



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2021-2022

BBA (HONS') (Hospitality Management) (3 Years)
(Under Choice Based Credit System Based on UGC Guidelines)
Semester - II

Course Code	UM02DBBH71	Title of the Course	Organizational Behaviour for Services Sector
Total Credits of the Course	3	Hours per Week	3

Course Objectives:	The objective of this course is to give knowledge Organizations are made of people, by the people and for the people. Therefore, organizational effectiveness depends on the behaviours and performance of the people constituting organizations. That is why "Organisational Behaviour" has become a subject of much interest and concern. Every individual is unique and his / her behavior is highly unpredictable and complex. Nonetheless, knowing why people behave as they behave at work, sharpens the mind, increases vision, and offers an array of tools and techniques to choose from when faced with the problem of resolving a difficult situation. Moreover, how others resolved the problem serves as a doubling guidance and help.
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to Organizational Behavior <ul style="list-style-type: none">• Meaning and Definition;Key elements of OB• Scope of OBNeed for studying OB• Contributing disciplines to OB	25%
2.	Personality <ul style="list-style-type: none">• 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.	Perception and Learning (A) Perception <ul style="list-style-type: none">• What is Perception?• Perceptual Process• Factors Affecting Perception (B) Learning• Meaning and Definition• Determinants of learning	25%



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	• Learning Theories o Classical Conditioning o Operant Learning o Cognitive Theory	
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4.	Organizational practices in hospitality industry Definition of individual behaviour Types of behaviour Framework by individual behaviour by hospitality Characteristics of hotel industry(intangible, separable, perishable, guest satisfaction)	25%
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Teaching-Learning Methodology	Theory lecture	
Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	After completion of the course the learner will be able to understand the different practices occurring in organization

Suggested References:	
Sr. No.	References
1.	S S Khanka : Organisational Behaviour, S. Chand L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi
2.	K Aswathappa: Organisational Behaviour, Himalaya Publishing House, Mumbai Keith Davis & John W. Newstrom: Organisational Behaviour, Tata McGraw Hill, Delhi.
3.	Fred Luthans: Organisational Behaviour, McGraw Hill International Edition,



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	Singapore Stephen Robbins : Organisational Behaviour
On-line resources to be used if available as reference material	
www.iedunote.com	
