

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Hospitality Management)**  
**Semester: I**  
**Syllabus with effect from: June-2011**

<b>Paper Code: UM01CBBH01</b>	<b>Total Credit:3</b>
<b>Title Of Paper: Principles of Management for Hospitality &amp; Tourism</b>	

Unit	Description in detail	Weighting (%)
I	<b>Introduction to Management</b> Nature & Scope of Management Importance of Management Management Functions (POSDCoRB) Contribution of Henry Fayol and F.W. Taylor <b>Planning &amp; Decision Making</b> Meaning & Concept Process of Planning Types of Planning Decision Making – Concept, Process	25%
II	<b>Organizing</b> Meaning & Concept of Organizing Principles of Organising Process of Organising Types of Organisation Structure with special reference to H & T Concept of Authority, Power and Responsibility Centralisation Vs. Decentralisation Span of Management	25 %
III	<b>Leading</b> Motivation and Morale <ul style="list-style-type: none"> <li>• Theories of Motivation               <ol style="list-style-type: none"> <li>1) Need Hierarchy Theory by Maslow</li> <li>2) Two Factor Theory by Herzberg</li> <li>3) Theory X &amp; Theory Y by McGreor</li> </ol> </li> <li>• Leadership – Meaning, Styles and Qualities of a good leader</li> </ul>	25 %
IV	<b>Management in the 21<sup>st</sup> Century</b> Organizational and Natural Environments Social Responsibilities and Ethics Globalization and Management Culture and Multiculturalism	25 %

**Basic Text & Reference Books:**

- Management by James Arthur Finch Stoner , R. Edward Freeman , Daniel R., Jr. Gilbert ( Pearson )
- Management by C.B. Gupta.

