

As Per NEP 2020

University of Mumbai



Syllabus for Basket of Open Elective (OE)	
Board of Studies in Maritime Hospitality Studies	
UG First Year Program	
Semester	II
Title of Paper	Hotel Entrepreneurship Management (Theory)
Credits	2
From the Academic Year	From Academic Year: 2024-25

Sr. No.	Heading	Particulars
1	Description of the course:	<p>Hotel Entrepreneurship Management</p> <p>India being the tourism hotspot is creating the need of robust infrastructure. Apart from many other sectors, boarding and lodging are two of major motivators of tourism activities. Increased tourism activities are opening new avenues for start-ups and hotels catering to niche markets. This course gives glimpse of basic information required to develop entrepreneurial attitude, planning for start-ups and developing project reports for different stakeholders.</p>
2	Vertical: Major/Minor/Open Elective /Skill Enhancement / Ability Enhancement/Indian Knowledge System (Choose By √)	√ Open Elective.
3	Type:	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: Objective of course is to define 'entrepreneur' and list types of entrepreneurs; qualities expected from it and shall illustrate the institutions that promotes entrepreneurship skills in India.	
8	Course Outcomes: On completion of this module- the trainee shall be able to - <ul style="list-style-type: none"> • define 'entrepreneur' and list types of entrepreneurs, qualities expected from it • illustrate the institutions that promotes entrepreneurship skills in India. • Need of motivation for entrepreneurship Development • Entrepreneurship Training • Introduction and uses of Business plan • Refining the plan for Bankers and investors • Foods laws, authorities and related standards 	

9	MODULES: -
	MODULE 1: ENTREPRENEUR AND ENTREPRENEURSHIP DEVELOPMENT
	Introduction of Management - Meaning, Definition of Management, Levels of Management and its Functions, Concept of PODSCORB
	Entrepreneur - Definition, concept, and functions of entrepreneur. Entrepreneur Competencies, characteristics, and qualities. Nature and the Importance of Entrepreneurship. Classification of Entrepreneurs.
	Entrepreneurship Development – Types of Business, Need of motivation for entrepreneurship Development. Maslow’s Hierarchy of Needs Theory. Entrepreneurship Environment. Entrepreneurship Training
	MODULE 2: MAKING A BUSINESS PLAN
	Making a business plan - Introduction and uses of Business plan. Writing a business plan. Data collection. Description of business. Management team. Market & Marketing Plan. Finance. Refining the plan for Bankers and investors. Startups – environment and scope in India. Industry relevant case studies.
10	Textbooks: <ol style="list-style-type: none"> 1. Hotel Management & Operations Textbook John Wiley New Jersey Rutherford, D.G, 4th ed. 2007 xv,478p.0 -741-4706647.94068 RUT 2. Management principles, practice and business Text Book IIM Bangalore IIM , 1993 415p. 658 MAN 3. Entrepreneurship Textbook Elsever Burlington Morrison, Alison, 1st ed. 2005 xvii,250p. 0-7506-409 338.04 MOR 4. Entrepreneurship (with CD) Text Book Oxford India Roy, Rajeev,, 2010 xii,592 p. 1001956952 338.04 ROY 5. Management Science operations research Textbook Thomson Singapore Bell, P.C, 1st 2003 376 9812436928 658.4032 BEL 5363 6. Management Thoughts Textbook Think Inc. New Delhi Batra, Promod, 1st Edn. 1992 315p. 8190001914 658 BAT236 7. Organsiation and management systems approach Textbook McGraw-Hill Tokyo Kast, F E, 1979 x,644p. 0-07-03334 658.4 KAS 8. Management oriented management information systems Textbook Prentice Hall New Delhi Kanter, Jerome, 2nd Ed. 1982xxvi, 484p. 876922231 658.4038 KAN

11	Reference Books: <ol style="list-style-type: none"> Catering management: an integrated approach New Age Mumbai Sethi, Mohini, 2nd Ed. 2005 xii,438p. 81-224-054 642.5 SET The handbook of project management: a practical guide Kogan New Delhi Young, Trevor L, 2002224p. 81-7554-09 658.404 YOU Strategic management and competitive advantage Pearson Columbus Hesterly, Barney, 2nd 2006 380p 135025133 658.4 HES 444 Entrepreneurship Development and Management [Paperback] Paperback – Notebook, 1 January 2021 by M.L. Sharma (Author)- Khanna Pubilsher Entrepreneurship: Development and Management Paperback – 1 September 2015 by Vasant Desai (Author) - Himalaya Publishing House Entrepreneurial skills Paperback – Import, 8 May 2012 by Cecile Nieuwenhuizen (Editor)- JUTA Entrepreneurship Development A Systematic Approach By Dr. M K Sehgal- Bookman Principles of Business Management , N G Kale , M. Ahmed- Vipul Prakashan 			
12 Examination	Internal Continuous Assessment: 40%		External Semester End Examination: 60%	
Individual Passing in Internal and External Examination: 40%				
13	Continuous Evaluation through:		Class Tests, Assignment, Presentation, Project, Role play, Quizzes, Creative writing, etc. (Use minimum any 3 types)	
14	Format of Question Paper: for the final examination			
Nature of Examination	Bifurcation of Marks			
I. Internal Evaluation for Theory Courses				
Continuous Internal Assessment (CIA) Assignment	Sr. No	Examination	Unit	Marks
	1	Class Test	Unit I or on completed syllabus.	10
	2	Continuous Evaluation: Assignments / Case Study / Presentations / Project / Group Discussion / Ind. Visit. / Tutorial	I & II	10

II. External Examination for Theory Courses				
Semester End Examination	Question No	Paper Pattern (Theory question paper pattern: Attempt any two from four questions.)	Unit	Marks
	Q. 1	Define / Terminologies / Match the Column / Fill in the Blanks / Multiple Choice Questions (1 Marks each)	I & II	15
	Q. 2	Short Notes / Problem. Attempt any Three Questions out of four. (a, b, c & d). (5 Marks each)	I & II	15
	Q. 3	Essay Type Questions (Attempt any one out of two)	I	15
	Q. 4	Essay Type Questions (Attempt any one out of two)	II	15
Note:	<ol style="list-style-type: none"> 1. For theory, attempt any two out of four questions. 2. Certified Journal is compulsory for appearing at the time of Practical Exam. 3. To appear examination minimum prescribed attendance is compulsory. 			

Sign of the BOS Chairman
Dr Pankaj Deshmukh
Board of Studies in Maritime
Hospitality Studies

Sign of the
Offg. Associate Dean
Name of the Associate Dean
Name of the Faculty

Sign of the
Offg. Dean
Name of the Offg. Dean
Name of the Faculty