

**Course Outline**  
**HRMT/RECR 204**  
**Entrepreneurship in Hospitality & Tourism**  
**3 credits**

**The Community College of Baltimore County**

**I. General Course Description**

Entrepreneurship in Hospitality & Tourism

Assesses the viability of small and micro hospitality business ventures; covers the business planning process, the management of small enterprises, feasibility studies, formation of business plans, risk management, record keeping and personnel management and entrepreneurial characteristics.

Prerequisite: ACCT 101 and MNGT 206

**II. General Course Objectives**

When the student completes the course, he/she will be able to:

- A. Prepare an executive summary for use in a sample business plan.
- B. Prepare a vision & mission statement as part of the sample business plan.
- C. Develop goals and objectives for a new business venture.
- D. Understand the legal issues confronting small and micro business owners.
- F. Explain the types of legal business descriptions used in most small business ventures.
- G. Research and develop a product strategy for a small hospitality business
- H. Research and develop a marketing strategy for a small hospitality business.
- I. Develop and explain how to prepare pro-forma financial statements for a pre-venture hospitality project.
- J. Understand how to do basic marketing research for a small or micro hospitality business venture.
- K. Explain how to use financial spreadsheets for a start-up hospitality operation.
- L. Analyze the importance of developing strategic alliances.
- M. Understand the role of competition in the market place.
- N. Develop an advertising strategy for a hospitality micro business venture.
- O. Calculate start-up costs for a new business venture.
- P. Analyze the role of risk management in developing a small business ventures.
- Q. Complete a business plan for a micro hospitality business venture

**III. Major Topics**

- A. The business plan
- B. The components of a market plan & strategy
- C. Developing the funding plan & presenting the proposal
- E. Product strategy and research

**IV. Course Requirements**

Specific assignments and procedures for evaluating student performance in this course will be described in the individual class syllabus. However, all students will:

- A. Participate actively in class activities to include the preparation of a business plan for a hospitality small business.
- B. Respond to required reading and homework assignments that will include the wall street journal and
- C. Successfully complete a minimum of two exams that demonstrate a mastery of the major concepts in the course.
- D. Produce a written analysis of various case studies presented in class.
- E. Present/participate in individual or group presentations.