

BMIH5001

Entrepreneurship

HOSPITALITY
AND
TOURISM
MANAGEMENT

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

Your camera must be always on during lectures please.
use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC

You will be removed and logged as absent if you fail to adhere to these

This and all sessions will be recorded so that you can watch it again

Why is this important?

- You should be using a **desktop or laptop device** with video, speakers and a microphone.
- You will need to be able to access documents, write assignments and create presentations.
- You will be asked to share your screen and “present” your work
- **These are all things that are either not possible or incredibly difficult to do on a phone.**

Aims for today

- Presentations and presenting tips
- Module evaluation
- Referencing information and Appendix recap.
- Assessment drop in feedback
- Give each group their presentation slots for next week!
 - This will be scheduled with each group in your breakout rooms.

Recap

Last week gave an overview of..

We finished the Business Plan!!

Do you have any areas you would like me to recap for you or provide greater details?



Assessment 2 - 2000 words -/+ 10%

Due: 20th November

Group Business Plan and presentation/Viva - **Presentations the week commencing the 20th November time slots for groups will be assigned next week!**

In groups you will write and present your Business Plan of a viable hospitality business using the template provided based upon one of your group members business model canvas BMC from assessment 1.

Your group will be required to:

Write and present a hospitality based sustainable and viable business Plan.

Develop a persuasive hospitality business and identify realistic and accurate funding sources.

Explore the opportunities and support available to you to undertake this venture.

Evaluate the market potential and outline the business decisions to minimise the risk of failure and boost early success.

Include accurate financial information relating to 'start-up' funding and/or support.

Show evidence that you have researched your concept and present it in a persuasive and professional report.

Potential stakeholders and investors will need to be convinced that your proposal offers a return on their investment (financial or otherwise).

Present your business plan in a 10 min Presentation/Viva with a reference list and in-text citations.



