

SARDAR PATEL UNIVERSITY
PROGRAMME: BBA (HONS') (Hospitality Management) (3 Years)
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: June-2018

Semester: I

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| Paper Code: UM01CBBH21 | Total Credits: 3 |
| Title Of Paper: Principles of Management for Hospitality & Tourism | |
| Objective : The objective of this course is to provide the student with an understanding of basic management concepts, principles and practices. | |

| Unit No. | Description in Detail | Weightage |
|----------|--|------------|
| 1 | Introduction to Management <ul style="list-style-type: none"> • Nature & Scope of Management • Importance of Management • Management Functions (POSDCoRB) • Managerial Roles and Skills • Recent trends in management | 25% |
| 2 | Planning & Decision Making <ul style="list-style-type: none"> • Meaning & Concept • Process of Planning • Types of Planning • Decision Making – Concept, Process • Creativity in Decision Making • Creativity Techniques | 25% |
| 3 | Organising <ul style="list-style-type: none"> • Concept of Organising • Steps of Organising • Principles of Organising • Concept of Authority, Power and Responsibility • Centralisation Vs. Decentralisation | 25% |
| 4 | Motivation and Leadership <ul style="list-style-type: none"> • Concept and Importance of Motivation • Theories of Motivation <ol style="list-style-type: none"> 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 | 25% |

Evaluation : Internal : 40 Marks (Theory)
: External: 60 Marks (Theory) – Two Hours Examination

Reference Books:

- Management -theory and practice by C B Gupta
- Management by James Stoner, R. Edward Freeman.
- Principles and Practices of Management by L M Prasad
- Management by Koontz and Weighrich
- Principles & Practices of management by Sherlekar