

SARDAR PATEL UNIVERSITY
Programme: BBA (Hospitality Management)
Semester: III
Syllabus with effect from: June-2012

Paper Code: UM03CBBH05	Total Credit:3
Title Of Paper: Organisational Behaviour for Services Sector	

Unit	Description in detail	Weighting (%)
I	Introduction to Organizational Behavior Meaning and Definition Key elements of OB Scope of OB, Need for studying OB Contributing disciplines to OB	25 %
II	Personality Concept and determinants of Personality Types of Personality Theories of Personality <ul style="list-style-type: none"> ○ Type Theory ○ Trait Theory ○ The Big 5 Model How Personality Develops? How Personality influences OB?	25 %
III	Perception and Learning (A) Perception What is Perception? Perceptual Process Factors Affecting Perception (B) Learning Meaning and Definition Determinants of learning Learning Theories <ul style="list-style-type: none"> ○ Classical Conditioning ○ Operant Learning ○ Cognitive Theory 	25 %
IV	The Group and Group Dynamics Definition and Characteristics Why do people form and join Groups? Types of Groups Stages of Group Development Group Behaviour <ul style="list-style-type: none"> ○ Group Norms ○ Group Cohesion ○ Group Role 	25 %

Unit: V Organisational Behaviour in Action

A comparative study of formal and informal group from various types of groups studied. (One group each from formal and informal groups). Practices of Organisational behaviour through caselets, films, library works, etc. Journal on the same shall be maintained by the students



Evaluation : Internal : 25 Marks

Journal shall be evaluated by the concerned teacher.

Basic Text & Reference Books:

- S S Khanka : Organisational Behaviour, S. Chand
- L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi.
- K Aswathappa: Organisational Behaviour, Himalaya Publishing House, Mumbai.
- Keith Davis & John W. Newstrom: Organisational Behaviour, Tata McGraw Hill, Delhi.
- Fred Luthans: Organisational Behaviour, McGraw Hill International Edition, Singapore
- Stephen Robbins : Organisational Behaviour,