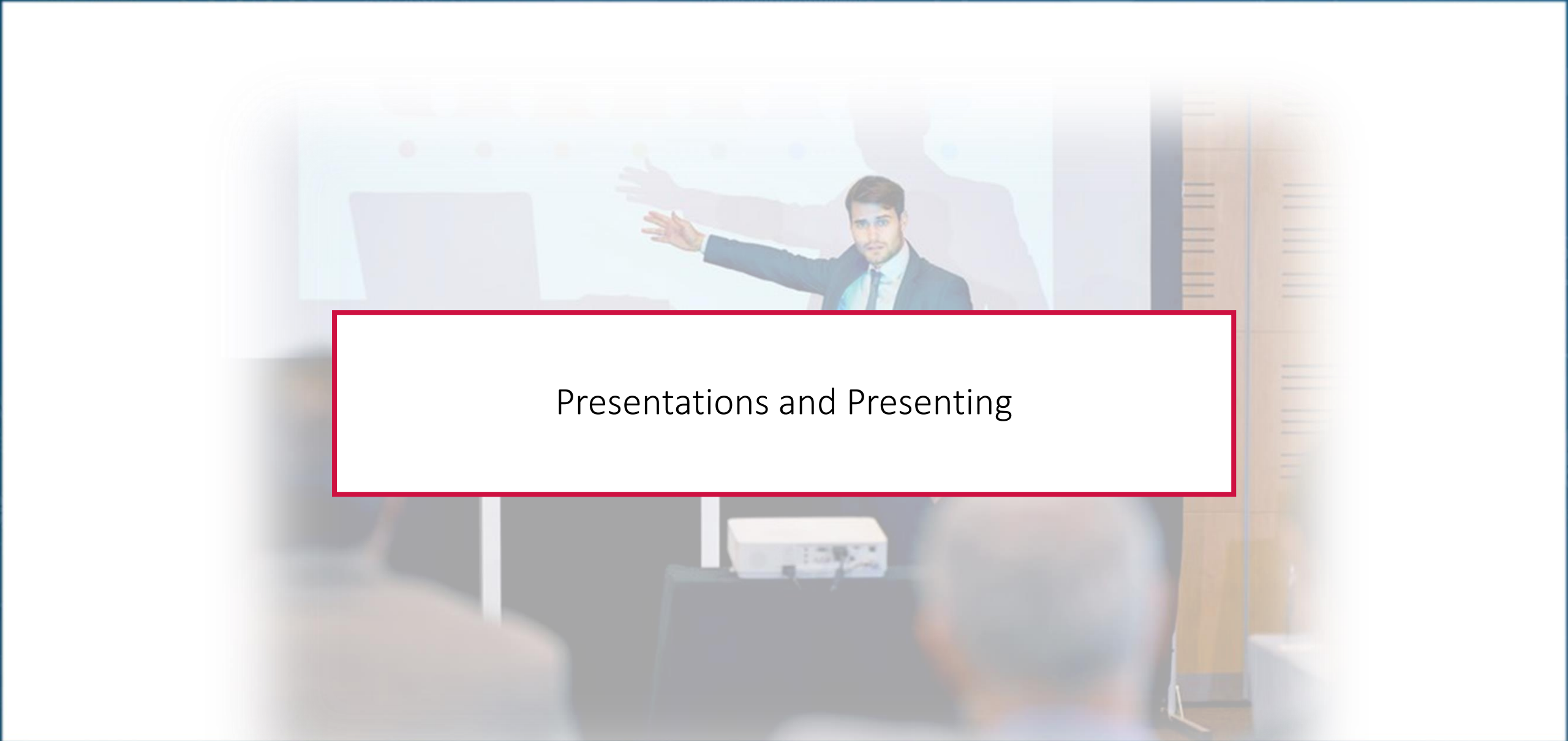
Group working requirements

Teams will be assigned by your lecturer based upon your individual skills audit outcomes (you will not be permitted to form your own groups) this is a group assessment and will not be allowed to complete the assessment individually.

In the world of professional hospitality work you will often be faced with working in teams in a distanced capacity (online) or with people you have not worked with before and with those that do not share a common first language/culture/beliefs etc and as such group changes will not be permitted and you will be expected to perform to the best of your abilities towards the group task.

It is the responsibility of each student to ensure their contribution to the task and not up to any other member to chase you so please be respectful to you team and classmates and contribute

All group members must contribute equally to the business plan and viva, failing to contribute or engage in the assessment may lead to failure of the module.



Presentations and Presenting

MATERIALS

- Keep it simple (Professional) (Don't just read the slides)
- Give the audience something nice to look at avoid text alone, graphs are a good choice as they communicate a great deal of information concisely and provides you an opportunity to show your understanding and interpretations from the evidence.
- Less is more, keep it simple and use the relevant colour schemes for your assessment and be consistent in style.
- References (Citations, 2021) and a reference list at the end if relevant and required for the assessment
- Multiple formats and storage. Save multiple copies via different formats emails, messages, hard drive, memory sticks etc to ensure you do not lose your data.
- Handouts and accompanying data/information sheets are always welcome additions and demonstrate skills for professional practice, practical application and deployment.
- Props and use of room/space for live presentations.

How Rivers Are Formed

Rivers start as very small streams and gradually get bigger as more and more water joins them. Heavy rains and snowing meltwater add so much water to some rivers that they overflow their banks and flood the surrounding land.

Water in rivers comes from many different sources. Rivers can begin in lakes, springs that bubble up from underground, or rain or melted snow and ice high up in the mountains.

Rivers flow quickly in the steeply sloping sections near their source. Fast-moving water washes away gravel, sand and mud, leaving a rocky bottom.

As the river flows onto a gently sloping ground, it begins to curve back and forth across the valley floor, forming what are called meandering rivers.

There are lots of small channels that continually split and join. These are called braided rivers. Braided rivers are usually wide but shallow. They form where the river bank is easily eroded.

At the end of a river, where they enter the ocean, an estuary is a section where the river water mixes together. Tides cause water to flow in and out.

