



Bergen Community College
 Division of Business, Arts, and Social Sciences
 Department of Business & Hotel/Restaurant Management

HRM 224 Hospitality Entrepreneurship

Date of Most Recent Syllabus Revision:

Course Typically Offered: Fall ___ Spring ___ Summer ___ **Every Semester** ___ Other _____

Syllabus last reviewed by: BCC General Education Committee _____ Date: _____

(Most courses need review Ad Hoc Committee on Learning Assessment _____ Date: _____

by only one of the following) **Curriculum Committee:** _____ Date: SPRING 2019

Basic Information about Course and Instructor

Semester and year:

Course and Section Number: HRM 224 Hospitality Entrepreneurship

Meeting Times and Locations:

Instructor:

Email Address:

Office Location:

Phone:

Departmental Secretary: Linda Karalian, 201-447-7214, lkaralian@bergen.edu

Office Hours:

Course Description:

Official Catalog Course Description

This course begins with an overview of the principles of business development and marketing management. It covers research methodology needed for the design and delivery of a hospitality business. The course then assesses the viability of various sizes of hospitality business ventures vis-a-vis the planning process, management of small enterprises, feasibility studies, and formation of business plans. Risk management, record keeping and entrepreneurial characteristics are explored.

Hours: [3 lecture hours]

3 credits

Prerequisites: HRM 101 Introduction to the Hospitality Industry or BUS 101 Introduction to Business

Co-requisites: None

Cross Listed Courses: None

Student Learning Objectives:

As a result of meeting the requirements in this course, students will be able to:

1. Develop goals and objectives for a new business venture
2. Research and develop a marketing and advertising strategy for a hospitality business.
3. Write a business plan for a hospitality business venture
4. Describe factors that must be assessed in buying a business
5. Analyze the role of risk management in developing a new business

Means of Assessment

The major assessment types (means of assessment) utilized in this course are graded lecture and lab participation, objective tests and examinations, presentations, and student research projects (individual).

Course Content

The course is intended to guide students to apply hospitality business management theory and practice in an entrepreneurial setting within the hospitality or foodservice industry. It involves financial, legal, marketing and sales aspects of setting up a business or adding a new product line to an existing company. Therefore, the course includes the following mandatory components:

1. Describing the entrepreneurial perspective in the hospitality industry
2. Examining the business environment and its importance to new business ventures
3. Daily discussion of both strategic and operational planning for small businesses
4. Development and presentation of a marketing and business plan

Special Features of the Course

The use of learning technologies in the course (Internet, PowerPoint, Prezi, Moodle, etc.) is necessary to help you succeed in this course and in the industry.

Course Texts and/or Other Study Materials

Required

Brown, D., (2012). *The Restaurant Manager's Handbook*. Ocala, FL: Atlantic Publishing Group
ISBN: 978 0910627085

Morrison, A., Rimmington, M., & Williams, C. (2001). *Entrepreneurship in the Hospitality, Tourism and Leisure Industries*. Hoboken, N.J: Wiley.
ISBN: 978075640978

Grading Policy

The grading system used for this course will combine the following

Quizzes	20%
Assignments	15%
Midterm Examination	15%
Class Participation	10%
Business Plan	25%
Final Examination	<u>15%</u>
	100%

Attendance Policy

All students are expected to attend every scheduled meeting of each course in which they are registered. It is understandable there are times you may not be able to attend a session, or part thereof. In such cases, you are responsible for checking with the instructor, Moodle, classmates, etc. to be up to date on any work missed. You must also inform the instructor of any missed scheduled tests or presentations before class start time in order to request a make-up. Attendance will be kept by the instructor for administrative and counseling purposes. Assignments that are due by electronic submission are still due at the beginning of the scheduled class even if you are not present in class. A 5% per business day reduction will occur for late work submission, unless you had received an excused extension from your instructor before the assigned due date. (Ex. Monday to Tuesday = 1 business day)

Overall Class Participation (up to 10 performance points)

Class participation by students (including regular and timely attendance and active engagement in class sessions) is an essential part of this course. I expect you to participate actively and constructively in our class sessions in ways that show respect and courtesy to me and to your classmates. As we proceed through the semester, there will be class discussions on all of the major topics covered in the course. You are required to participate actively in our discussions and other class activities. (You are also free to generate online discussions in the Moodle Forum. Such online discussions are not required. They are completely up to you and other members of the class. Online discussion activity will not affect your grade one way or another.)

"Plus" behaviors: To earn points for class participation, you must (1) attend class regularly and on time and not leave early; (2) be well-prepared for class by doing all assigned reading and other out-of-class assignments ahead of time; (3) participate voluntarily, actively, intelligently, and constructively in class discussions; (4) do all in-class assignments; (5) show a positive and serious attitude toward the course; and (6) utilize frequently and actively the materials and facilities on the Moodle site.

"Minus" behaviors: Behaviors such as the following will result in your losing points for class participation: (1) being absent from or late for class; (2) leaving class early; (3) continually walking out of and coming back into class; (4) sleeping in class; (5) being inattentive to class lectures and discussions; (6) behaving inappropriately in class (e.g., acting silly; conducting private conversations in the back of the room; utilizing cell phones, headphones, and other distracting devices in class; eating, drinking, or chewing gum in class; defacing classroom furniture; etc.); (7) being impolite, rude, or discourteous to me or to your classmates; (8) not being adequately prepared for class; (9) showing a negative or frivolous attitude toward the course; (10) Not utilizing the materials and facilities on the course website.

Other College Policy Statements

Code of Student Conduct:

http://bergen.edu/wp-content/uploads/StudentCodeofConduct2016_EngVer12062016.pdf

Statement on plagiarism and/or academic dishonesty:

Please read pages 8 – 9 in the above link. Students are not excused from the penalties for not being aware of or for not having read the policies set forth regarding plagiarism and other forms of academic dishonesty.

ADA Statement:

Students who require accommodations in accordance with the Americans with Disabilities Act (ADA) can request these services from the Office of Specialized Services. To learn more about how to apply for services, please visit <http://www.bergen.edu/oss>.

Note: Those who have completed the OSS paperwork and received accommodations during previous semesters might not be automatically eligible in subsequent semesters in every case.

Course Outline and Calendar

Week	Date(s)	Topics	Chapters
1		Introduction to the Course; The Process of Entrepreneurship	1
2		Types of Entrepreneurs; Corporate Entrepreneurship	2 & 3
3		The Components of a Market Plan & Strategy; Environmental Factors to be Considered for Entrepreneurship	4 & 7
4		Bar layout, Set Up & Location Bar, Precautions and Legalities	Brown: 18 & 19
5		Restaurant and Hotel Site Selection Process	Brown: 3
6		Restaurant and Hospitality Business Planning	Brown: 4
7		Operation and Management of Entrepreneurial Organizations	6
8		Midterm Examination	
9		Strategy and Entrepreneurship	8
10		Hospitality Franchising	Brown: 5
11		Legal Aspects of Entrepreneurship	Supplement al Handouts
12		Finance and Business Planning	5
13		Finance and Business Planning (Cont'd)	5
14		Business Plan Presentations	
15		Final Examination	

Notes to Students:

- 1 - Syllabus may change due to unforeseen circumstances or to take advantage of educational opportunities.
- 2 – The instructor will provide Moodle and in-class updates on tests, presentation, and assignment due dates.
- 3 – Please log on to Moodle for handouts that are not distributed in hard copy form.