



## Course Specifications

<b>Course Title:</b>	<b>Entrepreneurship in Tourism and Hospitality</b>
<b>Course Code:</b>	
<b>Program:</b>	<b>Bachelor of Tourism and Hospitality Management</b>
<b>Department:</b>	<b>Tourism and Hospitality Management</b>
<b>College:</b>	<b>Collage of Business</b>
<b>Institution:</b>	<b>Umm Al Qura University</b>

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## A. Course Identification

<b>1. Credit hours:</b>
<b>2. Course type</b>
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered: Year 2, Semester 4</b>
<b>4. Pre-requisites for this course (if any):</b>
<b>5. Co-requisites for this course (if any):</b>

## 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	24	73%
2	Blended		
3	E-learning	9	27%
4	Distance learning		
5	Other		

## 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	33
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	<b>33</b>

## B. Course Objectives and Learning Outcomes

<p><b>1. Course Description</b></p> <p>Tourism and hospitality industry is a complex sector, a distinct field of activity, a component of economic and social life that offers multiple opportunities for small business development, but also capital intensive and highly competitive. In this context, its connection with entrepreneurship takes into account the economic development of tourist areas, aims to create new sustainable businesses by increasing the capacity and willingness of enterprises to develop, organize a business, to manage risk and profit.</p>
<p><b>2. Course Main Objective</b></p> <p>1. What is the main purposes for this course?</p> <ul style="list-style-type: none"> <li>Understand the concept of entrepreneurship in hospitality and tourism</li> </ul>

- Demonstrate critical and entrepreneurial thinking in producing a viable strategic business plan
- Analyse and apply the relevant entrepreneurial and innovative knowledge and skills needed to maintain a hospitality or a tourism business
- Develop a business plan for an entrepreneurial hospitality or tourism venture
- The main of this course is to understand the basics, role and importance of entrepreneurship in the tourism industry.
- This course aims to know the principles of entrepreneurship and their practical applications in tourism.

2. Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web based reference material, changes in content as a result of new research in the field)

Based on Curricula Management and Assurance of Learning System (CMALS) adopted at the college of business, the course director will collect students' feedback, external examiners reviews, updated knowledge and industry feedback to continuously develop the course.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge and Understanding</b>	
1.1	Student will learn how to describe and apply theories of entrepreneurial activities and processes	
1.2	Student will be able to discuss personal, sociological and environmental antecedents to the entrepreneurial process	
1.3	Student will be able to analyse the role of opportunity recognition, innovation and creativity in the entrepreneurial process	
1.4	Student will learn how to critically analyse a business start-up in the light of entrepreneurial theory	
1.5	Student will learn how to identify contemporary entrepreneurship issues including pertinent management, HRM, operational, financial and legal issues in the pre and start-up phase of venture creation	
<b>2</b>	<b>Skills:</b>	
2.1	Student's ability to plan and manage for a small and start-up business	
2.2	Student's ability to evaluate processes and information of the business	
2.3		
2...		
<b>3</b>	<b>Values:</b>	
3.1	Student will learn how to use entrepreneurship theory in practice	
3.2	Student will learn how to assist small and start-up business	
3.3		
3...		

### C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1: Introduction to entrepreneurship	3
2	Chapter 2: Framework for tourism industry entrepreneurship	3
3	Chapter 3: Features of tourism-related business and trends	3
4	Chapter 4: Strategic analysis and competition analysis	3
5	Chapter 5: Innovation, creativity, and tourism	3
6	Chapter 6: The entrepreneurial process and legal issues	3
7	Chapter 7: Feasibility analysis and study	3
8	Chapter 8: Management and business plan	3
9	Chapter 9: Managing financial matters	3
10	Chapter 10: Providing service quality and customer care in tourism	3
11	Chapter 11: Monitoring and assessing	3
12	Chapter 12: Risk management in tourism ventures	3
<b>Total</b>		<b>33</b>

### D. Teaching and Assessment

#### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and Understanding</b>		
1.1	A broad understanding of the entrepreneurship	Active Learning strategies	Exams Team Work Assignments Course Work
1.2	A comprehensive and in-depth knowledge in the entrepreneurship	Active Learning strategies	Exams Team Work Assignments Course Work
1.3	An appreciation of the link between event entrepreneurship and tourism	Active Learning strategies	Exams Team Work Assignments Course Work
<b>2.0</b>	<b>Skills</b>		
2.1	Adapt to new situations and demands by applying and/or updating her/his knowledge and skills	Active Learning strategies	Exams Team Work Assignments Course Work
2.2	Demonstrate and apply analytical and critical thinking and synthesis in evaluating a range of contemporary case studies in sustainable events	Active Learning strategies	Exams Team Work Assignments Course Work
2.3	Critically evaluate the rationale, scope and tools for sustainable event	Active Learning strategies	Exams Team Work Assignments Course Work
<b>3.0</b>	<b>Values</b>		
3.1	Manage and planning an effective business	Active Learning strategies	Exams Team Work Assignments Course Work
3.2	Responsibility for own learning.	Active Learning strategies	Exams Team Work Assignments Course Work
3.3	Adhere to ethical standards of behaviour.	Active Learning strategies	Exams Team Work Assignments Course Work
3.4			

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm Exam	7	20%
2	Main Project	10	20%
3	Presentation	11	10%
4	Attendance and Participation	12	10%
5	Final Exam	13	40%
5			

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

### E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

2 hours a week office for counseling and support

All the week through Whatsapp and email

### F. Learning Resources and Facilities

#### 1. Learning Resources

Required Textbooks	The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality: Skills for Successful Ventures, by Marios Sotiriadis (2018)  Entrepreneurship in Hospitality and Tourism: a global perspective, by Maureen Brookes and Levent Altinay, (2015)
Essential References Materials	
Electronic Materials	<a href="https://www.pdfdrive.com/events-management-e389089.html">https://www.pdfdrive.com/events-management-e389089.html</a>
Other Learning Materials	

#### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Data show and smartboard
<b>Other Resources</b>	

Item	Resources
(Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

#### G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Lecturer and head of department	Exams and projects
Extent of achievement of course learning	Lecturer and head of department	Exams and projects
Quality of learning resources	Lecturer and head of department	All textbooks and online materials

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

#### H. Specification Approval Data

<b>Council / Committee</b>	
<b>Reference No.</b>	
<b>Date</b>	