Syllabus of the course

«Entrepreneurship in the hotel and restaurant business»

Specialty	241 Hotel and restaurant business	
Study Programme	Hotel and restaurant business	
Study cycle (Bachelor, Master,	Second (master's) level of higher education	
PhD)	1	
Course status	mandatory	
Language	English	
Term	1 year, 2 semester	
ECTS credits	3 ECTS	
Workload	Lectures – 10 hours.	
	Practical studies – 20 hours.	
	Laboratory studies – 0 hours.	
	Self-study – 60 hours.	
Assessment system	Grading	
Department	Entrepreneurship and Trade Department	
	auditorium 209 of the first block	
	phone: +380 57 702 18 32	
	website: https://ptt.hneu.edu.ua/	
Teaching staff	Maryna Mykolaivna Salun, Doctor of Science in Economics,	
	Professor	
	Karina Vitalievna Tymoshenko, PhD in Economics,	
	Associate Professor	
Contacts	Maryna.Salun@hneu.net	
Course schedule	Lectures: according to the current schedule	
	Practical studies: according to the current schedule	
Consultations	At the Entrepreneurship and Trade Department, offline,	
	according to the schedule, individual, PNS chat.	
I	earning objectives and skills:	

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

2 1			
Prerequisites	Postrequsites		
Innovative Technologies in the Hotel	Practice in the Speciality		
Business	Pre-Diploma Practice		
Hospitality and Cross-Cultural Features in	Diploma Work		
the Service Sector			
International Standards and Quality of			
Service in Hotel and Restaurant Business			

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

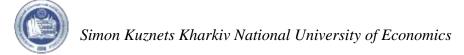
Topic 3: Theoretical foundations of entrepreneurship

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