

**MTTM 102**

Principles of Management

**Programme:** Master of Tourism & Travel Management (MTTM 16)**Year / Semester:** 1st Semester**Objectives**

- Providing conceptual understanding of principles and practice of management;
- Familiarizing the students with the contemporary issues in management.

<b>Block</b>	<b>Unit No.</b>	<b>Title</b>
<b>Block 1</b>	<b>Introduction to the Concept of Management</b>	
	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
<b>Block 2</b>	<b>Key Functions of Management-I</b>	
	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	Organizing: Meaning and Importance; Organisational Structures and Departmentation
	Unit 8	Organizing: Delegation and Decentralization; Span of Control; Types of Organisation
<b>Block 3</b>	<b>Key Functions of Management-II</b>	
	Unit 9	<b>Staffing: Nature and Purpose; Process of Staffing; Directing</b>
	Unit 10	Leading; Motivation; Communication
	Unit 11	<b>Controlling: Need and importance of Control; Methods of Control</b>
	Unit 12	<b>Characteristics of Effective Control; Controlling a Tourism organization: Challenges and Strategies</b>

<b>Block 4</b>	<b>Management of Tourism and Travel Trade</b>	
	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