

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Hospitality Management)**  
**Semester: II**  
**Syllabus with Effect from: December 2015**

<b>Paper Code:</b> UM02CBBH07	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> Organisational Behavior for Services Sector	

Unit	Description in detail	Weightage (%)
1	<b>Introduction to Organizational Behavior:</b> Meaning and Definition; Key elements of OB Scope of OB, Need for studying OB Contributing disciplines to OB	25%
2	<b>Personality:</b> Concept and determinants of Personality; Types of Personality; Theories of Personality- Type Theory. Trait Theory The Big 5 Model How Personality Develops? How Personality influences OB?	25%
3	<b>Perception and Learning:</b> <b>(A) Perception</b> What is Perception? Perceptual Process Factors Affecting Perception <b>(B) Learning</b> Meaning and Definition Determinants of learning Learning Theories <ul style="list-style-type: none"> <li>• Classical Conditioning</li> <li>• Operant Learning</li> <li>• o Cognitive Theory</li> </ul>	25%
4	<b>The Group and Group Dynamics:</b> 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"> <li>• Group Norms</li> <li>• Group Cohesion</li> <li>• o Group Role</li> </ul>	25%

**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

