

Department of Tourism Management

Indigenous Concepts & Techniques of Management (Multidisciplinary)

Semester II

Unit 1

The concepts and definitions of Management, followed by Functions of Management, Introduction to Western Management and Indian Management. Management concepts of Pt. Shriram Sharma Acharya – 18 Satsankalp, Panchsheel, principles for personality development

Unit 2

Leadership concept, definition, qualities of leadership, Concept of Leadership from Indian scriptures, Leadership lessons from Ramayana, Mahabharata, Bhagavad Gita, Leadership lessons from great Indian Warriors (Chhatrapati Shivaji, Maharana Pratap, Jhansi Lakshmi Bai), Leadership lessons from Indian spiritual leaders (Swami Vivekanand, Sri Aurobindo) the leadership lessons from the Arthshashtra of Chanakya

Unit 3

Communication – Verbal, non-verbal, written, Extempore, article and book review,
Interpersonal Communication, Interpersonal Skills, Negotiation, Liaisoning skills

Unit 4

Self-management techniques, Skills for workplace management, Event management, Stress Management, Spiritual and Yoga techniques for stress management, Sustainability & social responsibility