

HM-104: Principles of Management

Theory: 4 Credits

Objective: To make the student to understand about the basic concepts of management and its application in the hotel operations.

Course Contents:

Unit 1: Introduction to the Concept of Management Evolution of the Process of Management and its present status, Nature, Definition, Characteristics and Importance of Management, Different Schools of Management: Administrative, Scientific, Behavioural, Open Systems, Contingency, Systems, Theory Z, Mc Kinsey's Seven S, Skills and Roles of Management Professionals

Unit 2: Key Functions of Management-I Planning: Meaning, Concept and Importance; Process and Types of Planning Principles of Planning, Steps of Planning; Decision Making; Management by Objectives Organizing: Meaning and Importance; Organisational Structures and Department Organizing: Delegation and Decentralization; Span of Control; Types of Organisation

Unit 3: Key Functions of Management-II Staffing: Nature and Purpose; Process of Staffing; Directing Leading; Motivation; Communication Controlling: Need and importance of Control; Methods of Control Characteristics of Effective Control; Controlling a Tourism organization: Challenges and Strategies

Unit 4: Management of Tourism, Hospitality and Travel Trade Tourism & Travel Trade: Characteristics and Unique Features The Art of Managing a Tourism Trade Organization Mega Events: Planning, Managing and Effective Implementation Case Study on Management of GMVN and KMVN

Reference Books:

1. Principal and Practice of Management- Shejwalker
2. Essential of management: Kootz and weित्रich