

## SEMESTER 2

### TR020204 ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT PROCESS

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

#### **Objectives:**

1. To provide basic knowledge about the concepts of Organizational Behaviour
2. To develop the skills & traits needed for hospitality managers

#### **Module 1**

Introduction to Organizational Behavior–Meaning, definition, fundamental concepts -features ,scope, characteristics - Interdisciplinary nature of OB, benefits & Role of organizational behavior -challenges & opportunities of organizational behaviour in tourism industry.

#### **Module 2**

Organizational Development and Change – Meaning & definition-characteristics-Benefits of organizational development-Organizational change –meaning-forces for changes & types of change

#### **Module 3**

Personality ,Attitudes & Values – Meaning & definition, determinants of personality, Personality & human behavior , Psycho analytical social theory, Trait theories of personality-Attitude – meaning –Factors influencing attitude -nature and dimensions - Values - Importance, sources & types.

#### **Module 4**

Perception – Definition & meaning, Process, Managerial implications of perception; Learning - classical, operant and social cognitive dissonance approaches

#### **Module 5**

Stress & Stress management –Concept of Stress- sources, Effects of stress on humans, management of stress influence on personality, managing stress - Emotions and Emotional intelligence -TQM-definition, principles, need & importance of TQM in tourism industry

#### **References:**

1. Karam Pal, OB & Management process, I.K International, New Delhi.
2. Mirza S Saiyadain, Human resource management,
3. Sampad Kumar Swain, HRM for Tourism, Abhijeet Publications, NewDelhi.
4. Lee Ross, HRM in Tourism and Hospitality, Cengage Publications.
5. Percy K Singh, HRM in Hotel and Tourism Industry – Existing Trends and Practices
6. Aswathappa K, Organisational behaviour , Himalaya Publishing
7. Mohinder Chand, Travel Agency management – An introductory text, Anmol Publishers.
8. Organisational behaviour 9<sup>th</sup> Edition Stephen Robbins