

<b>COURSE TITLE</b>	<b>PRINCIPLES OF MANGEMENT IN SERVICE INDUSTRIES</b>
<b>COURSE CODE</b>	<b>04AH0104</b>
<b>COURSE CREDITS</b>	<b>4</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Explain the Concept, Function, and Development of Management, including the nature of management, the management process and elements, managerial skills, and modern management approaches.
- 2 Analyse Management Functions and Planning, identifying different types of coordination, understanding the planning process, and recognizing the importance of planning.
- 3 Demonstrate an understanding of Management Functions and the Fundamentals of Organizing Control, including organizing principles, the importance of organization, types of control, communication forms and barriers, and motivation, leadership, power, authority, and delegation concepts.
- 4 Articulate Management Objectives, including defining management objectives, missions, goals, and the characteristics of objectives.
- 5 Evaluate and synthesize key concepts in management, applying critical thinking skills to analyse and solve real-world management problems.

**Pre-requisite of course:**None

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
4	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Concept, Function, and Development of Management</b> Introduction: Overview of management as a discipline and its importance in organizational success. Nature of Management: Understanding the essence and characteristics of management in different contexts., Management Process and Elements: Exploring the key elements of the management process including planning, organizing, leading, and controlling. Managerial Skills & Managers Roles: Essential skills required for effective management and the diverse roles played by managers., Modern Management Approaches: Overview of contemporary management theories and practices shaping the field.	15

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
2	<b>Management Function &amp; Planning</b> Introduction: Introduction to the management functions of planning and its significance in organizational success. Type of Coordination: Understanding different coordination mechanisms used in planning and management processes., Introduction to Planning & Process: Overview of the planning process and its role in achieving organizational goals. Importance of Planning: Exploring the significance of planning in guiding decision-making and resource allocation.	15
3	<b>Management Functions &amp; Fundamentals of Organizing Control</b> Fundamentals of Organizing: Principles and practices of organizing tasks, people, and resources in an organization. Importance of Organization: Understanding the importance of effective organizational structures and processes. Formal & Informal Organization: Distinction between formal and informal organizational structures and their implications., Types of Control & Importance: Different methods of organizational control and their significance in monitoring performance. Forms & Importance of Communication: Various forms of communication in organizations and their importance for effective functioning. Communication Network & Barriers: Analysis of communication networks and common barriers to effective communication., Motivation & Leadership and Power, Authority, Delegation: Understanding motivation strategies, leadership styles, power dynamics, authority distribution, and delegation practices in management.	15
4	<b>Management Objectives</b> Objectives of Management: Defining the objectives of management in guiding organizational activities., Mission: Establishing the mission statement to define the organization's purpose and values., Goals: Setting specific goals and targets to achieve the organization's mission., Characteristics of Objectives: Identifying key characteristics of effective management objectives for goal achievement.	15
<b>Total Hours</b>		<b>60</b>

**Textbook :**

- 1 Principles of Business organization and Management, P.N. Reddy, S.Chand (G/L) & Company Ltd., 2010
- 2 Management, James A.F. Stoner, Pearson Education, 1994

**References:**

- 1 Principles of Management, Principles of Management, L.M. Prasad, Sultan Chand & Sons, 2019

**Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking / Creative</b>
20.00	30.00	25.00	15.00	10.00	0.00

**Instructional Method:**

- 1 Theory