

MTA 14 ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT PROCESS

Objectives

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

UNIT – 1

Organizational Behavior –Meaning, definition, features, Interdisciplinary nature of OB, Benefits of OB, levels & stages of employee & group behavior, challenges & opportunities of organizational behavior in tourism industry, leading management thinkers

UNIT – 2

Personality – meaning & definition, Determinants of personality, Personality & human behavior of tourism professionals, psycho analytical social learning, job fit, trait theories of personality. Emotions and Emotional Intelligence as a managerial tool

Unit - 3

Perception – definition & meaning, Process, Selection, Organization Errors, Managerial implications of perception. Learning - classical, operant and social cognitive dissonance approaches. Implications of learning & values on managerial performance

Unit - 4

Attitude – meaning, forms and factors influencing attitude, attitude & productivity of tourism employees, relationship, consistency, work attitudes, values - importance, sources, types, ethics and types of management ethics.

Unit - 5

Stress - Nature, sources, causes, Effects, influence on personality, managing stress- Concept of Conflict, meaning and definition, Conflict Management, steps, levels and strategies for managing conflict. Features, objectives & process of organizational development, 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.