

Entitlement

Social business environment

Prerequisites

Not required

Main aim

To develop students' abilities to analyze and evaluate the processes taking place in the society, to evaluate the hospitality business situations from the perspective of business psychology and business law, to apply the acquired knowledge in describing business ideas and preparing a business plan.

Summary

The module consists of Sociology (SOC), Business Psychology (BP), Business Law (BL) and Introduction to Business (IB). The content of the social business environment module is based on a holistic approach to complex business situations.

In order to manage various business processes business psychology, sociology and business law knowledge and skills are developed. During SOC lectures and practical classes sociological perspective is formed, the ability to analyze and evaluate the social reality, to understand the phenomena of social life, and to apply the acquired knowledge to the study of the business environment. BP develops the ability to explain the essential features of psychology and to evaluate the application possibilities in the business environment, to analyze and to characterize the uniqueness of personality traits, interpersonal relations and communication and to evaluate their role in business to improve business processes aiming at successful business management. BL introduces the basic concepts of law, civil contract law, civil liability, labor law, company law, consumer protection, principles and norms of regulation of international sales contracts and their application in specific situations. IB acquaints with the essential business implementation and development management processes.

Learning Outcomes

1. Explain social research methods and the scope of their application in hospitality business
2. Produce reliable written sources analysis, to provide with correct references, according to the theoretical analysis findings to detect the potential problems of the planned hospitality business
3. Design appropriate social research tools, to analyse collected data and to formulate adequate conclusions
4. Explain the basic principles of hospitality business implementation and the concept of entrepreneurship

5. Perform the analysis of the hospitality business environment and of the business idea, to select the appropriate business form, to identify the target clients, to develop the management structure, to analyse the competitors, to select adequately the suppliers and targeted marketing tools, to develop a business plan
6. Know the legal concepts. To distinguish the essential features of separate types of contracts, to explain the circumstances of concluding separate transactions
7. Understand the procedure of individual activity, establishment and liquidation of legal entities, differences in the legal forms of legal entities
8. Evaluate and apply the norms of legal regulation of accommodation and catering services
9. Get acquainted with a dual approach to business psychology: understanding the basic principles of human psychology and then transposing them to different business philosophies with the purpose of achieving a blended, effective and sustainable employee-work experience
10. Explain the most important principles, methods and tools of communication, to analyse and evaluate their effectiveness in the hospitality business environment, to manage effectively interpersonal relationships with clients, to develop and improve the communication process with other stakeholders
11. Evaluate the uniqueness of personality traits and to create a personality profile based on psychological theories according to the particular role (functions) undertaken in the hospitality business

Syllabus

1. Introduction to Sociology: person, society, social system and interaction
2. Social theoretical approaches for research of business environment
3. Methods of sociological research. Application of methods for business environment research
4. Introduction into Business Psychology. Theoretical aspects of Business Psychology, their application in entrepreneurial processes facilitation
5. Individuals driven approach by exploring personality traits, their role in business environment and in career planning
6. Main motivation and needs theories, their application scope for the hospitality business. The relation between individuals' driven learning and development needs and job driven goals
7. Psychological aspects of communication with business partners. The importance of verbal and nonverbal communication. Efficient development and management of interpersonal relationships
8. Group work and teamwork integration to hospitality business environment. Building and managing an efficient team. The importance of team members' role assignment and compatibility for hospitality business, to better the organization management
9. Cognitive processes in business; perceptions and heuristics in business. Elements of social comprehension, their functions and role in networks of organizations
10. The concept of law, its branches and functions
11. Principles of application of law, responsibility

12. Civil law, its principles. Legal concept of a civil transaction, its objects and subjects, obligations and contract, types of contracts

13. Labor law, its objects and subjects, regulation of labor relations. Employment contracts

14. Company rights, normative documents regulating the activities of companies. Individual activity, advantages and differences of legal forms of legal entities

15. Consumer protection, regulatory principles and liability

16. Business in global environment. Conceptualizing hospitality business. Business idea. Business functions. Business forms. Analysis of business environment

17. Entrepreneurship. Entrepreneur's traits. HR management. Organisational structure of the company

18. Marketing goals, strategy, marketing mix. Suppliers, production planning, stock, service sphere

19. Financial analysis of the company set

20. Business plan development, presentation and defence

Evaluation procedure of knowledge and abilities

Ten grade and gathered evaluation system is applied. The semester's individual work tasks are evaluated by grades; the final grade is given during the examination session while multiplying particular grades by the lever coefficient and summing the products.