Department of Tourism and Hospitality Management

**University of Rajshahi**

**BBA Program**

**1st Year 2nd Semester 2019**

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| **Course Code** | **:** | **THM- 123** |
| **Course Title** | **:** | **Principles of Management** |
| **Course Instructor** | **:** | **Ayrin chowdhury** |
| **Address** | **:** | **Lecturer, Department o**f Tourism and Hospitality Management, University of Rajshahi. |
| **Mobile No** | **:** | **+8801722869386** |

**Rationale of the Course**

This course is designed to provide emphasis on analysis for key decisions of the farm business in response to changes in the environment (technology, market etc.) and to achieve greater control of all aspects of the business enterprises. It will enhance students’ knowledge on the use of basic approaches of management and management decisions within the tourism destination management and service organization like hospitality industry.

**Objective/Learning Outcomes:**

**Upon successful completion of the course, the student will be able to:**

1. Demonstrate an understanding of effective management principles

2. Define the concepts of business management in ventures.

3. Incorporate modern concepts of business management to manage and sustaining general enterprises.

4. Explain how tourism service creation system should be managed.

5. Measure the efficiency of a farm enterprise.

6. Apply effective management strategies, principles and techniques

7. Identify the various roles, functions, and levels of management

8. Determine a review of major management theories and the evolution of the discipline

**Course Contents**

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| **Class** |  **Topics To Be Discussed** |
|  | Definition of Management–Nature, Purpose and Principles of Management |
|  | Managerial Responsibility–Types of Managers–Management Process–Skills |
|  | Concepts of Productivity–Effectiveness and Efficiency |
|  | Is Management a Science or Art? –Is Management a Profession? |
|  | Internal and External Environment of Organizations |
|  | Components of External Environment–Managing Environment. |
|  | Meaning of planning–Nature–Types |
|  | Steps–Limits of Planning–Making Planning Effective. |
|  | Nature of Objectives–Management by Objectives–The Process of MBO |
|  | Setting Objectives–Benefits and Weakness of MBO. |
|  | **First Tutorial Examination (45 Minutes, Syllabus Classes 01-10)** |
|  | **Group/Individual Presentation-01 on Class 01-10** |
|  | Decision Making Process–Problem and Opportunity Findings |
|  | Nature of Managerial Decision Making–Other Factors in Decision Making–Decision Support Systems. |
|  | Organizing Meaning–Nature–Purpose |
|  | Types of Organization–Organizational Structure–Span of Management |
|  | Departmentation–Delegation of Authority–Centralization and Decentralization–Coordination’s. |
|  | Leading meaning**-**Human Factors in Management–Relevant Theories- Creativity and Innovation |
|  | Definition of Motivation –theories of motivation |
|  |  Concept of Leadership-leadership style-Types of leader |
|  | Controlling Meaning–Nature–Principles |
|  | Control Process–Types of Control –Methods of Control |
|  | Requirements of Effective Controls. |
|  | **Second Tutorial Examination (45 Minutes, Classes 13-23)** |
|  | **Group/Individual Presentation-02 on Class 13-23** |
|  | Ploblem solving class |

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| **Text Books** | **:** | Management by R.W.Griffin |
| **Reference Book** |  | 1. Management by H.Koontz and H.weihrich2. Management theory and practices by E.Dale |

**Home Assignment (Individual):**

Course Instructor will deliver the home assignment topic/s to the students on or before Class No. 15.

**Home Assignment must be submitted by the students on 25th Class.**

**Communication with Course Instructor**

You should feel free to see me outside of class if you have confusion about any of the material covered in class or if you would like to know more about a particular topic. I will be glad to suggest additional readings or to discuss any other issues with you. You can e-mail me to set up an appointment at sssarminnn@gmail.com

**Course Materials**

The course materials are available in department website.

**Web:** <http://www.ru.ac.bd/thm/> and <http://103.79.117.242/ru_profile/public/teacher/26007260/profile>

**Students Assessment Details:** Your grade will be based on the following weights:

**Marks Distribution**

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| **1** | **Class attendance** | **10%** |
| **2** | **Presentation: Individual/Group,** **Class test 1 &2, Assignment etc.** | **20%** |
| **5** | **Final Examination** | **70%** |

**Class Participation:** 10% of your grade will come from your class participation. At various times, I will ask you to comment on intercultural issues and challenges. As I expect you to have read the material assigned for the class, a good level of preparedness is essential to obtain a good participation grade.

**Class test (two), Presentation/Assignment/Report etc.:** 20% of your grade will come from the class tests, **Presentation**, Report/Assignment etc. These will be based on class lecture and referred chapters from the book/s. Contemporary issues will be added extra value. The exam will mainly focus on multiple choice/true/false/short questions/Questions from a large number of questions etc.

**Final Exam:** 70% of your grade will come from the final exam and duration is 3 hours.

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