

Course guide

Concept



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- LEM Business Plan – MC-LEMBUS-17
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LEM Business Plan Minor Leisure & Event Marketing

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1 Course content

Leisure and Entertainment form part of the wide and diverse leisure sector. The sport, leisure, and travel sectors are just a few examples. The leisure sector differs in many aspects from both the service sector and product sector. There is a large variety of factors – internal and external – that play a role in this sector, which makes the marketing of it a highly complex matter.

Whereas the focus in Sport and Entertainment lies on the generally more active forms of leisure activity, in the case of Leisure and Entertainment it is more about passive forms. However, the specifications in relation to the marketing discipline are the same for both specializations.

The LEM Business Plan course is part of the minor Leisure & Entertainment Marketing. It concerns an in-depth examination of the legislation, finances and organization in relation to the specialization, with a specific focus on Tourism and Leisure.

The topics covered are:

- Forms of organizations / Corporate law
- Applying for licences
- Local legislation
- Employment contracts and terms and conditions of employment
- Contracts with suppliers
- Forms of collaboration

1.1 Learning pathway

Being able to operate as a fully-fledged professional depends on a range of criteria. Any Commercial Economics student leaving Hogeschool Utrecht will have to possess the knowledge and insights needed in the marketing profession, possess the relevant skills, and be capable of achieving results as part of a team.

Students can develop these areas via a range of learning pathways (methods). The conceptual pathway is the most commonly used, where students acquire knowledge and insights primarily through lectures and tutorials. Other learning pathways are the skills pathway (involving roleplaying), the professional products pathway (delivering and realizing a product) and the integrated pathway (projects).

The LEM Business Plan course involves an introduction to starting up a business in the tourist industry. A key element of the course is acquiring basic knowledge and applying it to a practical example. This means that the conceptual and professional products learning pathways are the starting point for the course.

1.2 Domain competencies

There are eight distinct domain competencies, each of which the students will have to develop. In each course, the emphasis will be placed on a number of these competencies. This course will focus primarily on the 'Initiating and creating a product' competency (domain competency 1) and the 'Setting up and implementing marketing plans' competency (domain competency 5).

2 Course objectives, final attainment levels, and learning targets

The essence of the course is to acquire knowledge of and insights into the legislation and the finances of the tourist and leisure sector. The learning targets are therefore extensions of the two domain competencies. Students should be capable of collecting relevant data and information and of using these to make carefully considered decisions.

Generally speaking, laws, rules, licences and finances are not subjects that especially interest students. In order to maintain the appeal of the course, it therefore makes sense to have a clear link with real-life practice, as well as to act in tandem with long-term organizational developments at HU.

The main feature of the LEM Business Plan course will therefore be '**setting up a company**'. This theme serves as a guideline to the various lessons. Every week, attention will be focused on one aspect of legislation or finances that plays a role when starting up and running a tourist and leisure company.

The emphasis will be placed on the first stage of the PDCA cycle (plan-do-check-act).

Concrete learning objectives:

- Can students sketch a firm picture of the various forms of organization that are important when setting up a company in the tourist and leisure sector?
- Can students gather financial data and information independently (and critically)?
- Can students explain what procedures and regulations play a role when starting up a company?
- Can students draw up and assess contracts, both for employees and for suppliers?
- Can students explain what costs play a role when running a company in the tourist and leisure sector?
- Can students make a distinction between the various forms of collaboration and estimate the financial consequences of a collaborative partnership?
- Can students make carefully considered decisions?
- Can students present and defend this decision?

3 Place in the curriculum and relationship to other courses

The minor Leisure and Event Marketing forms part of the Commercial Economics programme.

LEM minor, year 4

Block A	ec	Code	Block B	ec	Code
Experience Marketing	5	MC-EXPMARK-15	LEM Business Plan	5	MC-LEMBUS-17
Event Management	5	MC-EVENTMAN-14	City Marketing	5	MC-CITYMARK-14
Tourism & Hospitality	5	MC-TOURHOS-17	Sports & Recreation	5	MC-SPORECR-16
Total	15		Total	15	

4 Study load

The total study load for each student is 140 hours [5 credits].

