

**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Principles of Management (MTTM-101)

**Semester:** 1<sup>st</sup>

**Objectives:**

- To provide a conceptual understanding of principles and practice of management
- To Familiarize the learners with the contemporary issues in management.

Unit No.	Title
<b>Block-1</b> <b>Introduction to the Concept of Management</b>	
<b>Unit-1</b>	Evolution of the Process of Management and its present status
<b>Unit-2</b>	Nature, Definition, Characteristics and Importance of Management
<b>Unit-3</b>	Different Schools of Management: Administrative, Scientific, Behavioural, Open Systems, Contingency, Systems, Theory Z, Mc Kinsey's Seven S
<b>Unit-4</b>	Skills and Roles of Management Professionals
<b>Block-2</b> <b>Key Functions of Management-I</b>	
<b>Unit-5</b>	Planning: Meaning, Concept and Importance; Process and Types of Planning
<b>Unit-6</b>	Principles of Planning, Steps of Planning, Decision Making; Management By Objectives
<b>Unit-7</b>	Organising: Meaning and Importance; Organisational Structures and Departmentation
<b>Unit-8</b>	Organising: Delegation and Decentralisation; Span of Control; Types of Organisations
<b>Block-3</b> <b>Key Functions of Management-II</b>	
<b>Unit-9</b>	Staffing: Nature and Purpose; Process of Staffing; Directing
<b>Unit-10</b>	Leading; Motivation; Communication
<b>Unit-11</b>	Controlling: Need and importance of Control; Methods of Control
<b>Unit-12</b>	Characteristics of Effective Control; Controlling a Tourism Organisation: Challenges and Strategies
<b>Block-4</b> <b>Management of Tourism and Travel Trade</b>	
<b>Unit-13</b>	Tourism & Travel Trade: Characteristics and Unique Features
<b>Unit-14</b>	The Art of Managing a Tourism Trade Organization

<b>Unit-15</b>	Mega Events: Planning, Managing and Effective Implementation
<b>Unit-16</b>	Case Study on Management of GMVN and KMVN

### **Suggested Readings:**

- Weihrich, Heinz, Mark V Cannice & Harold Koontz: Management: A Global innovative and Entrepreneurial Perspective, Tata McGraw – Hill, New Delhi.
- Stoner, James A F, Freeman, R Edward& Gilbert Jr, Daniel R: Management, Pearson Education, New Delhi.
- Robbins, S P and Decenzo, D: Fundamentals of Management, Pearson Education, New Delhi.
- Terry, G.R. & Franklin, S G,: Principles of Management, McGraw Hill Higher Education.
- Peter F. Drucker, Management: Tasks, Responsibilities and Practices, Routledge, London and New York.
- Prasad, L.M; Principles and Practice of Management, Sultan Chand & Sons
- Ghuman, Karminder & K. Aswathappa: Management: Concept, Practice & Case, Tata McGraw-Hill, New Delhi.
- Kase, F.L. and Rasonu, J.E: Organization and Management – A System and Contingency Approach, McGraw Hill Book Company, New York.