

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2018-2019

Teaching guide

Area: Business Strategies

Subject: Innovation and Entrepreneurship

Period: Semester 8

Lecturers:

Dr. Hubert Augusto Joo Kitano

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MODULE: INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT

AREA: BUSINESS STRATEGIES

SUBJECT: INNOVATION AND ENTREPRENEURSHIP

CODE: OB8BST-IV

LANGUAGE: ENGLISH

YEAR: 4

PERIOD: SEMESTER 8

CREDITS: 6 ECTS

1. Subject objectives

The subject is focused on a clear definition of entrepreneurial skills which are required to design an entrepreneurial project.

The main objectives related to this area are:

- Acquire entrepreneurial skills
- Understanding the entrepreneurial process
- Be able to design and develop an entrepreneurial project using innovate tools

The subject is focused on a clear definition and the development of innovation in companies.

The main objectives concerning innovation are:

- Understand the key elements and types of innovation
- Be able to develop an innovation culture and process in a company (through innovative leaders)
- Take into account the philosophy of innovation from the market when developing an innovation methodology.

2. Competencies developed

Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

General

G02 - Orientation towards achievement: demonstrates perseverance to excel and go beyond standards

of excellence. Implies motivation for quality.

G03 - Initiative and entrepreneurial spirit: always be ready to take advantage or look for new opportunities and act in consequence. Implies a predisposition for proactivity and perseverance.

G07 - Team work and collaboration: Cooperates actively and jointly in achieving common objectives.

G10 - Orientation towards others/the client: implies the desire to help or serve others/the client, to discover and satisfy their needs.

G15 - Leadership: demonstrates the intention of assuming a leadership role of a group or a work team. Implies the desire to guide others which may not be associated to positions of formal authority.

Specific

E04 - Understanding the dynamic and evolving character of tourism and its markets.

E05 - Identify and manage areas and tourist destinations in accordance with the principles of sustainability.

3. Content

Session 1: Introduction to the subject. The Entrepreneurial perspective: the entrepreneur & managing obstacles. Creativity, the business idea and business models. Opportunity analysis.. Related material: Individually - Aptitude test for entrepreneurs; Exhibit 2.1 Essential Entrepreneurship Power Skills; Exhibit 3.2 Obstacles and Risks; Exhibit 5.1 Fit between You and Your Idea - Choose an idea and fill out. Groups of maximum 5 students complete Exhibit 6.1 Opportunity Screening Checklist use the exhibit to evaluate 5 business ideas in the tourism industry, rank them and prepare a short presentation for next class, no more than 5 minutes (elevator pitch)

Session 2: Business Ideas Presentation & Evaluation. Innovation. The business model canvas. . Related material: Burns, P (2010). Entrepreneurship and Small Business: Start-up, Growth and Maturity. Palgrave Macmillan. Ted videos related to innovation. Video business model canvas.

Session 3: Creativity and innovation. Related material: Burns, P (2010). Entrepreneurship and Small Business: Start-up, Growth and Maturity.

Session 4: Design thinking. Related material: Cross, N. (2012). Design Thinking: Understanding How Designers Think and Work

Session 5: The business model canvas: the competitive analysis and strategy. Related material: Related material: Exhibit 8.1 Industry Analysis Checklist; Exhibit 8.2 Competitor

Session 6: The business model canvas: marketing strategy. Related material: class notes, case study - Senz Umbrellas. Read Case Study 2 - Apple's Core

Session 7: The business model canvas: human resources. Related material: presentation Case Study 2 - Apple's Core, class notes. Burns, P (2010)

Session 8: The business model canvas: operations. Related material: class notes. Burns, P (2010). Entrepreneurship and Small Business: Start-up, Growth

Session 9: The business model canvas: the financials, sources of capital, negotiations and legal matters. Related material: Exhibit 13.1 Cash Flow Analysis; Exhibit 13.3 Simplified Income Statement; Exhibit 13.4 Assumptions. Gordon, M. (2007). Entrepreneurship 101: How to turn your idea into a money machine. Wiley Online Library

Session 10: The business model canvas: the financials, sources of capital, negotiations and legal matters. Related material: Exhibit 13.1 Cash Flow Analysis; Exhibit 13.3 Simplified Income Statement; Exhibit 13.4

Session 11: The business model canvas: the financials, sources of capital, negotiations and legal matters. Related material: Exhibit 13.1 Cash Flow Analysis; Exhibit 13.3 Simplified Income Statement; Exhibit 13.4

Session 12: The business model canvas: growth strategies for the entrepreneur. Exiting the business: success or failure. Related material: Burns, P (2010). Entrepreneurship and Small Business: Start-up, Growth and Maturity

Session 13: Final projects presentations.

