

HOS 230  
 Entrepreneurship, Product, & Concept Development in the Tourism Industry  
 3-3-0

**COURSE DESCRIPTION:**

This course provides an introduction to the fundamentals of entrepreneurship and the successful development of tourism products. This course examines the principles and theories of entrepreneurship, life cycles of existing products, and explores the conceptual creation of new products. Using the tourism industry as a blueprint, students will explore entrepreneurship by analyzing market segmentation, conducting yields, profit and loss statements by developing a business plan that could be turned into a new food, beverage, or tourism concept. In addition, this course will provide an overview of new food product development, organization, management, marketing, strategy, commercial feasibility, and law using class lecturers, projects, and case studies.

**REQUISITES:**

*Previous Course Requirements*

None

*Previous or Concurrent Course Requirements*

None

Learning Outcomes Upon successful completion of this course, the student will be able to:	Learning Activities	Evaluation Methods
1. Describe entrepreneurship as it pertains to the tourism industry.	Lecture AV/Multimedia Case Studies Discussions Role Playing Projects	Written Exams Student Presentations
2. Discuss new product development, repositioned products, reformulations of existing products, and the packaging of products.	Lecture AV/Multimedia Case Studies Discussions Role Playing Projects	Written Exams Student Presentations

Learning Outcomes	Learning Activities	Evaluation Methods
3. Use data mining, technology, retailer interfaces, screening ideas, copycat products, census, and economic data.	Lecture AV/Multimedia Case Studies Discussions Role Playing Projects	Written Exams Student Presentations
4. Use business application software including word processing, spreadsheets, and databases.	Lecture AV/Multimedia Case Studies Discussions Role Playing Projects	Written Exams Student Presentations
5. Employ competitive intelligence, qualitative, and quantitative market research.	Lecture AV/Multimedia Case Studies Discussions Role Playing Projects	Written Exams Student Presentations
6. Explain the components and process of developing a sound business plan.	Lecture AV/Multimedia Case Studies Discussions Role Playing Projects	Written Exams Student Presentations
7. Connect market fluctuations and budgeting concepts to cost analysis.	Lecture AV/Multimedia Case Studies Discussions Role Playing Projects	Written Exams Student Presentations
8. Synthesize multi-dimensional data to develop a sustainable new food and beverage concept.	Lecture AV/Multimedia Case Studies Discussions Role Playing Projects	Written Exams Student Presentations

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

## SEQUENCE OF TOPICS:

1. Introduction to entrepreneurship.
2. Entrepreneurism in the tourism industry.
3. Food and beverage product development.
4. The development team and company organization.
5. Sources for new product ideas.
6. Strategy, strategist, and tacticians and product development.
7. Protecting the company and its image.
8. Quality control and protecting the consumer and product.

## LEARNING MATERIALS:

Fuller W. *New Food Product Development*, (3<sup>rd</sup> ed.) Boca Raton, Florida: CRC Press. (2011)

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

## COURSE APPROVAL:

Prepared by: Shawn Murray

Date: 12/8/2018

VPAA/Provost or designee Compliance Verification:

Date: 2/25/2019



*This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.*