REALLY B OWERPOINT RESENTATION

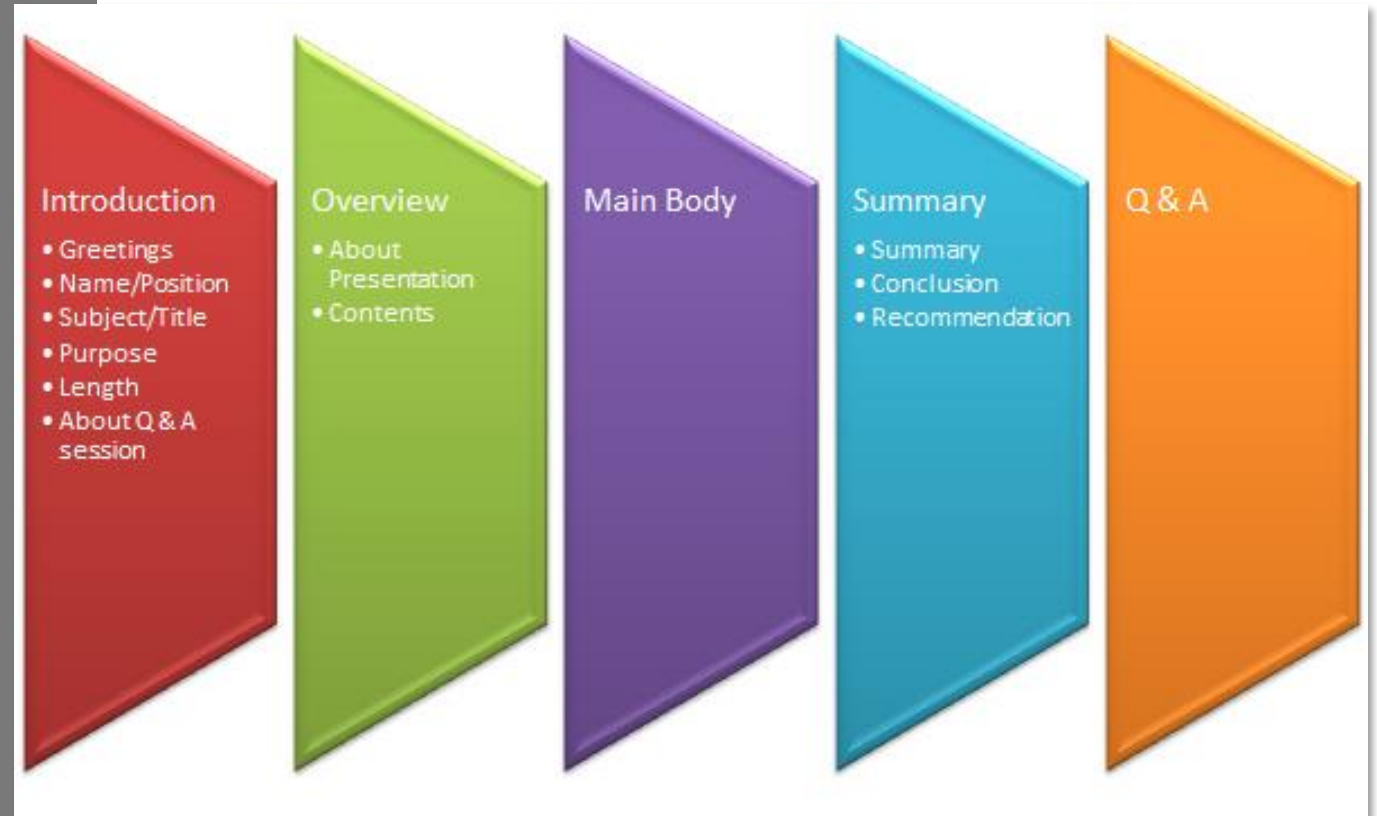
Guided practice #2 instructor's copy

A propelled vehicle with more than one passenger compartment, capable of being used by the operator for use on roads. The term is more specifically to denote any such vehicle designed to carry a maximum of seven

The primary components of a vehicle are the power plant, the power transmission, the steering gear, and the control system. These are mounted on the chassis, on which the body is mounted. The power plant includes the engine and its fuel, the ignition, lubrication, and cooling systems, and the starter motor.

STRUCTURE

This might be the most common format for a typical professional presentation but check your assessment brief and speak to your lecturer to get an idea of what will be expected in terms of structure and key points to cover for your assessment.



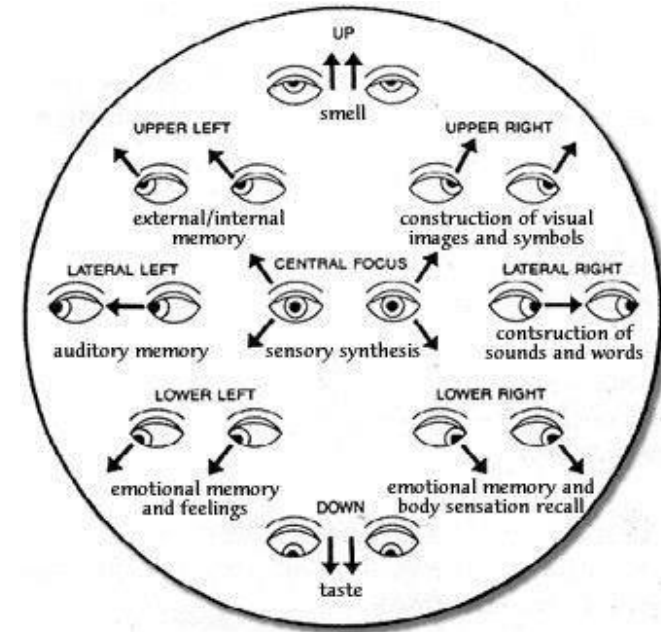
MIND

- Know your material (Practice)
- Be calm from the beginning
- Calmness emits authority and credibility
- Pause briefly when needed (take your time)
- Don't apologise
- It will be, what it will be.



