

Business Plan for Hospitality



SCHOOL

Faculty of Culture, Tourism and Hospitality (Esthua)



CAMPUS

Saint-Serge



LEVEL

1st year Master's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Spring (S2)

- > **Degree course:** International Hospitality Management
- > **Teaching unit:** UE 4 Strategic Development in Hospitality
- > **Course language:** English
- > **Duration (hours):** 16
- > **ECTS:** 2
- > **Teacher(s):** Henry Clavijo

> Assessment:

- Continuous assessment
- Final exam

> Teaching methods:

- Lecture course hours
- Tutorial course hours
- Practical work hours

- Case study
- Project

COURSE DESCRIPTION

In this course we will work the way we present a hospitality oriented Business Plan. For that, we will integrate and further develop different functions and disciplines studied in this program: strategy, marketing, finance, accounting, hospitality specificities, etc.

1. Presentation of the Business Plan and its components.
2. Developing a concept, defining vision, mission and core values
3. Discussing and presenting a Business Plan and a Business Pitch.
4. Critical factors to take into consideration to build a successful Business Plan
5. Story telling as a way to create value for our project.
6. Conducting a Feasibility Study.
7. Linking a Feasibility Study and a Business Plan.

OBJECTIVES

1. To understand the importance of presenting a structured project when planning to create and develop a business in the hospitality industry.
2. To understand how a Business Plan is a key communication tool between the different stakeholders involved in a hospitality project.
3. To understand the importance of presenting a structured project when planning to create and develop a business in the hospitality industry.
4. To understand how a Business Plan is a key communication tool between the different stakeholders involved in a hospitality project.
5. To integrate different disciplines

PREREQUISITES

Knowledge in Management Sciences

SELECTIVE BIBLIOGRAPHY

1. Writing a Business Plan: <https://www.life123.com/article/writing-a-business-plan>
2. Business Plan Template (Bplans.com Open source)
3. Successful Business Plan: secrets and strategies, R. Abrams, Planning Shop, 7th edition, 2020.