



BBA HONS HOSPITALITY MANAGEMENT
(Under Choice Based Credit System Based on UGC Guidelines)
BBA Hospitality Management Semester- III

Course Code	UM03IDBBH01	Title of the Course	Organizational Behavior for Services Sector
Total Credits of the Course	4	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none">1. To learn the basic concepts of Organizational Behaviour and its applications in contemporary organizations.2. To appreciate the theories and models of organizations in the workplace.3. To creatively and innovatively involve in solving organizational challenges.4. To learn and appreciate different cultures and diversity in the workplace.
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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 OB• Need 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• How Personality Develops• How Personality influences OB?	25%
3.	Perception <ul style="list-style-type: none">• What is Perception?• Perception differs from Sensation• Perceptual Process• Factors Affecting Perception	25%
4.	Learning <ul style="list-style-type: none">• Meaning and Definition• Determinants of learning• Learning Theories: Classical Conditioning, Operant Learning, Cognitive Theory• Learning and behavior	25%



Teaching-Learning Methodology	Theory lecture, Power Point Presentation, Guest Lectures	
Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	25%
2.	Internal Continuous Assessment in the form of Viva-voce, Quizzes, Seminars, Assignments, Attendance (As perCBCSR.6.8.3)	25%
3.	University Examination	50%

Course Outcomes	
1.	To understand the different practices occurring in organization
2.	To develop creative and innovative ideas that could positively shape the organizations.
3.	To accept and embrace in working with different people from different cultural and diverse background in the workplace.

Suggested References:	
Sr.No.	References
1.	SS Khanka: Organizational Behaviour, S. Chand LM Prasad: Organizational 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: Organizational Behaviour, McGraw Hill International Edition,
4.	Singapore Stephen Robbins: Organizational Behaviour

On-line resources: to be used if available as reference material
On-line Resources
www.iedunote.com