



## **COURSE OUTLINE CERTIFIED MASTER CHEF**

<b>COURSE NAME:</b>	<b>Entrepreneurship and Tourism and Hospitality Marketing</b>
<b>PRE-REQUISITE FOR:</b>	<b>Certified Master Chef</b>
<b>PERIODS/WEEKS:</b>	<b>45 hrs online learning</b>
<b>PREPARED AND/OR REVIEWED BY:</b>	<b>Rudolf Fischbacher, CCC Mary Lendway, MBA</b>
<b>APPROVED BY:</b>	<b>CCFCC - Canadian Culinary Federation</b>

### **I COURSE DESCRIPTION**

This course covers current theories and practices of entrepreneurship. Through on-line reading, case studies, topics including resources, the market environment, strategies, business planning, the e-environment and franchising are covered. Candidates will focus on the entrepreneurship paradigm as a holistic framework for specific examples of successful, and not so successful, entrepreneurship. Candidates will develop a business plan for a hospitality or tourism business and will implement operations, marketing and management strategies.

### **II LEARNING OUTCOMES**

**Learning Outcomes are clear statements of the critical/essential knowledge, skills and attitudes, which, a candidate is, required to demonstrate to indicate successful completion of the course.**

#### **A. Core Outcomes**

1. Define entrepreneurship and describe illustrative examples.
2. Describe typologies and personality traits of entrepreneurship.

3. Discuss corporate entrepreneurship including intrapreneurship and the relevance to the hospitality and tourism businesses.
4. Identify changes in the macro-environment that influence entrepreneurship opportunities.
5. Develop a business plan for a hospitality or tourism company.
6. Demonstrate the ability to apply core competencies in basic accounting, inventory management, human resources, marketing, and operations management.
7. Discuss and evaluate joint ventures and franchising as a form of entrepreneurship.
8. Compare entrepreneurial strategies effective within the hospitality and tourism industries.

### **III COURSE CONTENT**

**The topics, their order and length of time spent on each may vary depending on the needs of each group.**

#### **TOPIC**

#### **#PERIODS**

#### **1.0 Introduction**

- 1.1 Process of Entrepreneurship
- 1.2 Typologies and categorization
- 1.3 Entrepreneurship
- 1.4 Characteristics, Attitudes and Behaviours
- 1.5 Key elements of Entrepreneurship
- 1.6 Corporate Entrepreneurship & Intrapreneurship

#### **2.0 The Business Plan**

- 2.1 Business Planning Process
- 2.2 Components, structure, examples
- 2.3 Small Business in Canada – type of SME

#### **3.0 Midterm Test 1**

- 3.1 The Business Plan
- 3.2 Concept/mission/goals

#### **4.0 Business Planning**

- 4.1 Operations & Management

#### **5.0 Business Planning**

- 5.1 Finance – financial statements & financing

#### **6.0 Business Planning**

- 6.1 Finance & Marketing

7.0 **Buying an existing business versus start-up**

8.0 **Joint ventures, franchising**

9.0 **Test #2**

**IV EVALUATION PROCEDURE**

Test #1	30%
Test #2	30%
<u>Assignment 1 – Business Plan</u>	<u>40%</u>
<b>Total</b>	<b>100%</b>

**Passing grade is 70%.**

**V RECOMMENDED TEXTS**

Knowles, R. (2006). *Small Business An Entrepreneur's Plan*. Toronto: Thomson Nelson

Morrison, A., Rimmington, M., Williams, C. (2005). *Entrepreneurship in the Hospitality, Tourism and Leisure Industries*. Burlington, MA: Elsevier Butterworth-Heinemann

Skinner, R. James, (2003). *Business Plan to Business Reality*

Hudson, S. (2009) *Marketing for Tourism & Hospitality, A Canadian Perspective*. (2<sup>nd</sup> Ed.): Nelson

**VI DELIVERY FORMAT**

The course material will be presented through online learning, online chat discussions, case studies, readings and internet research.

**VII POLICIES AND PROCEDURES**

All courses are in preparation for the Certified Master Chef Examination and under the hospice of the CCFCC Canadian Culinary Federations by-laws and delivered under the CCI Canadian Culinary Federation Rules and Guidelines.

**X DISCLAIMER**

While every effort is made by the Professor/Faculty to cover all material listed in the outline, the order, content, and/or evaluation may change in the event of special circumstances (e.g. time constraints due to inclement weather, sickness, College closure, technology/equipment problems or changes, etc.). In any such case, candidates will be given appropriate notification in writing