

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism and Travel Management)
Semester: II
Syllabus with Effect from: December 2015

Paper Code: UM02CBBT07	Total Credits: 3
Title Of Paper: Organisational Behavior for Services Sector	

Unit	Description in detail	Weightage (%)
1	Introduction to Organizational Behavior Meaning and Definition; Key elements of OB Scope of OB, Need for studying OB Contributing disciplines to OB	25%
2	Personality 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 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%
4	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%

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

