601 : INTRODUCTION TO MANAGEMENT

Objectives

The main objectives of this course are to provide the student and understanding of tasks and functions of management.

Unit I

The Foundations of Management: Meaning, nature, management: science or art. Management as a profession, professionalisation of management in India. Functions of management thought, systems concepts, social responsibilities of management.

Unit II

Planning: Meaning, significance, limitations, types, planning process, management by objectives (MBO), decision making meaning, role, types approaches, decision making under different states of natures, decision making process, and summary of major principles for planning.

Unit III

Organizing: Concept, significance process, formal and informal organization, organization chart, departmentation, span of management, authority and responsibility, delegation of authority centralization and de centralization, line and staff relationship, effective organizing and organizational culture. Summary of major principles for organizing.

Unit IV

Directing: Meaning, significance and techniques of direction, human factor and directing communication: concept, process elements, communication flow in an organization, barriers and breakdowns in communication, making communication effective transactional analysis. Summary of major principles for directing.

Unit V

Controlling: Concept. need for control, the basic control process, requirements for effective control, control techniques and systems, direct control vs. preventing control by exception. Co-ordination: The essence of managing. Summary of major principles for controlling. Area of Management: Concept of financial management, human resource management, production management, operational management and marketing management.

Suggested Readings:


602 : FINANCIAL MANAGEMENT

Objectives:

To familiarize the students with financial analysis aspect and to inform them about the techniques of preparing financial information.

Unit I


Unit II


Unit III

Budget and Budgetary Control: Preparation of budget, types of budget, capital, sales cash, flexible, benefits and limitations of budgetary control.

Unit IV


Suggested Readings:

2. Dr. Srivastava R.M. Financial Management

603 : HUMAN RESOURCE MANAGEMENT

Objective: The objective of this module is to introduce the procedures and practices being applied for the manpower training and placement, besides understanding the relation between employ and organization.


Unit II  Human Resource Management Poles and Policies; HRM and extend environment.

Unit III  Themes in HRM: Strategic approach, maintaining ethical policies and behavior, current and future challenges to HRM: Global competition, increasing diversity in work force, Employ expectations.

Unit IV  Managing Human Resource in Multinational Organisations: What is HRM approaches to HRM. Managing HR in a foreign subsidiary: International Perspective and Ethical expectations.


Suggested Readings:


604 : ENTREPRENEURSHIP IN TOURISM AND HOSPITALITY

Tourism and hospitality are becoming increasingly important for economy as it will be a major employment generator. It is and will continue to attract creative and talented entrepreneurs offering exciting tourism products. This course intends to prepare hospitality students for raising their own business enterprises. Accordingly there are inputs both on starting up of an enterprise and its management in early days of life cycle.

Unit I  Tourism/hospitality industry and business ideas; business strategy-understanding customers and analyzing competition.
Unit II  
Tourism/hospitality marketing mix; tourism/hospitality marketing planning; financial planning; planning for people and operations.

Unit III  
Form of organisation and legal considerations; networking and collaboration; good business practices.

Unit IV  
Feasibility; writing a business plan-marketing, financial, operations, people etc. planning.

Unit V  
Setting up a tourism/hospitality enterprise-steps, procedures, licenses, registration etc.

Suggested Readings:

References:

605 : FOREIGN LANGUAGE (FRENCH)  

Unit I  
Translation of sentences or paragraph from English into French.

Unit II  
Translation of sentences or paragraph from French into English.

Unit III  
Grammar (Questions should be based on the grammar covered in the III and IV units of the prescribed book)

Unit IV  
Questions based on the lessons of the III and IV units of the prescribed book.

Unit V  
Written comprehension (Based on the situations of restaurant or hotel).

Prescribed Book:
1. Le nouveau sans frontieres (Part I) by Philippe Dominique, Jacky Girardet, Michele Verdelhan.

Suggested Readings:
1. Hotellerie - restauration.com
2. Avec plaisir.

Dictionaries Recommended:
Larousse, Casselles, Collins, Oxford.
606 : HOTEL LAWS

Objective: To enable the student to understand legal factors effecting hotel industry.

Unit I Introduction: Need of law, types and applications of law in hotel industry.

Unit II Mercantile law: a brief study of law of contract, sales of good's act, and Indian partnership act.

Unit III Licenses: Licenses and permits for hotels, suspension and termination of licenses.

Unit IV Law of tenancy: distinction between guest and tenant, inn keeper's liability, occupiers liability.

Unit V Food legislation: Prevention of food adulteration.

Suggested Readings: