

PERSONNEL MANAGEMENT & ENTREPRENEURSHIP

Unit - I

Importance of Personnel Management – Staff recruitment and selection
Advertisement – Interviewing – appointment – training and development.

Unit -II

Job analysis, Job description – purpose and procedure – job description of various categories of Hotel staff – duty roaster – supervision – performance evaluation techniques and methods – Job Specification.

Unit-III

Motivation – Herzberg's two-factor theory, Abraham H.Maslow's Need Hierarchy theory, Job enrichment & job enlargement – meaning, importance of discipline, disciplinary action like charge-sheet and suspension.

Unit-IV

Entrepreneurship – definition, characteristics and qualities of entrepreneur - entrepreneurial development training, support of institutions like NIESBUD-Delhi, SIET-Hyderabad, ITCOT, SIPCOT, SISI ---Tamil Nadu.

Unit-V

Project – idea processing and selection – identification and classification, project life cycle – Project formulation. Plant layout in view of hotel industry, steps for starting small hotel – problems in starting a hotel – ways to rectify them.

REFERENCE BOOKS

1. Personnel Management in Hotel and Catering - Kumar H.L.
2. Personnel Management – C.B. Mamoria.
3. Dynamics of Entrepreneurial Development and Management – Vasanth Desai.
4. Entrepreneurial Development – C.B. Gupta and N.P. Srinivasan.
5. Hotel Management Made Easy – S.M. Rajaram (Anand Publications Tiruchirappalli – 5)