

MBA IN TOURISM AND HOSPITALITY MANAGEMENT

MGO-6101

PRINCIPLES AND PRACTICES
OF MANAGEMENT

CENTRE FOR DISTANCE
AND ONLINE EDUCATION



**MANGALAYATAN
UNIVERSITY**
ALIGARH

Learn Today to Lead Tomorrow

Signature
Mangalayan University
Beswan, Aligarh

M.B.A. in Tourism & Hospitality Management

PROGRAMME DESIGN COMMITTEE

Prof. Rajeev Sharma
Dean Academics
Mangalayatan University, Aligarh

Prof. Anurag Shukla
Director, CDEE – Chairman
Mangalayatan University, Aligarh

Prof. Ankur Kumar Agarwal
Institute of Business Management & Commerce
Mangalayatan University, Aligarh

Prof. (Dr.) Tarun Bansal
Senior Lecturer
Institute of Hotel Management
Lucknow

Dr. Vaibhav Kumar Vishwakarma
Assistant Lecturer
Institute of Hotel Management
Bhopal

Prof. (Dr.) Yashwant Singh Rawal
Professor
Amity School of Hospitality
Amity University, Rajasthan

Prof. CREK Murthy
IGNOU, New Delhi

Prof. Mohd Nafees Ahmed Ansari
Aligarh Muslim University, Aligarh

Prof. Shreshtha Hamid
Department of Commerce
Aligarh Muslim University, Aligarh

Prof. Mohd. Shauhin
Department of Commerce
Aligarh Muslim University, Aligarh

Prof. Rajat Kr. Sani
Professor,
Department of Commerce
Maharaja Agrasen College
University of Delhi

Prof. (Dr.) Manisha Sharma
Director-CIQA
Mangalayatan University, Aligarh

Dr. Rakesh Kumar Upadhyay
Director-IQAC
Mangalayatan University, Aligarh

Dr. Ashok Kumar Upadhyay
Faculty of Arts
Mangalayatan University, Aligarh

COURSE WRITERS

Prof. Syed Asghar Mehdi
Centre for Distance and Online Education
Mangalayatan University, Aligarh

Dr. Kulsoom Siddiqui
Centre for Distance and Online Education
Mangalayatan University, Aligarh

Mr. Deepak Chaudhary
Centre for Distance and Online Education
Mangalayatan University, Aligarh

Mr. Ashish Srivastava
Centre for Distance and Online Education
Mangalayatan University, Aligarh

Mr. Chandra Shekhar
Institute of Business Management & Commerce
Mangalayatan University, Aligarh

COURSE EDITORS

Prof. Syed Asghar Mehdi
Centre for Distance and Online Education
Mangalayatan University, Aligarh

Prof. Mohd. Shauhin
Department of Commerce
Aligarh Muslim University, Aligarh

Prof. Rajat Kr. Sani
Professor,
Department of Commerce
Maharaja Agrasen College
University of Delhi

Prof. Sidharth Jain
Institute of Business Management & Commerce
Mangalayatan University, Aligarh

Prof. Saumabh Kumar
Institute of Business Management & Commerce
Mangalayatan University, Aligarh

FORMAT EDITORS

Dr. Poonam Gupta
Centre for Distance and Online Education
Mangalayatan University, Aligarh

Dr. Deepak Dhirman
Centre for Distance and Online Education
Mangalayatan University, Aligarh

Dr. Anup Kumar Manna
Centre for Distance and Online Education
Mangalayatan University, Aligarh

MATERIAL PRODUCTION

1. Dr. Ashok Kumar Upadhyay
2. Dr. Aasheesh Raizada

3. Dr. Deepmala
4. Ms. Rainu Verma

5. Mr. Ripudaman Singh
6. Mr. Rohit Kumar

Semester-I

Course Name: Principles and Practices of Management

Course Code: MGO-6101

Credits: 4

Course Objective: The main objective is to teach the students the main functions of management as they need a variety of skills to understand human behavior, communicate with people, motivate employees, adapt to changes, manage new technologies, etc.

Course Learning Outcome: At the end of the course student would be able to:

1. Extrapolate basics of management theory and its practices.
2. Associate the functions of management.
3. Identify individual, group and organizational components of organizational behaviour.
4. Demonstrate skills related to work motivation and leadership.
5. Visualize importance of group management in changing work environment.

Syllabus

Block I: Introduction

Unit 1: Introduction: Meaning, Nature and Scope of Management, Management Approaches, Processes and Functions.

Unit 2: Managerial Skills, Tasks and Responsibilities of a Professional Manager.

Unit 3: Evolution of Management Thought, Taylor and Fayol' contribution to Management, Bureaucracy, Hawthorne Studies; Management thinkers.

Block II: Planning

Unit 4: The Nature and Purpose of Planning, Management by Objectives, Strategies, Policies and Planning Premises. Forecasting.

Unit 5: Decision Making; Organizing: Nature & Purpose of Organizing. Span of Management.

Unit 6: Departmentation, Line/ Staff Authority & Responsibility, Effective Organizing & Organizational Culture, Organization Charts and Manuals.

