. Boston, MA.: Harvard Business School Press. 10. Olsen, M., West, J., & Tse, E.C.Y. (1998). <i>Strategic Management for Hospitality Industry</i> (2nd ed). New York: Wiley. 11. Randazzo, S. (1995). <i>The Myth Makers: How Advertisers Apply the Power of Classic Myths and Symbols to Create Modern Day Legends</i>. Cambridge, U.K.: Probus. 12. Shefsky, L.E. (1994). <i>Entrepreneurs are Made, not Born</i>. New York: McGraw-Hill. 13. Coulter, M. (2003). <i>Entrepreneurship in Action</i> (2nd ed.). New Jersey: Prentice Hall + class lecture/tutorial interactive learning materials (Lectures 1-10) <p>Useful Hong Kong SAR Websites</p> <table border="0"> <tr> <td>Information/Permits Need</td> <td>Relevant HKSAR Government Department / Start with HKSAR Government web site http://www.info.gov.hk</td> </tr> <tr> <td>Current land-use zoning clearance and permits for a particular location</td> <td>Lands Department Planning Department Land Registry http://www.info.gov.hk/landsd/admin/sub/lelm/lelm.htm</td> </tr> <tr> <td>Future land-use zoning clearance and permits for a</td> <td>http://www.info.gov.hk/landreg/</td> </tr> </table>	Information/Permits Need	Relevant HKSAR Government Department / Start with HKSAR Government web site http://www.info.gov.hk	Current land-use zoning clearance and permits for a particular location	Lands Department Planning Department Land Registry http://www.info.gov.hk/landsd/admin/sub/lelm/lelm.htm	Future land-use zoning clearance and permits for a	http://www.info.gov.hk/landreg/
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particular location	
Food Code (Prod., Retail, etc)	Food and Environmental Hygiene Department
Liquor licensing	Home Affairs Department
Restaurant registration	http://www.info.gov.hk/fehd/indexe.html http://www.info.gov.hk/had/ Building Services Department
Hiring Employees – Industrial Relations Department	Planning Department Fire Services Department http://www.info.gov.hk/bd/english/services/index.html Labour Department http://www.info.gov.hk/labour/
Water supply and drainage service	Drainage Service Department Water Supplies Department http://www.info.gov.hk/dsd/index.htm http://www.info.gov.hk/wsd/indexe.htm
Registering a company	Companies Registry http://www.info.gov.hk/cr/
Environmental issues	Environmental Protection Department http://www.info.gov.hk/epd/index.htm
Parking zoning/permits	Highways Department http://www.hyd.gov.hk/index.htm
Power connection	Hong Kong Power
Gas connections	Gas Company
Telephone connection	Hong Kong Telecom or other providers
Taxation matters	Inland Revenue Department
External / Foreign	Immigration Department
Hire (permits & visa)	