

**BTTM 102**

Principles of Management

**Programme:** Bachelor in Tourism and Travel Management (BTTM 16)

**Year / Semester:** 1st Semester

**Objective:** To acquaint learners with the management principles and functions.

| <b><u>Block 1 :</u></b><br><b>Theories of Management</b>   |   |
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| 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  |
| <b><u>Block 2 :</u></b><br><b>Planning and Organizing</b>  |   |
| 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   |
| <b><u>Block 3 :</u></b><br><b>Staffing and Directing</b>   |   |
| 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   |
| <b><u>Block 4 :</u></b><br><b>Coordination and Control</b> |   |
| Unit 15  | Characteristics, Importance and Effective Process of Coordination   |
| Unit 16  | Controlling: Essence and Techniques   |