

BBA IN TOURISM AND HOSPITALITY MANAGEMENT

MGB-1111

PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL STRUCTURE

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Course Name: Principles of Management and Organizational Structure

Course Code: MGB-1111

Credits - 4

Course Objective: This course is designed to provide students understanding basic Principles and concept of Management. To provide an overview of the major functions of management. Emphasis is on planning, organizing, controlling, directing, and communicating.

Course Learning Outcomes: After completing the course, the student shall be able to:

1. Demonstrate dynamics of business organizations and management practices.
2. Explain varied perspectives related to business environment and entrepreneurship
3. Analyze how organizations adapt to an uncertain environment and decipher decision making techniques managers use to influence and control the internal environment.
4. Analyze the relationship amongst functions of management
5. Compare the change in working pattern of modern organizations.

Syllabus

Block I: Evolution of Management Thought

Unit 1: Classical School: F. W. Taylor: Scientific Management Theory, Classical Organization Theory

Unit 2: Fayol's Principles of Management, And Max Webers' Bureaucratic Model.

Unit 3: Behavioural School: Mary Parker Follet, Chester Bearnard, how throne Studies.

Block II: Management Function and Planning

Unit 4: Basics management functions, role of manager, Overview of Planning: Types of Plans & The planning process;

Unit 5: Decision making: Process, Types and Techniques

Unit 6: Control: Function, Process and types of Control

Block III: Organizing & Coordinating Work

Unit 7: Principles of organizing: Common Organizational structures.

Unit 8: Decentralization: Factors affecting the extent of decentralization

Unit 9: Delegation: Process and Principles of delegation.

Block IV: Ownership

Unit 10: Basic forms of Business Ownership;

Unit 11: Special forms of ownership: Franchising, Licensing, Leasing; choosing a form of

Business ownership

Unit 12: Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures, Strategic alliance.

Block V: Staffing

Unit 13: Concept of staffing - Recruitment and Selection.

Unit 14: Orientation; Training and Development.

Unit 15: Career Developments; Performance Appraisal.

Books Recommended/Suggested Readings:

1. Robbins, S.P. & Coulter, M. (2018) Management. 14th ed. Harlow: Pearson Education.
2. Drucker, P.F. (2007) The Practice of Management. Oxford: Butterworth-Heinemann.
3. Prasad, L.M. (2019) Principles and Practice of Management. 9th ed. New Delhi: Sultan Chand & Sons.
4. Ramaswamy, T. & Namakumari, S. (2018) Principles of Management. 2nd ed. New Delhi: Himalaya Publishing House.
5. Singh, B.P. & Chhabra, T.N. (2017) Business Organisation and Management. 6th ed. New Delhi: Vikas Publishing House.

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Semester-II

Course title: Human Resource Management

Course code: MGB-1211

Credits-4

Course Objective: To enable the students to understand and comprehend the vital issues of HRM in a dynamic environment.

Course Learning Outcomes: After completing the course, the student shall be able to:

1. Describe basic nature and importance of human resource management.
2. Analyze the current theory and practice of recruitment and selection.
3. Realize the importance of performance management system in enhancing employee performance.
4. Recommend actions based on results of the compensation analysis and design compensation schemes that are cost effective, that increase productivity of the workforce, and comply with the legal framework.
5. Discuss the role of modern HRM in meeting challenges of changing business environment.

Syllabus

Block I: Introduction

Unit 1: Meaning, importance and scope of HRM;

Unit 2: Evolution of HRM; functions, status and competencies of HR manager;

Unit 3: Human Resource Planning - quantitative and qualitative dimensions; Job analysis—job description and job specification; HR Policies.

Block II: Recruitment, Selection & Development

Unit 4: Recruitment, selection, placement, induction, and socialization –

Unit 5: An overview; Developing Human Resources; Training – need, types, and evaluation;

Unit 6: Role specific and competency-based training.

Block III: Performance Appraisal

Unit 7: Performance appraisal- nature and objectives,

Unit 8: Methods of performance appraisal, potential appraisal & employee counseling;

Unit 9: Job changes—transfers and promotions; HR audit.

