

**UNIVERSITY OF MUMBAI**

No. UG/137 of 2018-19

**CIRCULAR:-**

Attention of the Principals of the affiliated Colleges, the Heads University Departments and Directors of the recognized Institutions in Science & Technology Faculty is invited to this office Circular No. UG/13 of 2014, dated 1<sup>st</sup> July, 2014, relating to revised syllabus as per the (CBCS) of M.Sc. (Hotel & Hospitality Administration).

They are hereby informed that the following recommendations are made by the Board of Studies in Hospitality Studies at its meeting held on 30<sup>th</sup> July, 2018 and that 1) In M.Sc. (Hospitality Studies) Sem I is the syllabus of the subject 'Perspective Management' is amended. 2) In M.Sc. (Hospitality Studies) Sem III the syllabus of the subject 'Legal Aspects of Hospitality Business (PSHA 303) overlaps with 'Legal Aspects of Hospitality Business' PSHA 205 of Sem II whereby one third of the topics of the syllabus is repetitive. Therefore it was resolved to introduce new subject 'Entrepreneurship in the Hospitality Industry' from the academic year 2018-19. The said recommendation of the BOS has been accepted by the Hon'ble Vice Chancellor as per the power confirmed upon him under Section 12(7) of the Maharashtra Public Universities Act, 2016 and the same is implemented from the academic year 2018-19. (The same is available on the University's website [www.mu.ac.in](http://www.mu.ac.in)).

MUMBAI – 400 032

18<sup>th</sup> December, 2018

To

  
(Prof. Sunil Bhirud)  
I/c. REGISTRAR

The Principals of the affiliated Colleges, the Heads University Departments and Directors of the recognized Institutions in Science & Technology Faculty. (Circular No. UG/334 of 2017-18 dated 9<sup>th</sup> January, 2018. )

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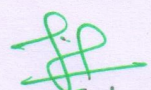
No. UG/137 -A of 2018

MUMBAI-400 032

18<sup>th</sup> December, 2018

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Science & Technology,
- 2) The Chairman, Board of Studies in Hospitality Studies,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Co-ordinator, University Computerization Centre,

  
(Prof. Sunil Bhirud)  
I/c. REGISTRAR



Cover Page

AC \_\_\_\_\_  
Item No. \_\_\_\_\_

**UNIVERSITY OF MUMBAI**



**Syllabus for Approval**

Sr. No.	Heading	Particulars
1	Title of the Course	M.Sc (Hotel & Hospitality Administration)
2	Eligibility for Admission	B.Sc (HS) & Relevant Graduation
3	Passing Marks	70%
4	Ordinances / Regulations ( if any)	
5	No. of Years / Semesters	3 Years- Semester 6
6	Level	P.G. / U.G./ Diploma / Certificate ( Strike out which is not applicable)
7	Pattern	Yearly / Semester ( Strike out which is not applicable)
8	Status	New / Revised ( Strike out which is not applicable) <i>change of subject due to Repetition in Sem 2 &amp; Sem 3</i>
9	To be implemented from Academic Year	From Academic Year <u>2018-19</u>

Date:

Signature:

*Chairperson - Hospitality Studies.*

Name of BOS Chairperson / Dean :

Cover Page

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Item No. \_\_\_\_\_

**UNIVERSITY OF MUMBAI**



**Syllabus for Approval**

Sr. No.	Heading	Particulars
1	Title of the Course	M. Sc (Hotel & Hospitality Administration)
2	Eligibility for Admission	B.Sc (Hs) & Relevant Graduation
3	Passing Marks	40%
4	Ordinances / Regulations ( if any)	
5	No. of Years / Semesters	3 Years - Semester 6
6	Level	P.G. / U.G./Diploma / Certificate ( Strike out which is not applicable)
7	Pattern	Yearly / Semester ( Strike out which is not applicable)
8	Status	New/ Revised <i>change in content due to repetition of topic</i> ( Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2018-19

Date:

Signature :

*P. S. Anand*  
Chairperson - Hospital Studies

Name of BOS Chairperson / Dean : \_\_\_\_\_

## **ENTREPRENEURSHIP IN HOSPITALITY INDUSTRY**

### **UNIT 1:**

#### **CHAPTER 1: THE PROCESS OF ENTREPRENEURSHIP**

- 1.1 Definition of Entrepreneurship
- 1.2 Types of Entrepreneurship – Typologies & Contexts
- 1.3 Participants in the Process
- 1.4 Entrepreneurship Elements
- 1.5 Features of an Entrepreneurial Firm

#### **CHAPTER 2: ENTREPRENEURS**

- 2.1 Definition of Entrepreneur
- 2.2 Typologies & Categorization
- 2.3 Characteristics, Features, Attitude and Behaviours

#### **CHAPTER 3: CORPORATE ENTREPRENEURSHIP**

- 3.1 Intrapreneurship
- 3.2 Organization for Intrapreneurship
- 3.3 Intrapreneurship Encouragement
- 3.4 Dysfunctional Management Practices

### **UNIT 2:**

#### **CHAPTER 4: ENVIRONMENT FOR ENTERPRISE**

- 4.1 Introduction
- 4.2 Political Intervention
- 4.3 Formative Phase of Social Development
- 4.4 Promotion Phase of Social Structure
- 4.5 Mobilization Phase of Social Action

#### **CHAPTER 5: FINANCE, BUSINESS PLANNING & ENTREPRENEURSHIP**

- 5.1 Introduction
- 5.2 Sources of Start-up funding
- 5.3 The Business Plan
- 5.4 Sources of Finance

