

Course Title	ENTREPRENEURSHIP AND THE HOTEL INDUSTRY
Course Code	MGT 410
Course Purpose and Objectives	The purpose of this course is to provide students with an in-depth knowledge of the entrepreneurial world and business development of a hotel and its services. Students will critically evaluate various theories and techniques applied throughout the stages of the entrepreneurial process in the hotel industry. Team work and discussion will reinforce Students to adopt a collaborative spirit in problem solving. Finally, this course aims to emphasize on students' creativity in order for them to be able to recommend different alternatives to various entrepreneurial issues, faced in the dynamic and competitive nature of the hotel industry.
Learning Outcomes	<ol style="list-style-type: none"> 1. Critically evaluate characteristics hotel entrepreneurs possess. 2. Elaborate on the importance of international collaborations in the hotel industry 3. Design a marketing plan for a new hotel 4. Propose different sources for financing a hotel unit. 5. Choose appropriate strategies for different situations within the hotel industry 6. Detect alternatives to various entrepreneurial issues.
Course Content	<ul style="list-style-type: none"> • Entrepreneurship • Corporate Entrepreneurship • Starting Developing and Enriching business ideas in the hotel industry • Domestic And International Opportunities • Protecting The Idea • The Hotel Business Plan • Building a Marketing Plan • The Hotel as an organization • Financing a new Hotel • Innovation, Technology and the hotel Entrepreneur • Growth, Harvesting and Exit