5 Prior knowledge and entry requirements

Prior knowledge

- Marketing Basics;
- Market Analysis
- Law Basics

6 Exemption possibilities

There are no possibilities for exemption, unless the student can demonstrate that he/she has successfully completed a similar course on another economics study programme. Applications for exemptions must be submitted to the Examination Committee.

7 Methods and supervision

The course consists of weekly 3 hour lessons. These lessons will mainly deal with theory concerning the legislation, the finances, and the organization of a company in the leisure and entertainment market. The theory will be applied in a business plan and a paper. The lesson will be a mixture of lectures, discussion and tutorials.

Group assignment

We will make groups to develop a new leisure company and make a business plan for this new company. During the week you'll work on this group assignment. And every week you can consult your teacher for a tutorial during the 3 hour lessons.

Individual assignment

You will write an individual paper with the subject: "how to start my own leisure or event company".

In diagram form:

Week	Lesson including tutorials (180 minutes)	
1	Kick off and Lecture	Personal capabilities (know yourself)
2	Lecture	Make inventory and first version of concept (product idea, start)
3	Lecture	Research, analyse
4	Lecture	Design, park layout
5	Lecture	Organize soft factors
6	Lecture	Finances, implement and control
7	Presentation	

Supervision

Process supervision by teachers who are involved with the Institute for Marketing & Commerce.

Starting point for the group assignment:

In order to guarantee the cohesion of the various weeks, there will be one central theme: **setting up a company in the leisure and entertainment market.**

Students will work according to a step-by-step plan (seven weeks or steps), culminating in a decision on whether to start a new company or not. The case that will feature throughout the course is as follows:

You have passed your exams, you have some money in the bank, and you have plans – plans to start your own business in the tourist industry. You have the following options:

- 1) *A small camp site.*
- 2) *A small holiday village.*
- 3) *A small leisure park (open-air swimming pool, amusement park, zoo).*

You have no idea where you want to set up this business. Otherwise, there are no preconditions. You can decide for yourself how you are going to structure it. However, the company must include the following:

- *Reception*
- *Catering*
- *Sanitary facilities*

In order to carry out these plans, you will have to deal with all kinds of bodies and organizations. You must find out whether there is a demand for a camp site and work out the extent to which a location is suitable. National, provincial, and local laws will affect the feasibility of any such location. You will have to know what is and what is not possible, and whether your company will generate enough returns. Various costs (investment, maintenance, staff) will have to be identified, and the relevant legislation, including the usual procedures, taken into account.

After seven weeks, it will be clear whether the camp site is feasible and what it will look like.

8 Student activities and products to be delivered

The assessment of the students consists of two parts: an individual paper and a group assignment to make a business plan for a new leisure company.

The lessons are based around the topic featured in that particular week. However, the actual content of the lessons may vary from one week to the next, and depends partly on the teacher.

9 Testing and assessment

At the end of the course, students are awarded two marks:

- 1) Personal Paper
- 2) Practical mark – Business Plan

The main purpose of the personal paper is to test the students' theoretical knowledge. The practical part is to test whether the students are capable of applying the theoretical knowledge in practice. During each academic year, students have one opportunity to resit both the paper and the practical part. The resits are held in the exam week in Block C.

Individual Paper

The specifics will be announced during the first lesson.

Practical assignment / business plan

Students work on the Business Plan every week (see Chapter 10 of the course guide). The practical assignments are carried out by groups of **four students**. The results of the assignments will form input for the final product, the business plan.

Participation in the assignments is **compulsory**. During the course, the teams must give at least one presentation about an assignment related to the subject of law, and one about the subject of finances. At the end, every team has to give a final presentation. In other words, each team must give three presentations in total.

The assignments will be assessed by the students themselves (peer feedback). The feedback should be posted on Sharepoint every week.

The mark for the final assignment (which is the result of the six preceding assignments) accounts for 75 % of the overall mark.

Input for the assignments and the business plan comes from the theory that is explained every week, as well as the various available and relevant websites. The plan should result in a proposal or creation of a new tourist business. The form used by the Chamber of Commerce is used for this.

Type of assessment	Weighting	Minimum mark
Paper	25 %	5.5
Business Plan	75 %	5.5

10 Materials and literature

Recommended:

Roel Grit | 'Making a businessplan' | Noordhoff Uitgevers | 3e druk, 2015 | ISBN 978-90-01-85078-4 |