Block IV: Compensation

Unit 10: Job evaluation: Compensation—concept and policies,

Unit 11: Base and supplementary compensation,

Unit 12: Performance linked compensation—individual, group, and organisation level.

Block V: Employee Maintenance and Emerging Issues in HRM

Unit 13: Employee health and safety, employee welfare, Social security (excluding legal provisions);

Unit 14: Grievance handling and redressal; Industrial disputes and settlement machinery; Emerging issues

Unit 15: Challenges of HRM— employee empowerment, downsizing, work- life balance, use of technology in HRM functions.

Books Recommended/Suggested Readings:

1. Armstrong, M. & Taylor, S. (2020) Armstrong's Handbook of Human Resource Management Practice. 15th ed. London: Kogan Page.
2. Aswathappa, K. (2019) Human Resource Management: Text and Cases. New Delhi: McGraw Hill Education.
3. Gupta, C.B. (2018) Human Resource Management. New Delhi: Sultan Chand & Sons.
4. Rao, V.S.P. (2017) Human Resource Management: Text and Cases. New Delhi: Excel Books.
5. Mathis, R.L. & Jackson, J.H. (2016) Human Resource Management. 15th ed. Boston: Cengage Learning.

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Course title: Fundamentals of Hospitality

Course code: THB-1211

Credits - 4

Course Objective: The primary objective of this course is to provide students with a comprehensive understanding of the principles, practices, and operations within the hospitality industry. It aims to develop managerial, operational, and analytical skills essential for effective management in hotels, restaurants, travel, and tourism organizations.

Course Learning Outcomes: After completing the course, the student shall be able to:

1. Explain the concept, nature and scope of the hospitality industry.
2. Identify and describe the major segments of hospitality (e.g., lodging, food & beverage, events, travel-leisure).
3. Analyse the internal structure of a hospitality enterprise (departments, functions, service delivery).
4. Recognise major external influences on the hospitality industry (economic, social, technological, legal and environmental).
5. Apply the principles of service excellence in a hospitality context and appreciate customer-centric operations.
6. Critically assess current trends, challenges and opportunities in the hospitality industry.

Syllabus

Block I : Conceptual Framework of Hospitality

Unit 1: Origin and Meaning of Hospitality

Unit 2: Nature and Scope of Hospitality Industry

Unit 3: Evolution and Growth of Hospitality in India

Block II : Components and Structure of the Hospitality Sector

Unit 4: Major Sectors of the Hospitality Industry

Unit 5: Types and Classification of Hotels

Unit 6: Structure and Functioning of a Hotel

Block III : Operations and Management in Hospitality

Unit 7: Hospitality Operations and the Guest Cycle

Unit 8: Food and Beverage Operations

Unit 9: Human Resource Management in Hospitality

Block IV : Marketing, Technology, and Sustainability in Hospitality

Unit 10: Marketing of Hospitality Services

Unit 11: Technology Applications in Hospitality

Unit 12: Sustainability and Environmental Responsibility

Block V : Trends, Legal Framework, and Career Perspectives

Unit 13: Emerging Trends in the Hospitality Industry

Unit 14: Legal and Ethical Dimensions

Unit 15: Career Opportunities and Future Prospects

Books Recommended/Suggested Readings:

1. Walker, J. R. (2020). Introduction to Hospitality Management. Pearson Education.
2. Kotler, P., Bowen, J. T. & Makens, J. C. (2018). Marketing for Hospitality and Tourism. Pearson.
3. Ninemeier, J. D. & Hayes, D. K. (2016). Hotel Operations Management. Pearson.
4. Kaul, R. N. (2019). Dynamics of Tourism and Hospitality Industry in India. Sterling Publishers.
5. Shinde, R. (2021). Indian Hospitality Industry: Growth and Challenges. Oxford University Press.

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Course title: Introduction to Tourism

Course Code: THB-2112

Credits - 4

Course Objective: The objective of this course is to provide students with a fundamental understanding of the tourism industry, its nature, scope, and significance in the global and national economy. It aims to introduce learners to the basic concepts, types, and components of tourism, along with the factors influencing travel motivation and tourist behavior.

