

THM-307 ORGANIZATIONAL AND CONSUMER BEHAVIOR (03 Credit hrs)

PRE-REQUISITE:

THM-304 Hospitality Operations

LEARNING OUTCOMES

On completion of the course the students will be able to:

1. Understand human behavior in the workplace
2. Analyze and approach various organizational situations
3. Know skills and analytic concepts to improve organizational relationships and effectiveness
4. Understand of worldwide organizational behavior improvement

COURSE INTRODUCTION AND OBJECTIVES:

This course deals with human behavior in organizations. Conceptual frameworks, case discussions, and skill-oriented activities are applied to course.

Module I: Introduction

- The Nature and Study of Organizations, Work in the 21st Century
- The Changing World of People and Organizations
- Research Methods in Organizational Behavior (OB)

Module II: Basic Human Processes:

- Perception and Learning, Individual Differences: Personality and Abilities

Module III: The Individual in the Organization

- Motivation, Work-Related Attitudes, Career Development and Work Stress

Module IV: Group Process

- Group Dynamics and Teamwork
- Interpersonal Communication
- Decision Making in Organizations
- Cooperation and Conflict in Organizations
- Workplace Violence and Aggression

Module V: Influencing Others

- Influence, power, and politics, leadership: its nature and Impact in organizations

Module VI: Organizational Processes

- The Work Environment, Culture and Technology
- Organizational Change and Development

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Senior, B. (2020). Organizational Change (6th ed.). Prentice Hall.
2. Solomon, M. R. (2020). Consumer Behavior: Buying, Having, and Being. Prentice Hall.
3. Schiffman, L. (2019). Consumer Behavior (12th ed.). Springer Publishing.
4. Anderson, D. L. (2019). Organizational Development. SAGE Publications.