



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Syllabus with effect from the Academic Year 2023-2024

BBA Hospitality Management
Semester - I

CourseCode	UM01IDBBH01	Title of the Course	Principles of Management for Hospitality & Tourism
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. The fundamental concepts of management and leadership as they relate to tourism and hospitality through context and examples.
	2. This course provides management and future leaders with comprehensive approaches to operational management and employee development in the hospitality and tourism industry.
	3. Most management principles aim at ensuring smooth functioning in Business Organisation.

Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to Hospitality Sector of Hospitality Tourism Itinerary and its important Importance of Hospitality Management in tourism Growth of hospitality industry- Sea, Road, Rail and Air	25%
2.	Planning in Tourism Meaning of planning Different between planning and decision making Need for Planning in Tourism Process of planning State and National level planning carrying capacity in tourism	25%
3.	Organizations of Tourism Concept of Organizing Steps or process of Organizing Government organizations Indian Tourism Development Corporation Gujarat Tourism Development Corporation Role of United Nation Organization in tourism	25%



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4.	Motivation and Leadership in Hospitality Leadership – Meaning, Styles and Qualities of a good leader Nature of motivation Importance of Motivation Motivation for tourism Theories of Motivation 1. Two Factor Theory by Herzberg 2. Theory X & Theory Y by McGregor	25%
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Teaching-Learning Methodology	Theory lecture, Power Point Presentation, Audio-Visual Presentation) Group Discussion, Guest Lectures
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal Written/Practical Examination (As per CBCSR.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCSR.6.8.3)	15%
3.	University Examination	70%

Course Outcomes	
1	To identify and apply business concepts and skills relevant to hospitality management operational areas.
2	To demonstrate effective communication skills.
3	To analyse information and make decisions using critical thinking and problem-solving abilities.

Suggested References	
Sr.No.	References
1	Management-theory and practice by CB Gupta
2	Management by James Stoner, R. Edward Freeman.
3	Principles and Practices of Management by LM Prasad
4	Management by Koontz and Weighrich
5	Principles & Practices of management by Sherlekar

On-line resources to be used if available as reference material
On-line Resources
1. https://ncert.nic.in/ncerts/l/lebs102.pdf
2. https://www.youtube.com/watch?v=K_Z8LqsSN8E