

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Hospitality Management)**  
**Semester: I**  
**Syllabus with Effect from: June 2015**

<b>Paper Code:</b> UM01CBBH09	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> Principle of Management for Hospitality and Tourism	

Unit	Description in detail	Weightage (%)
<b>1</b>	<b>Introduction to Management</b> Nature & Scope of Management Importance of Management Management Functions (POSDCoRB) Contribution of Henry Fayol and F.W. Taylor	<b>25%</b>
<b>2</b>	<b>Planning &amp; Decision Making</b> Meaning & Concept Process of Planning Types of Planning Decision Making – Concept, Process	<b>25%</b>
<b>3</b>	<b>Leading</b> Motivation and Morale Theories of Motivation 1. Need Hierarchy Theory by Maslow 2. Two Factor Theory by Herzberg 3. Theory X & Theory Y by McGregor Leadership – Meaning, Styles and Qualities of a good leader	<b>25%</b>
<b>4</b>	<b>Management in the 21<sup>st</sup> Century</b> Organizational and Natural Environments Social Responsibilities and Ethics Globalization and Management Culture and Multiculturalism	<b>25%</b>

**Basic Text & Reference Books:**

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