4. Teaching methodology

Plenary Lectures. Every week it will be a lecture introducing the content in a debate context. The lecture should be very active with constant student participation.

Case Studies. Every week it will be a lecture introducing the content in a debate context. The lecture should be very active with constant student participation.

Readings. Cases, class notes, books.

Working individually or in groups. Almost each week the students have to answer the exhibits that will be the output to develop the supervised project.

Supervised Projects. Write, design, develop and present your business model canvas of your entrepreneurial idea in groups.

5. Assessment activities

Regular examination call

- **The students have to create and present a video (no less than 8 minutes or more than 10 minutes) explaining the business model canvas for the idea/concept under development. (Apr, 30/2019)**

Supervised project (Group - 30%)

Evaluated competences: B01-B02-B03-B04-G02-G03-G07-G10-G15-E04-E05

- **The students will be given a case study to be reviewed in advance. At the exam date the students individually will be provided with the exam questions. The exam questions will be**

divided in two sections: multiple choice (correct answers +1 point; wrong answers -0.25 points) and open questions to solve a particular problem/issue of the company under analysis. (May, 08/2019)

Final exam (Individual - 40%)

Evaluated competences: B01- B03 -G10- E04

• Upload exhibits with the information corresponding to the business model under development.

Academic Work (Group - 15%)

Evaluated competences: B2-G2-G7

• Case questions to be answered in a quiz format

Case analysis (Individual - 15%)

Evaluated competences: B2-G2-G7

A minimum of 70% of attendance is required in order to be evaluated and take the ordinary call of the exam. A minimum grade of 5 is required in the final exam to pass the subject.

Resit examination call

• The students will be given a case study to be reviewed in advance. At the exam date the students individually will be provided with the exam questions. The exam questions will be divided in two sections: multiple choice (correct answers +1 point; wrong answers -0.25 points) and open questions to solve a particular problem/issue of the company under analysis. (Jun, 04/2019)

Final exam (Individual - 70%)

Evaluated competences: B01- B03 -G10- E04

• The students have to create and present a video (no less than 8 minutes or more than 10 minutes) explaining the business model canvas for the idea/concept under development. (Jun, 04/2019)

Supervised project (Individual - 30%)

Evaluated competences: B01-B02-B03-B04-G02-G03-G07-G10-G15-E04-E05

A minimum grade of 5 is required in the final exam in order to pass the subject.

Repeating students without attendance: regular examination call

- **The students will be given a case study to be reviewed in advance. At the exam date the students individually will be provided with the exam questions. The exam questions will be divided in two sections: multiple choice (correct answers +1 point; wrong answers -0.25 points) and open questions to solve a particular problem/issue of the company under analysis. (May, 08/2019)**

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Evaluated competences: B01-B02-B03-B04-G02-G03-G07-G10-G15-E04-E05

A minimum grade of 5 is required in the final exam to pass the subject.

Follow-up meetings

Week 3 (Feb, 12/2019), 11:30

Week 7 (Mar, 12/2019), 11:30

Week 12 (Apr, 23/2019), 11:30

6. Bibliography

Mandatory readings

Burns, P (2010). Entrepreneurship and Small Business: Start-up, Growth and Maturity. Palgrave Macmillan.

Gordon, M. (2007). Entrepreneurship 101: How to turn your idea into a money machine. Wiley Online Library.

Case studies: Senz Umbrellas, Apple's Core and Two Seasons.

Recommended readings

Mullins, J. (2014). The Customer Funded Business: Start, finance, or grow your company with your customer? cash. Wiley.

7. Lecturer/s

Dr. Hubert Augusto Joo Kitano (Head lecturer) - hubert.joo@htsi.url.edu

Contact hour: Contact hour: upon common agreement with the student.

8. Observations

* Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.

* Academic norms and regulations is an obligation for all the members of the academic community in the faculty.