

**School / Faculty:** Federation Business School

**Course Title:** ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY

**Course ID:** BSHSP3004

**Credit Points:** 15.00

**Prerequisite(s):** (BSHSP2004)

**Co-requisite(s):** Nil

**Exclusion(s):** Nil

**ASCED Code:** 080307

**Grading Scheme:** Graded (HD, D, C, etc.)

**Program Level:**

AQF Level of Program						
	5	6	7	8	9	10
<b>Level</b>						
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

**Learning Outcomes:**

**Knowledge:**

- K1.** Identify and interpret the role and contexts of entrepreneurial activity in society.
- K2.** Define entrepreneurial goals and evaluate the boundaries of entrepreneurial action
- K3.** Evaluate the critical dimensions of entrepreneurship evaluating why entrepreneurs start new ventures and the assistance needed from external sources in business start-up.
- K4.** Determine the elements of business development in an entrepreneurial context applying frameworks to business potential.
- K5.** Review the criteria and formalities associated with the commencement of new ventures.

**Skills:**

- S1.** Communicate the entrepreneurial aspects with reference to commercial enterprises, not-for profit organisations, government or individuals.
- S2.** Define the critical factors in the formation of a successful entrepreneurial enterprise.
- S3.** Appraise entrepreneurial theories to business contexts for the development of a new venture.
- S4.** Examine and explain the critical frameworks leading to successful new venture creation

**Application of knowledge and skills:**

# Course Outline (Higher Education)

## BSHSP3004 ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY

- A1.** Investigate and present results from an entrepreneurial context.
- A2.** Use initiative and judgment applying frameworks and strategies to formulate and present an entrepreneurial business plan for a new venture.
- A3.** Examine the evaluation process in an entrepreneurial context.
- A4.** Undertake an assessment task recalling and applying theoretical examples from entrepreneurial scenarios.

### Course Content:

This course describes the skills, knowledge and values required to develop a foundational understanding of entrepreneurship. It introduces students to the nature and role of the entrepreneur in a range of industry sectors and strategies and tactics that could be used to improve the probability of new venture success. Students will understand the new venture cycle and the entrepreneurial cycle from conception to reality. The course deals with the strategic management of the entrepreneurial venture and the technical, legal, financial and administrative formalities associated with the commencement of a new venture.

### Values and Graduate Attributes:

This course will help students to develop values and attributes that will enable them to:

#### Values:

- V1.** appreciate of the role of the entrepreneurial function within a range of industries
- V2.** appreciate of the nature and role of entrepreneurial function within a selected industry or
- V3.** identify legal, technical, financial and industrial requirements when planning a new venture
- V4.** accept for the need for a planned process during the development of a new venture

#### Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	Regular individual or group in-class exercises will reinforce the need to broaden and deepen their involvement with course material and to relate this material to current entrepreneurial developments.	High
Critical, creative and enquiring learners	The course work will encourage confidence, capability and assurance increasing the student's abilities leading to independent learning.	Medium
Capable, flexible and work ready	Students will engage with, contemporary social and cultural issues and aspire to make meaningful contributions which prepares them for career and community engagement.	Medium

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BSHSP3004 ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY

Attribute	Brief Description	Focus
Responsible, ethical and engaged citizens	In-class exercises and assignments are used to reinforce the need for entrepreneurship which contributes to society whilst adhering to ethical practices and developing corporate social responsibility programs.	Medium

## Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K3, S1, S2, A1	Demonstrate understanding of the application of entrepreneurship to a designated industry sector,	Individual research assignment/ Essay/ Report/ Portfolio	20% - 30%
K1, K2, K3, K4, S2, S3, S4 A2, A3	Develop a business plan for a new venture applying principals of entrepreneurship.	Individual project/ Essay/ Report/ Presentation	40% - 50%
K5, S3, A3, A4	Invigilated examination in which students demonstrate applied understanding of the fundamentals and theories learnt through workshops, learning materials, online discussion and readings.	Examination	30% - 40%

## Adopted Reference Style:

APA