

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Honours) - Hospitality & Tourism Management
Semester: I
Syllabus with Effect from: June - 2015

Paper Code: UM01EBHT01	Total Credit: 3
Title Of Paper: Principles of Management	

Unit	Description in Detail	Weightage (%)
I	Introduction to Management Meaning & Definition Management Importance of Management Management: Art, Science & Profession Process of Management (POSDCoRB) Managerial Roles & Skills Management Vs. Administration	25%
II	Planning & Organizing Meaning & Definition of Planning Importance of Planning Process of Planning Meaning & Definition of Organizing Principles of Organizing Types of Organization Structure with special reference to Hospitality & Tourism Concept of Authority, Power and Responsibility Centralisation Vs. Decentralisation	25%
III	Leading Motivation and Morale Theories of Motivation Need Hierarchy Theory by Maslow Two Factor Theory by Herzberg Theory X & Theory Y by McGreor Leadership – Meaning, Styles and Qualities of a good leader	25%
IV	Communication and Controlling Meaning & Definition of Communication Process of Communication Barriers to effective Communication Meaning & Definition of Controlling Importance of Communication Process of Communication	25%

Basic Text & Reference Books:-

- Management by James Arthur Finch Stoner , R. Edward Freeman , Daniel R., Jr. Gilbert, Pearson
- Management by C.B. Gupta
- Principles and Practices of Management by L M Prasad

