

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism and Travel Management)
Semester: I
Syllabus with Effect from: June 2015

Paper Code: UM01CBBT09	Total Credits: 3
Title Of Paper: Principle of Management for Hospitality and Tourism	

Unit	Description in detail	Weightage (%)
1	Introduction to Management Nature & Scope of Management Importance of Management Management Functions (POSDCoRB) Contribution of Henry Fayol and F.W. Taylor	25%
2	Planning & Decision Making Meaning & Concept Process of Planning Types of Planning Decision Making – Concept, Process	25%
3	Leading 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	25%
4	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

