

SARDAR PATEL UNIVERSITY
PROGRAMME: BBA (HONS') (Tourism & Travel Management) (3 Years)
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: November -2019

Semester: II

Paper Code: UM02DBBT51	Total
Title Of Paper: Organizational Behaviour for Services Sector	Credits: 3
<p>Objective : 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.</p>	

Unit No.	Description in Detail	Weightage
1	<p>Introduction to Organizational Behavior</p> <ul style="list-style-type: none"> • Meaning and Definition; Key elements of OB • Scope of OB, Need for studying OB • Contributing disciplines to OB 	25%
2	<p>Personality</p> <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	<p>Perception and Learning</p> <p>(A) Perception</p> <ul style="list-style-type: none"> • What is Perception? • Perceptual Process • Factors Affecting Perception <p>(B) Learning</p> <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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%
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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