



Module Title	Entrepreneurship		
Module Code	BUS300		
Module Type	Compulsory	ECTS	6
Year / Semester	Year 2/Semester 3		
Module Purpose and Objectives	<p>This module is designed to prepare students to develop a business or/and innovative idea in a changing and demanding economic world. Entrepreneurial skills are vital in the business world and students will be able to develop these skills through case studies, business plan mastering and other creative methods. Entrepreneurship is extremely important for career success whether a person is already working or is just entering the working environment of hospitality. During this module, the students will develop and build skills in the areas of public speaking, creativity, idea development and teamwork.</p>		
Learning Outcomes	<p>By the end of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand basic entrepreneurship terms.</li> <li>• Identify key factors contributing to entrepreneurial success.</li> <li>• Analyse business opportunities within the Tourism and Hospitality sector.</li> <li>• Develop and assess comprehensive business plans.</li> <li>• Comprehend basic financial statements relevant to entrepreneurship.</li> </ul>		
Module Content	<p>The Entrepreneurship module covers key topics essential for budding entrepreneurs. It includes the historical context and contemporary significance of entrepreneurship, business idea development, opportunity analysis, business planning, financial management, sources of capital, legal considerations, public entrepreneurship, technology entrepreneurship, and managing new ventures, including family business dynamics.</p>		
Teaching Methodology	<p>The module is delivered over a combination of lectures, videos, group discussions, audio visual aids, seminars, tutorials, workshops, case studies, hotel visits. All lecture material and additional information will be available through our Moodle platform.</p>		
Assessment	<p>Assessments will be a quiz, midterm and an assignment, with the final grade including semester attendance and participation.</p>		