Course Learning Outcomes: : After completing this course, learners will be able to:

1. Define and explain the basic concepts, components, and types of tourism.
2. Understand the terminology and classifications related to tourism.
3. Identify and explain the primary and secondary constituents of the tourism industry.
4. Recognize various forms of tourism and their unique characteristics.
5. Explain the relationship and integration among tourism sectors and organizations.

Syllabus

Block I: Fundamentals of Tourism

Unit 1: Definition and Meaning of Tourism

Unit 2: Nature and Importance of Tourism

Unit 3: Objectives and Components of Tourism

Block II: Tourism Terminology and Concepts

Unit 4: Basic Tourism Terminology

Unit 5: Concepts of Tourism

Unit 6: Forms of Tourism

Block III: Types and Constituents of Tourism

Unit 7: Classification and Types of Tourism

Unit 8: Types of Tourists

Unit 9: Constituents of Tourism

Block IV: Specialized Forms of Tourism

Unit 10: Eco Tourism

Unit 11: Mass, Urban, and Rural Tourism

Unit 12: Cultural Tourism

Block V: Tourism Organization and Industry Linkages

Unit 13: Tourism Industry Structure

Unit 14: Relationship between Tourism Projects and Service Providers

Unit 15: Integration in the Tourism Industry

Books Recommended/Suggested Reading:

1. Bhatia, A.K. (2017). The Business of Tourism, Sterling Publishers, New Delhi.
2. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2020). Tourism: Principles and Practice. Pearson Education.
3. Goeldner, C. R. & Ritchie, J. R. B. (2012). Tourism: Principles, Practices, Philosophies. Wiley.
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Course Title: Front Office Management

Course Code: IHB-2212

Credits-4

Course Objective: The objective of this course is to familiarize students with the structure, functions, and operations of the front office department in hotels and other hospitality establishments. It aims to develop students' understanding of guest handling procedures, reservation systems, communication, and accounting functions.

Course Learning Outcomes: After completing this course, students will be able to:

1. Explain the role and functions of the front office department in the hospitality industry.
2. Understand the guest cycle and effectively handle reservations, check-ins, and check-outs.
3. Apply front office accounting and communication skills in daily hotel operations.
4. Use modern front office technologies and management systems efficiently.
5. Handle guest complaints and ensure high-quality customer service.

Syllabus

Block I: Introduction to Front Office Operations

Unit 1: Introduction to Hotel Industry and Front Office Department

Unit 2: Organization Structure of Front Office

Unit 3: Functions and Duties of Front Office Staff

Block II: Guest Handling Procedures

Unit 4: Guest Cycle – Stages and Activities

Unit 5: Reservation Procedures and Systems

Unit 6: Registration Process – Check-in and Guest Handling

Block III: Front Office Systems and Communication

Unit 7: Room Assignment and Key Control

Unit 8: Types of Rooms, Plans, and Tariffs

Unit 9: Communication and Coordination with Other Departments

Block IV: Accounting and Guest Services

Unit 10: Front Office Accounting System

Unit 11: Check-out and Settlement Procedures

Unit 12: Handling Guest Complaints and Service Recovery

Block V: Safety, Technology and Trends in Front Office

Unit 13: Safety, Security, and Lost & Found Procedures

Unit 14: Use of Technology in Front Office (PMS, e-check-in, etc.)

Unit 15: Recent Trends and Best Practices in Front Office Management

Books Recommended/Suggested Reading:

1. Bardi, J. A. (2019). Hotel Front Office Management. 6th ed, Wiley.
2. Andrews, S. (2013). Hotel Front Office Training Manual. Tata McGraw-Hill Education.
3. Negi, J. (2008). Front Office Operations and Management. Gaurav Publishing House.
4. Walker, J. R. (2017). Introduction to Hospitality Management. 5th ed. Pearson Education.
5. Singh, R. (2015). Front Office: Operations and Management. Aman Publications.
6. Bhatnagar, S. (2011). Front Office Management. Frank Brothers & Co.

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