

SIXTH SEMESTER

SS-806A
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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 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:

1. Prasad L.M. Principles and Practices of Management.
2. Koontz. and O. Donnell Cyril: Management.
3. H. Koontz. Jungle Management Theory.

602 : FINANCIAL MANAGEMENT

SS 806B
M-16

- Objectives: To familiarize the students with financial analysis aspect and to inform them about the techniques of preparing financial information.
- Unit I Nature of Financial Management. Financial function, meaning, role scope and importance, job of financial manager, financial goals, financial control, organization and objectives of financial function.
- Unit II Financial Planning: Capitalization and capital structure. Meaning and concept of capital. Theories of capitalization. Sources of finance short term, medium term, long term.
- Unit III Budget and Budgetary Control: Preparation of budget, types of budget, capital, sales cash, flexible, benefits and limitations of budgetary control.
- Unit IV Financial Analysis: Uses: Types of financial analysis, tools of financial analysis, ratio analysis, preparation of fund flow and cash flow statements.

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Unit V Working Capital Management: concept, importance and scope, estimates of working capital and financing of current assets. Hotel Accounting: Uniform system : Income/expenditure statements, balance sheet: allocation of expenses drawbacks and advantages.

Suggested Readings:

1. Pandey I.M. Financial Management.
2. Dr. Srivastava R.M. Financial Management
3. Varh Horh. Financial Management and Policy

603 : HUMAN RESOURCE MANAGEMENT

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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 I Introduction to HRD. Concepts Definition and scope of Human Resource Development. Brief history of Human Resource Development.
- 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.
- Unit V Personnel Issues: Recommitment-Processing of techniques inductions, evaluating performance, welfare leaves, benefits, promotion conflict management: Unions, Misconduct procedures, legal aspects of termination.

Suggested Readings:

1. Ben To (eds): Human Resource issues in International Tourism: By Heyworth - Hienman 1994.
2. Arya P.P. and Tanden B.B. Human Resource Management, 1997.
3. Fisher C.D. Schoenfel dt. L. F. and Shaw J.B. Human Resource Management, 1997.
4. Bagri S.C. (2007) Human Resource development practices in travel and tourism, centre for mountain tourism and hospitality, studies H.N.B. Garhwal University, Srinagar, Garhwal.

604 : ENTREPRENEURSHIP IN TOURISM AND HOSPITALITY

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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.

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- 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 :

1. Chowdhary, Nimit and Prakash, Monika. 2010. Managing Small Tourism Business, New Delhi: Matrix Publishers. ISBN 818 101 4203
2. Prakash, Monika and Chowdhary, Nimit. 2010. Starting a Tourism Company, New Delhi: Matrix Publishers. ISBN 819 101 4211

References :

- Mohanty, Sangram Keshari. 2005. Fundamentals of Entrepreneurship, New Delhi: Prentice Hall of India.
- Sido-online. Portal of MSME, Government of India (www.smallindustryindia.com).
- Scarborough, N.M. and Zimmer, T.W. (1996). Effective Small Business Management, 5/e, New York: Prentice Hall, Inc.
- IGNOU MTM-8 (2005, Reprint). Managing Entrepreneurship and Small Business in Tourism.

605 : FOREIGN LANGUAGE (FRENCH)

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- 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, Colins, Oxford.

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606 : HOTEL LAWS

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- 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 India 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, occupie liability.
- Unit V Food legislation: Prevention of food adulteration.

Suggested Readings:

1. Hotel and Catering Law, Frank J. Bull, John D.G. Moopes.

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