



**INTERNATIONAL QUALIFICATIONS
AND ASSESSMENT CENTRE (IQAC)**



Programme	Level 7 Diploma in Tourism & Hospitality		
Unit Number/ Unit Title	Unit 3 Entrepreneurship and Business Development in Hospitality		
Cohort Code:	L07EBD-U3		
Unit Level	Level 7		
Total Credits/Hours	Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110		
Credits	20 CATS/ 10 ECTS		
Lecturer			
Start Date		End Date	

Unit Aims	This module fosters entrepreneurial thinking and business planning skills. Learners will explore the creation and growth of new ventures in the hospitality industry, including feasibility analysis, innovation, and securing funding.		
Differentiation Strategies <i>(e.g. planned activities or support for individual learners according to their needs)</i>	Various approaches to addressing the various identified students' needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none">1. Progressive tasks2. Digital resources3. Verbal support4. Variable outcomes5. Collaborative learning6. Ongoing assessment7. Flexible-pace learning		

Equality & Diversity	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.
Safeguarding & Prevent	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
Health & Safety	SIRM H&S policies will be maintained.
Learning Resources	Teaching and Learning Materials
	<ul style="list-style-type: none"> • Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2020). Entrepreneurship. McGraw-Hill. • Barringer, B. R., & Ireland, R. D. (2019). Entrepreneurship: Successfully Launching New Ventures. Pearson. • Morrison, A. (2021). Entrepreneurship in the Hospitality, Tourism and Leisure Industries. Routledge. • Blank, S., & Dorf, B. (2020). The Startup Owner's Manual. Wiley. • Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation. Wiley.

Learning Outcome (The learner will be able to)	Assessment Criteria (The learner can:)
LO1. Understand the entrepreneurial process in hospitality.	1.1 Define entrepreneurship in the context of hospitality. 1.2 Identify entrepreneurial traits and motivations.
LO2. Conduct feasibility analysis for a new venture.	2.1 Evaluate market potential. 2.2 Assess operational and financial feasibility.
LO3. Develop a comprehensive business plan.	3.1 Structure business objectives, strategies, and forecasts. 3.2 Present a full risk analysis.
LO4. Explore innovation and value creation.	4.1 Propose innovative hospitality concepts. 4.2 Demonstrate customer-centric design thinking.
LO5. Secure funding and investment.	5.1 Identify potential funding sources. 5.2 Prepare an investor pitch.

No	Learning Outcome / Topic	Learning and Teaching Activities	Which assessment criteria does the session relate to?	Day/month/year/ signature
1.	Introduction to Entrepreneurship in Hospitality	Understand what defines an entrepreneur in the hospitality sector.	LO1	
2.	The Entrepreneurial Mindset and Opportunity Recognition	Explore attitudes, behaviours, and skills of successful hospitality entrepreneurs.	LO1	
3.	Types of Hospitality Ventures: Hotels, Food Services, Experience Startups	Examine different entrepreneurial models within the industry.	LO1	
4.	The Entrepreneurial Process: From Idea to Execution	Understand the stages of launching a hospitality enterprise.	LO1	
5.	Industry Trends and Gaps: Identifying Market Needs	Use market insights to discover viable opportunities.	LO1	
6.	Introduction to Feasibility Analysis	Learn the components of feasibility assessment: market, technical, financial.	LO2	
7.	Market Research Techniques for New Ventures	Collect and interpret data to validate a hospitality business idea.	LO2	
8.	Competitor and Industry Analysis (e.g. Porter's Five Forces)	Evaluate external factors that affect venture success.	LO2	
9.	Customer Segmentation and Value Proposition	Define your ideal customer and how your product adds value.	LO2, LO4	
10.	Legal and Regulatory Considerations	Identify startup requirements such as licensing and food safety.	LO2	
11.	Introduction to Business Plan Structure	Outline the key sections of a hospitality business plan.	LO3	
12.	Writing the Executive Summary and Company Description	Craft compelling opening sections for a plan.	LO3	

13.	Operations Plan: Facilities, Staffing, Supply Chain	Map out logistical and resource strategies.	LO3	
14.	Marketing Plan: Branding, Promotion, Channels	Develop a tactical marketing strategy for your startup.	LO3	
15.	Financial Plan: Revenue Forecasts, Cost Structures	Build basic budgets and financial projections.	LO3	
16.	Midterm	Midterm assessment covering all learning outcomes (theory and practical elements)	LO1, LO2, LO3	
17.	Risk Assessment and Contingency Planning	Identify and prepare for potential startup challenges.	LO3	
18.	Writing and Reviewing the Full Business Plan	Integrate all components into a coherent plan.	LO3	
19.	Business Model Innovation in Hospitality	Learn how innovation leads to competitive advantage.	LO4	
20.	Design Thinking and Service Innovation	Apply user-centered design to improve hospitality experiences.	LO4	
21.	Sustainability and Social Innovation in Entrepreneurship	Integrate eco-conscious and socially responsible practices.	LO4	
22.	Securing Start-up Funding: Personal, Family, and Angel Investment	Explore informal sources of seed capital.	LO5	
23.	Government Grants and Tourism Development Funds	Learn how to access public funding and incentives.	LO5	
24.	Venture Capital and Private Equity in Hospitality	Understand institutional investment and what investors look for.	LO5	
25.	Preparing and Pitching Your Business to Investors	Create and deliver an effective investment pitch.	LO5	
26.	Networking and Strategic Partnerships	Use collaboration to scale your venture.	LO5	

27.	Case Studies: Successful Hospitality Entrepreneurs	Learn from real-world ventures and the strategies they used.	LO1 – LO5	
28.	Group Project: Develop and Present a Hospitality Business Plan	Apply theory to a full venture proposal.	LO2 – LO5	
29.	Final Presentations and Reflective Review	Deliver your final project and assess your entrepreneurial journey.	LO1 – LO5	
30.	Final Exam Preparation & Review			
31.	Final Exam			

Week	Topic	Learning Outcomes for Each Topic	Which assessment criteria does the session relate to?	Day/month/year/ signature
1	Introduction to Entrepreneurship in Hospitality	Understand what defines an entrepreneur in the hospitality sector.	LO1	
2	The Entrepreneurial Mindset and Opportunity Recognition	Explore attitudes, behaviours, and skills of successful hospitality entrepreneurs.	LO1	
3	Types of Hospitality Ventures: Hotels, Food Services, Experience Startups	Examine different entrepreneurial models within the industry.	LO1	
4	The Entrepreneurial Process: From Idea to Execution	Understand the stages of launching a hospitality enterprise.	LO1	
5	Industry Trends and Gaps: Identifying Market Needs	Use market insights to discover viable opportunities.	LO1	
6	Introduction to Feasibility Analysis	Learn the components of feasibility assessment: market, technical, financial.	LO2	

7	Market Research Techniques for New Ventures	Collect and interpret data to validate a hospitality business idea.	LO2	
8	Competitor and Industry Analysis (e.g. Porter's Five Forces)	Evaluate external factors that affect venture success.	LO2	
9	Customer Segmentation and Value Proposition	Define your ideal customer and how your product adds value.	LO2, LO4	
10	Legal and Regulatory Considerations	Identify startup requirements such as licensing and food safety.	LO2	
11	Introduction to Business Plan Structure	Outline the key sections of a hospitality business plan.	LO3	
12	Writing the Executive Summary and Company Description	Craft compelling opening sections for a plan.	LO3	
13	Operations Plan: Facilities, Staffing, Supply Chain	Map out logistical and resource strategies.	LO3	
14	Marketing Plan: Branding, Promotion, Channels	Develop a tactical marketing strategy for your startup.	LO3	
15	Financial Plan: Revenue Forecasts, Cost Structures	Build basic budgets and financial projections.	LO3	

16	Midterm	Midterm assessment covering all learning outcomes (theory and practical elements)	LO1, LO2, LO3	
17	Risk Assessment and Contingency Planning	Identify and prepare for potential startup challenges.	LO3	
18	Writing and Reviewing the Full Business Plan	Integrate all components into a coherent plan.	LO3	
19	Business Model Innovation in Hospitality	Learn how innovation leads to competitive advantage.	LO4	
20	Design Thinking and Service Innovation	Apply user-centered design to improve hospitality experiences.	LO4	
21	Sustainability and Social Innovation in Entrepreneurship	Integrate eco-conscious and socially responsible practices.	LO4	
22	Securing Start-up Funding: Personal, Family, and Angel Investment	Explore informal sources of seed capital.	LO5	
23	Government Grants and Tourism Development Funds	Learn how to access public funding and incentives.	LO5	

24	Venture Capital and Private Equity in Hospitality	Understand institutional investment and what investors look for.	LO5	
25	Preparing and Pitching Your Business to Investors	Create and deliver an effective investment pitch.	LO5	
26	Networking and Strategic Partnerships	Use collaboration to scale your venture.	LO5	
27	Case Studies: Successful Hospitality Entrepreneurs	Learn from real-world ventures and the strategies they used.	LO1 – LO5	
28	Group Project: Develop and Present a Hospitality Business Plan	Apply theory to a full venture proposal.	LO2 – LO5	
29	Final Presentations and Reflective Review	Deliver your final project and assess your entrepreneurial journey.	LO1 – LO5	
30	Final Exam Preparation & Review			
31	Final Exam			