

BMTP5020

Enterprise Project

Introduction to the Module

What is an Entrepreneur?

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

Aims For Today



Introduction to the Module and the expectations going forward.



Introduction to the topic of Entrepreneurship.

Who Am I?

Let me introduce myself...

HOSPITALITY
AND
TOURISM
MANAGEMENT



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

Neil Dyer

Business, Marketing & Entrepreneurship



**FLAT PACK
SWANSEA**



PRIFYSGOL CYMRU
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UNIVERSITY OF WALES
Trinity Saint David

Big Ideas Wales



HOSPITALITY
AND
TOURISM
MANAGEMENT



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QUICK REGISTER



The Teaching Plan & The Assignments

Where did the idea for the module come from?

- Potential employers who felt that something was missing.
- Ex-students who felt that they should have been given more advice and help at university.
- You will have to convince potential employers/clients of your worth.



So why an enterprise project and entrepreneurship?

This module is designed to help prepare you for the 'real' world.

It will help you to:

- Identify your individual skills, strengths and weaknesses
- Understand how to apply yourself
- Gain confidence in yourself
- **EMBRACE YOUR CREATIVE – IDEAS, IDEAS, IDEAS!!!**
- Develop your entrepreneurial self.
- Develop your next step...



***“It’s not for me, I don’t
want my own business?”***





So, what is an entrepreneur?

ACTIVITY 1

Discuss:

What do you think are the motivations for an entrepreneur?

What would motivate you to start a business?



Why entrepreneurship? Why become an entrepreneur?



- To fulfil a need for personal development, something you have always wanted to try, to learn, to be become the best you can be.
- For financial reward or security
- More autonomy and independence to make decision, pursue your dreams, develop your own ideas and vision.
- Be your own boss, control your own time, schedule and workload.

ACTIVITY 2

Discuss:

What traits, abilities, skills, characteristics, motivations do you associate to entrepreneurs?



entrepreneur
risk
drive
vision
strong
learn
committed
resilient
learn
honest
initiative
creative
values
success
entrepreneur
passion
motivated
leader
planning
resilient
driven
objective
thoughtful
entrepreneur
adventurous

ACTIVITY 3

When does someone become an entrepreneur?

Who do you class as an entrepreneur, and who isn't? Why? What traits are they missing?

Let's discuss!



Entrepreneurs have the traits associated with
'business owners' but also additional:

*“almost magical qualities that the average
owner-manager does not possess”*

(Burns, 2009, p33)



ACTIVITY

Individually:

Look up and prepare a mini presentation on an entrepreneur close to you.

Anyone, but make them interesting, not the usual (Musk, Jobs, Bezos, etc.)

- *Who are they?*
- *What do they do?*
- *Find 3 interesting facts!*

****They must have an association to you!****

Make a record of your sources of research (good practice).

READ THE HANDBOOK BY NEXT WEEK PLEASE!

FURTHER READING:

Essential

Barringer, B. R. & Ireland, R.D. (2008) Entrepreneurship: Successfully Launching New Ventures, 2nd Ed., Prentice Hall: New Jersey

Williams, S. (2009) FT Guide to Business Start Up 2009: The only annually updated guide for entrepreneurs, 4th Ed., Financial Times Press: Harlow.

Recommended

Burns, P. (2006) Entrepreneurship and Small Business, 2nd Ed., Palgrave Macmillan: Basingstoke

Butler, D. (2010) Enterprise Planning and Development: Small Business and Enterprise Start-up Survival and Growth. Routledge.

Rickman, C., & Roddick, D. (2013) The Small Business Start-Up Workbook: A step-by-step guide to starting the business you've dreamed of. London, How To Books

Background

Blackwell, E. (2011), How to Prepare a Business Plan: Planning for Successful Start-up and Expansion, (5th Ed) Sunday Times Business Enterprise Series, Kogan Page

Hisrich, R.D., Peters, M.P. & Shepherd, D.A. (2008) Entrepreneurship, 7th Ed., McGraw Hill: NY

Mariotti, S. and Glackin, C. (2012) Entrepreneurship: Starting and Operating a Small Business (3rd Ed), London: Prentice-Hall.

Rae, D. (2008) Entrepreneurship: from opportunity to action, 2nd Ed., Basingstoke: Palgrave Macmillan

Timmons, J. & Spinelli, S. (2008) New Venture Creation: Entrepreneurship for the 21st Century, McGraw Hill: Boston

Zimmerer, T.W. & Scarborough, N.M. (2011) Essentials of Entrepreneurship, 6th Ed., Prentice Hall: New Jersey

Thank you!

I look forward to seeing you next week, if you have any questions in the meantime please send me an email...

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...(from your student email account ALWAYS!).

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