



Syllabus of the course

«Entrepreneurship in the hotel and restaurant business »

Specialty	<i>J2 Hotel and restaurant business and catering</i>
Study Programme	<i>Hotel and restaurant business</i>
Study cycle (Bachelor, Master, PhD)	<i>Second (master's) level of higher education</i>
Course status	<i>mandatory</i>
Language	<i>English</i>
Term	<i>1 year, 2 semester</i>
ECTS credits	<i>3 ECTS</i>
Workload	<i>Lectures – 10 hours. Practical studies – 20 hours. Laboratory studies – 0 hours. Self-study – 60 hours.</i>
Assessment system	<i>Grading</i>
Department	<i>Entrepreneurship and Trade Department auditorium 209 of the first block phone: +380 57 702 18 32 website: https://ptt.hneu.edu.ua/</i>
Teaching staff	<i>Maryna Mykolaivna Salun, Doctor of Science in Economics, Professor Karina Vitalievna Tymoshenko, PhD in Economics, Associate Professor</i>
Contacts	<i>Maryna.Salun@hneu.net</i>
Course schedule	<i>Lectures: according to the current schedule Practical studies: according to the current schedule</i>
Consultations	<i>At the Entrepreneurship and Trade Department, offline, according to the schedule, individual, PNS chat.</i>

Learning objectives and skills:

knowledge of hospitality entrepreneurship, including the legal framework, business planning, operations management and financial strategies for hotels and restaurants

Structural and logical scheme of the course

Prerequisites	Postrequisites
Innovative Technologies in the Hotel Business Hospitality and Cross-Cultural Features in the Service Sector International Standards and Quality of Service in Hotel and Restaurant Business	Practice in the Speciality Pre-Diploma Practice Diploma Work

Course content

Module 1: Foundations of Entrepreneurship

Topic 1: Entrepreneurship as a modern form of economic activity

Topic 2. Legal background of entrepreneurship in Ukraine

Topic 3: Theoretical foundations of entrepreneurship

Topic 4. Characteristics of business entities

Topic 5. Entrepreneurial idea and goals of entrepreneurship

Module 2: Strategic Management in Hospitality

Topic 6. Business planning and strategy development



Topic 7. Organisational and legal aspects of entrepreneurship
Topic 8. Pricing. Accounting principles. Taxes.
Topic 9: Establishing business relationships
Topic 10. Management of the Hotel Industry
Topic 11. Restaurant management
Topic 12. Models of hotel and restaurant organisation
Topic 13. Canvas model for planning in the hospitality industry
Topic 14: Financial and Profit Management in the Hospitality Industry

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program