

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

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

Semester: 1st

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
Block-1 Introduction to the Concept of Management	
Unit-1	Evolution of the Process of Management and its present status
Unit-2	Nature, Definition, Characteristics and Importance of Management
Unit-3	Different Schools of Management: Administrative, Scientific, Behavioural, Open Systems, Contingency, Systems, Theory Z, Mc Kinsey's Seven S
Unit-4	Skills and Roles of Management Professionals
Block-2 Key Functions of Management-I	
Unit-5	Planning: Meaning, Concept and Importance; Process and Types of Planning
Unit-6	Principles of Planning, Steps of Planning, Decision Making; Management By Objectives
Unit-7	Organising: Meaning and Importance; Organisational Structures and Departmentation
Unit-8	Organising: Delegation and Decentralisation; Span of Control; Types of Organisations
Block-3 Key Functions of Management-II	
Unit-9	Staffing: Nature and Purpose; Process of Staffing; Directing
Unit-10	Leading; Motivation; Communication
Unit-11	Controlling: Need and importance of Control; Methods of Control
Unit-12	Characteristics of Effective Control; Controlling a Tourism Organisation: Challenges and Strategies
Block-4 Management of Tourism and Travel Trade	
Unit-13	Tourism & Travel Trade: Characteristics and Unique Features
Unit-14	The Art of Managing a Tourism Trade Organization

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

Suggested Readings:

- Wehrich, 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.