Block III: Staffing

Unit 7: Staffing: Definition, Nature and Purpose of Staffing.

Unit 8: Human Resource Management and Selection, Performance Appraisal and Career Strategy

Unit 9: Manager and Organization Development: Managing Change, Organizational Conflicts.

Block IV: Leadership

Unit 10: Leading: Managing and the Human Factor.

Unit 11: Motivation: Meaning, Scope and Importance, Approaches, Motivation and Performance, Approaches for Improving Motivation, Quality of Work Life;

Unit 12: Leadership: Definition, Ingredients, Approaches;

Unit 13: Communication: Function, Process and Barriers to Communication;

Unit 14: Directing- Meaning, Nature and Scope, Direction and Supervision.

Block: V Controlling

Unit 15: Controlling: Concept, the System and Process of Control, Control Techniques and IT, Productivity and Operations Control;

Unit 16: Controlling Methods: Budgetary and non- budgetary, Overall and Preventive Control.

Unit 17: The Quality Concept Factors affecting Quality, Developing a Quality Control System, Total Quality Control;

Unit 18: International Management: Towards a unified, global Management Theory.

Books Recommended/Suggested Readings:

1. Kaul, V.K. (2016) Principles and Practices of Management. New Delhi: Vikas Publishing House. Vikas Publishing
2. Nerkar, K. & Chopde, V. (2011) Principles and Practices of Management. New Delhi: Dreamtech Press. DreamTech Press
3. Prasad, L.M. (2025) Principles and Practice of Management. New Delhi: Sultan Chand & Sons. Sultan Chand & Sons
4. Singh, C. & Khatri, A. (2024) Principles and Practices of Management and Organisational Behaviour. Abingdon: Routledge. Routledge+1
5. Weihrich, H., Koontz, H. & Cannice, M.V. (2020) Essentials of Management: An International Perspective. New Delhi: Tata McGraw-Hill Education Private Limited.

CENTRE FOR DISTANCE AND ONLINE EDUCATION



AN ACCREDITED
UNIVERSITY
By UGC (AICTE)

MANGALAYATAN
UNIVERSITY

Learn Today to Lead Tomorrow

Extended NCR, 33rd Milestone, Aligarh-Mathura
Highway, Beswan, Aligarh, UP-202146



www.mangalayatan.in, www.mude.ac.in
cdoe@mangalayatan.edu.in

MBA IN TOURISM AND HOSPITALITY MANAGEMENT

MGO-6201

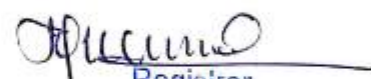
ENTREPRENEURSHIP &
SMES MANAGEMENT

CENTRE FOR DISTANCE
AND ONLINE EDUCATION



**MANGALAYATAN
UNIVERSITY**
— ALIGARH —

Learn Today to Lead Tomorrow


Registrar
Mangalayatan University
Boswan, Aligarh

M.B.A. in Tourism & Hospitality Management

PROGRAMME DESIGN COMMITTEE

Prof. Rajeev Sharma
Dean Academics
Mangalayatan University, Aligarh

Prof. Anurag Shukla
Director, C.DOE – Chairman
Mangalayatan University, Aligarh

Prof. Anur Kumar Agarwal
Institute of Business Management & Commerce
Mangalayatan University, Aligarh

Prof. (Dr.) Tarun Bansal
Senior Lecturer
Institute of Hotel Management
Lucknow

Dr. Vaidh Kumar Vishwakarma
Assistant Lecturer
Institute of Hotel Management
Bhopal

Prof. (Dr.) Yashwant Singh Bansi
Professor
Amity School of Hospitality
Amity University, Rajasthan

Prof. CRE Murthy
IGNOU, New Delhi

Prof. Mohd Nafes Ahmed Ansari
Aligarh Muslim University, Aligarh

Prof. Sheeba Harad
Department of Commerce
Aligarh Muslim University, Aligarh

Prof. Mohd. Shamm
Department of Commerce
Aligarh Muslim University, Aligarh

Prof. Rajat Kr. Sani
Professor
Department of Commerce
Maharaja Agrasen College
University of Delhi

Prof. (Dr.) Manisha Sharma
Director-ICQA
Mangalayatan University, Aligarh

Dr. Rajesh Kumar Upadhyay
Director-IQAC
Mangalayatan University, Aligarh

Dr. Ashok Kumar Upadhyay
Faculty of Arts
Mangalayatan University, Aligarh

COURSE WRITERS

Prof. Syed Asghar Mehdi
Centre for Distance and Online Education
Mangalayatan University, Aligarh

Dr. Kulsoom Siddiqui
Centre for Distance and Online Education
Mangalayatan University, Aligarh

Mr. Deepak Chaudhary
Centre for Distance and Online Education
Mangalayatan University, Aligarh

Mr. Ashish Srivastava
Centre for Distance and Online Education
Mangalayatan University, Aligarh

Mr. Chandra Shekhar
Institute of Business Management & Commerce
Mangalayatan University, Aligarh

