

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism and Travel Management)
Semester: I
Syllabus with effect from: June-2011

Paper Code: UM01CBBT01	Total Credit:3
Title Of Paper: Principles of Management for Hospitality & Tourism	

Unit	Description in detail	Weighting (%)
I	Introduction to Management Nature & Scope of Management Importance of Management Management Functions (POSDCoRB) Contribution of Henry Fayol and F.W. Taylor Planning & Decision Making Meaning & Concept Process of Planning Types of Planning Decision Making – Concept, Process	25 %
II	Organizing 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	Leading Motivation and Morale 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 %
IV	Management in the 21st Century 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

