

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

Semester: I

Paper Code: UM01CBBT21	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