#### **CHAPTER 6: OPERATIONS OF ENTREPRENEURIAL ORGANIZATION**

- 6.1 Entrepreneurial Skill Requirements
- 6.2 Management Expertise
- 6.3 Controlling the Business
- 6.4 Organization Structure
- 6.5 Delegation of Authority

### **UNIT 3:**

#### **CHAPTER 7: MANAGEMENT OF ENTREPRENEURIAL ORGANIZATION**

- 7.1 Entrepreneurial Decision Making
- 7.2 The Entrepreneur & Human Resource Management
- 7.3 Entrepreneurs & Quality Management
- 7.4 The Entrepreneur and Management of the life-cycle

## **CHAPTER 8: MARKETING & ENTREPRENEURSHIP**

- 8.1 Marketing & Competition
- 8.2 Marketing & Markets
- 8.3 Market Orientation
- 8.4 Market Positioning & Segmentation
- 8.5 Pricing, Value & Concept Flexibility
- 8.6 Geographic Dispersion & Micro-Demand

## **CHAPTER 9: MARKETING & ENTREPRENEURSHIP**

- 9.1 Entrepreneurs & Strategy
- 9.2 Organizational Issues
- 9.3 Environment for Entrepreneurial Strategy
- 9.4 Entrepreneurial Strategies

### **References & Suggested Readings**

- Entrepreneurship in the Hospitality, Tourism & Leisure Industries – Alison Morrison, Mike Rimmington, Claire Williams – Routledge Taylor and Francis Group (London & New York)
- Entrepreneurship - Robert D. Hisrich, Michael P. Peter, Tata McGraw Hill Edition
- Entrepreneurship Development – Colombo Plan Staff College for Technician Education, Manila
- Entrepreneurial Development – Dr. S. S. Khanka, S. Chand

**PSHA 101**  
**PERSPECTIVE MANAGEMENT**

**UNIT 1:**

**CHAPTER 1: NATURE & FUNCTIONS OF MANAGEMENT**

- 1.1 Importance of Management
- 1.2 Definition of Management
- 1.3 Management Functions / Process of Management
- 1.4 Levels of Management
- 1.5 Roles of a Manager
- 1.6 Managerial Skills
- 1.7 Management – A Science or An Art?

**CHAPTER 2: DEVELOPMENT OF MANAGEMENT THOUGHT & SOCIAL RESPONSIBILITIES OF BUSINESS**

- 2.1 Early Classic Approaches
- 2.2 Neo-Classical Approaches
- 2.3 Modern Approaches
- 2.4 Meaning of Social Responsibility
- 2.5 Social Performance of Business in India
- 2.6 Social Audit
- 2.7 Business Ethics and Corporate Governance

**CHAPTER 3: PLANNING**

- 3.1 Nature & Importance of Planning
- 3.2 Types of Plan
- 3.3 Steps in Planning
- 3.4 Strategic Planning Process
- 3.5 Limitations of Planning
- 3.6 Making Planning Effective

**UNIT 2:**

**CHAPTER 4: ORGANIZATION**

- 4.1 What is an Organization
- 4.2 Process of Organizing
- 4.3 Principles of Organizing
- 4.4 Span of Management
- 4.5 Departmentalization
- 4.6 Organization Structure
- 4.7 Emerging Organization Structures
- 4.8 Committees
- 4.9 Team

**CHAPTER 5: COORDINATION**

- 5.1 Need for Coordination
- 5.2 Requisites for Excellent Coordination
- 5.3 Types of Coordination
- 5.4 Techniques of Coordination
- 5.5 Difficulty of Coordination



#### **CHAPTER 6: STAFFING**

- 6.1 Importance and Need for Staffing
- 6.2 Manpower Planning
- 6.3 Recruitment & Selection
- 6.4 Placement & Induction

#### **UNIT 3:**

#### **CHAPTER 7: DIRECTION, SUPERVISION & COMMUNICATION**

- 7.1 Requirement of Effective Direction
- 7.2 Motivation
- 7.3 Job Satisfaction
- 7.4 Organizational Commitment & Morale
- 7.5 Importance and Purpose of Communication
- 7.6 Formal & Informal Communication
- 7.7 Forms of Communication
- 7.8 Barriers to Communication
- 7.9 Principles of Effective Communication

#### **CHAPTER 8: LEADERSHIP, CONFLICT & POWER**

- 8.1 Difference between a Leader and a Manager
- 8.2 Characteristic of Leadership
- 8.3 Functions of a Leader
- 8.4 New Approaches to Leadership
- 8.5 Levels and Stages of Conflict
- 8.6 Inter-Group Conflict (Causes, Consequences and Prevention)
- 8.7 Organizational Politics

#### **CHAPTER 9: MANAGERIAL CONTROL & CHANGE**

- 9.1 Steps in Control Process
- 9.2 Need for Control System
- 9.3 Essentials of Effective Control System
- 9.4 Need for Planned Change
- 9.5 Managing organizational Change

#### **References & Suggested Readings**

Principles of Management – P C Tripathi & P N Reddy – McGraw Hill Education (India) Pvt. Ltd. Edition  
Essentials of Management – Harol Koontz & Heinz Weihrich - McGraw Hill Publishing Company  
Organizational Behaviour Luthans – McGraw Hill  
Organizational Behaviour – Stephen Robbins, Judge & Vohra – Porentice Hall (Pearson)