

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Technology

B. E. SEMESTER: IV

Subject Name: Basic Principles & Strategic Management

Subject Code: 143306

Unit No	Course Content	Hrs.
1.	Management Concept: (Principle of Management) • Definition, nature, importance • Evolution of management thought, • Is managing a science or art? • Functions of manager ethics in managing and social responsibility of managers. • Management Theories	06
2.	Planning & Control: (Principle of Management) • Why Management process starts with planning • Steps in planning • Types of planning • Barriers to effective planning • Operational plan • Strategic planning • Mckinsey's 7's Approach • SWOT analysis, • Controlling- concept, control relationship, process of Control • MBO. • Decision Making , • Global Planning ,Global & Comparative Management	06
3.	Decision Making & Organizing: (Principle of Management) • Nature & process of decision making • Decision making under Certainty and Uncertainty • Decision-tree, group-aided decision, brain-storming. • Organizing – concept, nature and process of organizing, • Authority and responsibility, • Delegation	06
4.	Leadership & Communication: (Principle of Management) • Defining leadership and its role • Should managers lead, leadership style, leadership development, • Leadership behavior • Communication- Process, Bridging gap-using tools of communication, • Electronic media in Communication	06

5.	Staffing & Motivation: (Principle of Management) • Concept • Manpower planning • Job design, recruitment & selection, • Training and development, performance appraisal, • Motivation, motivators and satisfaction, • Motivating towards organizing objectives, morale building.	06
6.	Introduction: (Strategic Management) • Strategic Management • Corporate level Strategies • Strategies in management • Strategic Decision Making Process • Business level Strategies • Mission ,Vision and Objectives of a company	06
7.	Strategic Environment: (Strategic Management) • The General Environment (Micro- Macro Environment studies) • Analyzing the environmental factors for strategic decision • Diagnosis of Environment (SWOT/PEST) • Industrial Environment , • The Environmental • Threats and Opportunities of a company	06
8.	Strategic Choices: (Strategic Management) • Focusing the Alternatives for Selection • Strategic Choice Process • Types : Stability Strategy • Expansion Strategy • Retrenchment Strategy • Combination Strategy • Contingency Strategy, • Choosing International Strategies.	06
9.	Strategy Implementation: (Strategic Management) • Resource Allocations • Organization and Planning System • The Implementation Process • Resource Selection • Organizational Implementation • Planning System for implementation • Hotel Industry and Strategic Implementation.	06
10.	Evaluation and control of strategy: (Strategic Management) • The Control and Evolution Processes • The Motive of Evaluation, Criteria for Evaluation • Measuring and Feedback • Evaluation and Corrective Action • Management by Objectives	06

Recommended Text Books:- (Principle of Management)

1. Principles & Practice of Management by Dr.L.M.Prasad - Sultan Chand & Sons
2. Management - Theory & Practice by Dr. C.B. Gupta - Sultan Chand & Co.
3. Management by Hampton - Tata McGraw Hill
4. Principles and Practice of Management by Tripathi - Tata McGraw Hill

Recommended reference :- (Principle of Management)

1. Koontz – Principles of Management (Tata McGraw Hill, 1stEdition 2008)
2. Robbins & Cautler – Management (Prentice Hall of India, 8thEdition)
3. Parag Diwan – Management Principles and Practices (Excel Books, New Delhi)
4. Stoner, Freeman, Gilbert. Jr. – Management (Prentice Hall of India, 6thEdition)
5. Koontz, Weihrich – Essentials of Management (TMH, 5thEdition)

Text Books: (Strategic Management)

1. Strategic Management : Concepts & Cases – Thompson, A.A
2. Strategic Management for Hospitality & Tourism by Okumus, published by Elsevier

Reference Books: (Strategic Management)

1. Strategic Hospitality Management (Teara, R)
2. Business Policies and Strategic Management (Jauch, C.R.)