

MHOS107 Creativity, Innovation and Entrepreneurship in Hospitality

ECTS Value: 4 ECTS
Self-Study Hours: 87

Contact Hours: 20
Assessment Hours: 3

Overall Objectives and Outcomes

Creativity, innovation and entrepreneurship are core aspects in hospitality that can be reached through, proper leadership, product development and experimentation. Content innovation is about the current development of the hospitality industry and the lines of research that materialize on that. This module allows students to learn about the different roles within entrepreneurship and innovation and all that they create, particularly products, services and processes. Furthermore, student will understand that entrepreneurship and innovation does not only happen during start-ups but can happen even in mature and thriving businesses. The contents of this course will encompass a broad view of entrepreneurship and innovation while also focusing on new technology product and services. Since creativity, innovation and entrepreneurship are key aspects which are directly linked to employment and capacity building, this module will draw on the main principles of Human Resources where it will review the role and implications of the different measures of human resource management systems that may be applied in the hospitality sector to ensure constant creativity, innovation and entrepreneurship in this sector.

By the end of this module, the learner will be able to:

Competences:

- Act autonomously in planning creative and innovative project whilst ensuring ethical and social principles within the hospitality industry are upheld;
- Ensure personal awareness and effectiveness while being an entrepreneur or innovator;
- Systematically and creatively plan hospitality ventures while simultaneously supporting knowledge development and innovation;
- Effectively deal with different human resource management systems in the hospitality sector after carrying out a thorough assessment of their individual functions and effects;
- Manage, empower and motivate employees by recognizing the value in implementing the adequate human resource management systems.
- Deploy originality in the application of knowledge acquired during this course to teach Hospitality students by following the syllabus provided by the local education authority

Knowledge:

- Demonstrate critical awareness of professional theoretical and practical knowledge about creativity innovation and entrepreneurship in hospitality in relation to the shift from production based to creativity-based society relation
- Comprehensive understanding of Social and Ethical issues that arise in the field of hospitality creativity and innovation study and practice;
- Demonstrate critical understanding of Human Resource Management and its main principles, models and practices;
- Systematically apply teaching methods related to Creativity, Innovation and Entrepreneurship in a vocational education environment.

Skills:

Applying knowledge and understanding

The learner will be able to:

- a. Demonstrate critical awareness of administrative design, resource and team management;
- b. Demonstrate originality and creativity in developing innovative hospitality projects whilst making use of theoretical and practical knowledge;
- c. Systemically use information and communications technology in one's work to plan and implement the best models according to specific case scenarios;
- d. Demonstrate critical understanding on the different ways within which the human resource management systems affect performance of a hospitality organisation;
- e. Deploy originality in the application of knowledge, skills and competences obtained in this module to teach Hospitality students the relevant topics related to costings and bookkeeping by following the syllabus provided by the local education authority.

Assessment Methods

This module will be assessed through: Assignment.

Suggested Readings

Core Reading List:

1. Baum, T. (2006). *Human Resource Management for Tourism, Hospitality and Leisure, An International Perspective*. Thomson Learning.
2. Drucker, P.F. (2002). *Innovation and entrepreneurship: Practice and principles*. New York: HarperCollins ebooks.
3. Seelig, T. (2015). *Insight Out: Get Ideas Out of Your Head and Into the World*. New York, NY: HarperCollins Publishers.
4. Sumarjan, N., et al. (2013). *Hospitality and Tourism: Synergizing Creativity and Innovation in Research*. Boca Raton, FL: CRC Press.

Supplementary Reading List:

1. Amabile, T., & Kramer, S. (2013). *The Progress Principle: Using Small Wins to Ignite Joy, Engagement, and Creativity at Work*. Boston, MA: Harvard Business Review Press.
2. Mauzy, J., & Harriman, R. A. (2003). *Creativity Inc.: Building an Inventive Organization*. Boston, MA: Harvard Business Review Press.
3. Nickson, D. (2007). *Human Resource Management for the Hospitality and Tourism Industries*. London: Taylor & Francis.
4. Nickson, D (2013). *Human Resource Management for Hospitality, Tourism and Events*. London: Taylor & Francis.
5. Seelig, T. (2012). *in Genius: A Crash Course on Creativity*. New York, NY: Harper One.