



MANGALORE UNIVERSITY
Department of Business Administration
MBA (TOURISM & TRAVEL MANAGEMENT)

TMS-456: **ORGANIZATIONAL BEHAVIOR**

Credits: 3

Learning Objective

- To familiarize the students with the behavioral patterns of human beings at individual and group levels in the context of an organization, which in turn is influenced by the environment. This is aimed at enhancing the ability of the students in the knowledge, prediction & control of human behavior in an organization.

Learning Outcome

- Prepare the students to understand the complexities of a tourism organization and the behavioral differences of people. Accordingly they should be able to take decision.

Pedagogy: Lectures, assignments, role play, discussions, seminars.

UNIT I Organizational Behaviour - Nature – Importance and features of OB –Benefits of OB-OB Model – Approaches to the study of OB — The emerging Challenges and opportunities of OB in tourism industry. International Organization Behavior - Growth of international business – Trends in international business – Cultural differences and Similarities

UNIT II Individual Behaviour - Personality – Meaning – Determinants – Traits – Theories of Personality –Perception & Attribution – Meaning & Definition – Factors influencing perception – Perceptual Process .Learning – Meaning – Theories– Process of Learning. Leadership – Meaning – Importance – Types - Styles – Theories of Leadership & OB.

UNIT III Group Process - Group Dynamics – Types of Group – Importance of Group – Group behaviour – Group norms – Cohesiveness – Group Decision making – Group development Stages. Conflict - Meaning - Types – Sources - Conflict Management Techniques. Organization Development – Goals – Conditions for the success – OD interventions – Development of internal OD facilitators.

UNIT IV The Organisation - Change & its affect – Managing Change - Organisation Development – Goals – Conditions for the success – OD interventions – Development of internal OD facilitators. International Organization Behaviour- Growth of international business – Trends in international business – Cultural differences and Similarities – Individual behaviour in global perspective.

UNIT V International Organisational Behaviour – Growth of international business; Trends in international business; Cultural differences and similarities; Individual behavior in global perspectives; Interpersonal behavior in an international context; organizational characteristics in international context.

References:

1. Luthans Fred – Organisational Behaviour – McGraw Hill Publications
2. Arnold Hugh J & Feldman Daniel C – Organisational Behaviour - McGraw Hill Publications
3. Robbin Stephen P – Organisational Behaviour – Prentice Hall of India
4. Newstorms John W & Davis Keith – Organisational Behaviour – Human Behaviour at Work – TATA McGraw

5. Kelly Joe – Organisational Behaviour – Surjert Publications
6. Rao V S P & P S Narayan – Organisational Theory & Practices – Konark Publishers Pvt Ltd, New Delhi
7. Greenberg & Baron – Behaviour in Organisations – Prentice Hall
8. K Ashwathappa – Organisational Behaviour – Himalaya Publishing House.