HEAD

- Smiling is powerful!
- Makes the audience comfortable and at ease.
- Elevates your mood and releases neuropeptides reliving stress!
- Smiles have been proven to be contagious
- Eye contact
- People pay attention when you look them in the eye
- 30% eye contact can affect on memory retention
- Glance and refer to the board/slides to draw the audience in live presentations

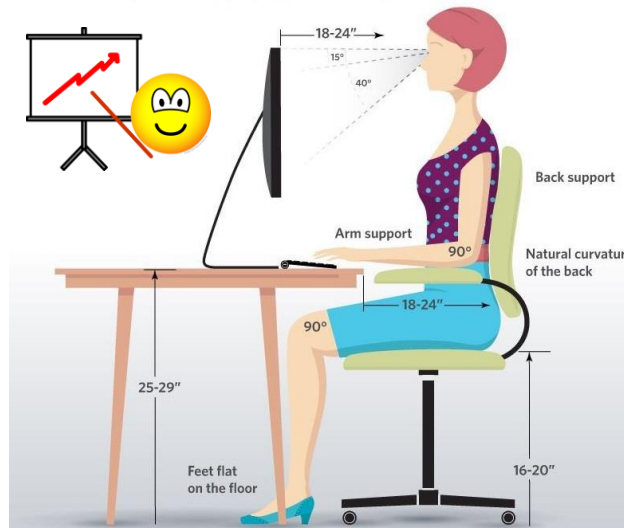


UPPER BODY

- Open your arms and chest, eye level with camera directing your attention towards to audience.
- “Open arms indicate a **confident, constructive attitude and create a positive impression**. You're perceived as sincere, direct, and trustworthy, as long as your other gestures are equally open and forthright”
- Use gestures when possible, much of communication is carried in body language!
- Refer and direct towards the information on screen “as seen in graph X we can assert....”
- Straighten your back!
- A better posture conveys confidence and aids in breathing and voice projection.



The Ideal Position



LOWER BODY

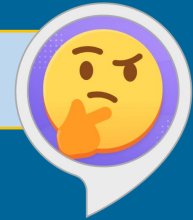
- You can tell a lot by a person's feet!
“the most honest part of the human anatomy”
A great deal of research in this field it is even claimed they reflect emotions more accurately than faces!
- Use the floor, if you have space use it, don't hide but be mindful of not blocking the presentation!



Activity : Module Evaluation Questionnaire



You have 20 Minutes to complete



Scan the QR or click on this link :
[Module Evaluation Questionnaire 23/24](#)

Here are the answers for Page 1 :

1. **Module Code** : BMIH5001
2. **Module Name** : Management and Organisational Behaviour
3. **Institute** : Institute of Management and Health
4. **Campus** : Swansea SA1

References

The CRAAP Test

Ask yourself the following. Is the information:

- **Currency:** is it up to date? Does it reflect any changes that might have occurred?
- **Relevancy:** who is the intended audience?
- **Authority:** what are the author's credentials?
- **Accuracy:** can the information be verified?
- **Purpose:** - Is the information objective? Are they trying to persuade you to see a particular perspective?



The reference list is presented in **alphabetical order** (by author's surname or organisation)

Within it you will **complete** the **information** provided in the citations, so that the reader has all the **necessary information** to find the **original sources**.

A Text Book:

Williams, M. (2019) *Referencing today*. London: Pavilion Press.

An Online Source:

Makortoff, K. (2019) 'Lidl attains its biggest UK grocery market share at 5.9%: Sales at discount German retailer jump after burst of store openings', *The Guardian*, 20 August. Available at: <https://www.theguardian.com/business/2019/aug/20/lidl-attains-biggest-uk-market-share> (Accessed: 19 June 2022).

Providing full details leads the reader to the original source.

Appendix

Things you will want in your Appendix!

Original BMC table and Mind map!

PESTLE table – You can refer to this for your main points and arguments rather than listing in the main body to save your word count (you will still need to reference the information in the PESTLE table/Poster!)

Similarweb graphs – Put screen shots of your tables and graphs as evidence for your analysis and refer to these in the main body.

Screen shots of stock and equipment/premises

Marketing examples—advertisements and social media examples to highlight promotions

Brands logo



Assessment workshop

You will now have an opportunity to join me individually in breakout rooms where I will read through what you have done so far and receive verbal feedback on your work, you will have the opportunity to ask questions, receive guidance privately and I will provide your group their presentation slots for next week!

This is your only opportunity for feedback on your work as we will not be providing feedback to emails or messages!

If you have no work to show or have no questions you can finish for today and will see you next week for presentations.

***I look forward to seeing you
next week.***

***If you have any questions in the
meantime, please send an email
from your student account***

C.wilkin@UWTSD.AC.UK



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**HOSPITALITY
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Man Geni Addysg Uwch yng Nghymru
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