COURSE EDITORS

Prof. Syed Asghar Mehdi
Centre for Distance and Online Education
Mangalayatan University, Aligarh

Prof. Mohd Shamm
Department of Commerce
Aligarh Muslim University, Aligarh

Prof. Rajat Kr. Sani
Professor,
Department of Commerce
Maharaja Agrasen College
University of Delhi

Prof. Sudesh Jari
Institute of Business Management & Commerce
Mangalayatan University, Aligarh

Prof. Savitri Kumar
Institute of Business Management & Commerce
Mangalayatan University, Aligarh

FORMAT EDITORS

Dr. Poonam Gupta
Centre for Distance and Online Education
Mangalayatan University, Aligarh

Dr. Deepak Dhiman
Centre for Distance and Online Education
Mangalayatan University, Aligarh

Dr. Anup Kumar Manna
Centre for Distance and Online Education
Mangalayatan University, Aligarh

MATERIAL PRODUCTION

1. Dr. Ashok Kumar Upadhyay
2. Dr. Aashesh Raizada

3. Dr. Deepmala
4. Ms. Ritu Verma

5. Mr. Ripudaman Singh
6. Mr. Rohit Kumar

Semester-II

Course Name: Entrepreneurship and SMEs Management

Course Code: MGO-6201

Credits: 4

Course objectives: The main objectives of the course are to familiarize students with various concepts used in understanding processes involved in entrepreneurship and business formation and development. Provide context to those processes in the form of differences between small and large firms, and the economic environment.

Course Learning Outcome: At the end of the course student would be able to:

1. Elaborate fundamentals of entrepreneurship and entrepreneurial process.
2. Explain various theories of entrepreneurship.
3. Design business plans.
4. Describe MSME registration process and MSME promotional policies.
5. Explain various concepts related to International Business.

Syllabus

Block I: Entrepreneurship – A Conceptual Framework

Unit 1: Introduction – Concept of Entrepreneurship; Role of Entrepreneurship in Economic Development.

Unit 2: Factors Impacting the Emergence of Entrepreneurship; Managerial vs. Entrepreneurial Approach; Intrapreneurship.

Unit 3: Types of Entrepreneurs; Characteristics of Successful Entrepreneurs; The Entrepreneurship Process.

Unit 4: Women Entrepreneurs; Social Entrepreneurship; Entrepreneurial Challenges.

Block II: Entrepreneurial Growth

Unit 5: Role of Entrepreneurship in Economic Development; Entrepreneurial Theories; Factors Affecting Entrepreneurial Growth.

Unit 6: Entrepreneurial Challenges and Problem-Solving Approaches.

Unit 7: New Product Development and Growth Strategies for Entrepreneurial Ventures.

Block III: New Venture Planning

Unit 8: Ownership Structures; Acquisition; Franchising; Developing a Marketing Plan.

Unit 9: Marketing Research and Marketing Mix for New Ventures.

Unit 10: Business Plan – Perspectives, Preparation, and Elements; Benefits and Key Drivers of a Successful Business Plan.

Block IV: MSME Registration and Promotion

Unit 11: MSME Registration Procedures; MUDRA Loan; Start-up India Initiatives.

Unit 12: Make in India Campaign and Institutional Finance to Entrepreneurs.

Unit 13: MSME and Economic Development – Linkages and Contributions.

Unit 14: Institutional Support for Small and Medium Enterprises – SIDBI, NSIC, DICs, NABARD, and Others

Block V: International Entrepreneurship

Unit 15: Export Business Registration and Procedures.

Unit 16: Intellectual Property Protection – Patents, Trademarks, and Copyrights (Importance for Start-ups).

Unit 17: Legal Acts Governing Business in India – Overview of Key Laws Affecting Entrepreneurs.

Unit 18: International Entrepreneurship – Opportunities, Challenges, and Export Documentation in India.

Books Recommended/Suggested Reading:

1. Drucker, P. (1985) innovation and Entrepreneurship. New Delhi: East-West Press (P) Ltd.
2. Holt, D.H. (1992) Entrepreneurship: New Venture Creation. New Delhi: Prentice Hall.
3. Hisrich, R.D. and Peters, M.P. (1998) Entrepreneurship: Starting, Developing and Managing a New Enterprise. New Delhi: Prentice Hall.
4. Desai, V. (2002) Small Scale Industries and Entrepreneurship. Mumbai: Himalaya Publishing House.
5. Gupta, C.B. and Srinivasan, N.P. (1992) Entrepreneurial Development in India. New Delhi: Sultan Chand & Sons.
6. Pareek, U. and Venkateswara Rao, T. (1978) Developing Entrepreneurship: A Handbook on Learning Systems. New Delhi: Learning Systems.

CENTRE FOR DISTANCE AND ONLINE EDUCATION



**MANGALAYATAN
UNIVERSITY**

Learn Today to Lead Tomorrow

Extended NCR, 33rd Milestone, Aligarh-Mathura
Highway, Beswan, Aligarh, U.P-202146



www.mangalayatan.in, www.mude.ac.in
cdoe@mangalayatan.edu.in