

End Semester Exam: 35
Assignment: 15

BTTMN-302

Principles of Tourism Management

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year / Semester: 3th Semester

Objective: To acquaint learners with management principles and functions.

Block-1 Theories of Management	
Unit-1	Management - Nature, Definition, Characteristics and Importance
Unit-2	Evolution of Science and Art of Management and the Core Management Thoughts
Unit-3	Schools of Management: Administrative, Scientific, Behavioral, Open Systems, Contingency and Systems: Theory to Practice
Unit-4	Functions of Management and Skills of a Professional Manager
Block-2 Planning and Organizing	
Unit-5	Planning: Concept, Process and Types of Planning
Unit-6	Organizational Structures and Departmentation
Unit-7	Delegation and Decentralization
Unit-8	Span of Control and Types of Organization
Unit-9	Decision Making
Block-3: Staffing and Directing	
Unit-10	Staffing: Nature, purpose and Process
Unit-11	Meaning, Principles and Significance of Directing
Unit-12	Leadership – Theories and Typologies
Unit-13	Motivation: Meaning, Definition and Theories
Unit-14	Processes of Communication: Typologies, Significance and Barriers
Block 4 Coordination and Control	
Unit-15	Characteristics, Importance and Effective Process of Coordination
Unit-16	Controlling: Essence and Techniques