

# GUJARAT TECHNOLOGICAL UNIVERSITY

## Diploma in Hotel Management & Catering Technology Second Year (DHMCT)

**Subject Code**

**Subject Name**    PRINCIPLES OF MANAGEMENT

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Sr. No.	Course content
1.	<b>INTRODUCTION TO MANAGEMENT:</b> 1.1 Definition 1.2 Nature 1.3 Principles 1.4 Tasks 1.5 Responsibilities & Skills required for managers.
2.	<b>FUNCTION OF MANAGEMENT:</b> 2.1 Planning 2.2 Execution 2.3 Control and Systems 2.4 Review
3.	<b>LEADERSHIP:</b> 3.1 Introduction 3.2 Definition 3.3 Theories of leadership [Trait, Likert's, Blake & Mouton's situational]
4.	<b>MOTIVATION:</b> 4.1 Introduction 4.2 Definition 4.3 Theories of motivation [Maslow, Herzberg, Vroom]
5.	<b>DIRECTION:</b> 5.1 Introduction 5.2 Definition 5.3 theory of X & Y of direction
6.	<b>HOTEL ECONOMICS:</b> 6.1 Introduction 6.2 Economic Principles 6.3 Practice of Management 6.4 Managerial Economics – Definition 6.5 Scope

7.	<b>HUMAN RESOURCE PLANING &amp; DEVELOPING:</b> 7.1 Job evaluation, job analysis, job description. 7.2 Recruitment – selection – induction & placement. 7.3 Staff training & development: (Needs, Benefits & training methods) 7.4 Performance appraisal: (Meaning, Methods & how to make more effective)
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### **Reference Books:**

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| 1. Management of service operations                       | Sasser, Wycoff, allyn. |
| 2. Principles & practice of management                    | Prasad: S chand & co.  |
| 3. Fundamentals of business organizations<br>& management | Y.K. Bhushan           |
| 4. Managing human resource                                | Cascio WyneMcGraw      |
| 5. Principles & practice of management                    | Rao & Narayan          |
| 6. Human resource & personnel management                  | Tripathi: S chand & co |