

## Tamkang University Academic Year 107, 1st Semester Course Syllabus

Course Title	ORGANIZATIONAL BEHAVIOR FOR HOSPITALITY AND TOURISM	Instructor	
Course Class	TQTXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	<ul style="list-style-type: none"> <li>◆ Selective</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
D e p a r t m e n t a l   A i m   o f   E d u c a t i o n			
To develop talented managers with international competitive advantage in the tourism industry.			
D e p a r t m e n t a l   c o r e   c o m p e t e n c e s			
<ul style="list-style-type: none"> <li>A. Ability to analyze and solve problems.</li> <li>B. Ability to communicate in English.</li> <li>C. Proper service and work attitude.</li> <li>D. Tourism management knowledge.</li> <li>E. Tourism management skills.</li> </ul>			
Course Introduction	<p>Organizational behavior for the hospitality industry is the course to focus the employees' general organizational behavior in the hospitality industry, delving into the concepts that are relevant to the students who plan to enter the hospitality industry. This course is organized into three major sections: organizational behavioral essentials, the individual and the organization, and key management tasks.</p>		

**The Relevance among Teaching Objectives, Objective Levels and Departmental core competences**

I.Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,  
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,  
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,  
A4-Organizing, A5-Charaterizing, A6-Implementing

II.The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3,C5,and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A,AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	Hospitality organizations today must achieve excellence in human relations, and that success starts with quality organizational behavior. Thus, the students are expected to be familiar with the fundamental concepts of organizational behavior and develop the appropriate attitude in practice.	C3	ABCDE
2	Hospitality organizations today must achieve excellence in human relations, and that success starts with quality organizational behavior. Thus, the students are expected to be familiar with the fundamental concepts of organizational behavior and develop the appropriate attitude in practice.	P3	ABCDE
3	Hospitality organizations today must achieve excellence in human relations, and that success starts with quality organizational behavior. Thus, the students are expected to be familiar with the fundamental concepts of organizational behavior and develop the appropriate attitude in practice.	A4	ABCDE

**Teaching Objectives, Teaching Methods and Assessment**

No.	Teaching Objectives	Teaching Methods	Assessment

1	<p>Hospitality organizations today must achieve excellence in human relations, and that success starts with quality organizational behavior. Thus, the students are expected to be familiar with the fundamental concepts of organizational behavior and develop the appropriate attitude in practice.</p>	<p>Lecture, Discussion, Problem solving</p>	<p>Written test, Report, Participation</p>
2	<p>Hospitality organizations today must achieve excellence in human relations, and that success starts with quality organizational behavior. Thus, the students are expected to be familiar with the fundamental concepts of organizational behavior and develop the appropriate attitude in practice.</p>	<p>Lecture, Discussion, Problem solving</p>	<p>Written test, Report, Participation</p>
3	<p>Hospitality organizations today must achieve excellence in human relations, and that success starts with quality organizational behavior. Thus, the students are expected to be familiar with the fundamental concepts of organizational behavior and develop the appropriate attitude in practice.</p>	<p>Lecture, Discussion, Problem solving</p>	<p>Written test, Report, Participation</p>

This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◆ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◇ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◆ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◆ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◇ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◆ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◆ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

#### Course Schedule

Week	Date	Subject/Topics	Note
1	107/09/10~ 107/09/16	Introduction to organizational behavior	
2	107/09/17~ 107/09/23	The specific organizational characteristics of the hospitality industry	
3	107/09/24~ 107/09/30	Theories of the organization	
4	107/10/01~ 107/10/07	Motivation I: expectancy, needs & values	
5	107/10/08~ 107/10/14	Motivation II: goal-setting	
6	107/10/15~ 107/10/21	Case studies	
7	107/10/22~ 107/10/28	Employees well-beings	
8	107/10/29~ 107/11/04	The possible antecedents of certain organizational behavior	
9	107/11/05~ 107/11/11	Review	
10	107/11/12~ 107/11/18	Midterm Exam Week	
11	107/11/19~ 107/11/25	Motivation III: rewards & punishment	
12	107/11/26~ 107/12/02	Motivation IV: job-design	

13	107/12/03 ~ 107/12/09	Individual differences I: personality assessment	
14	107/12/10 ~ 107/12/16	Case studies	
15	107/12/17 ~ 107/12/23	-Individual differences II: selection & hiring	
16	107/12/24 ~ 107/12/30	Group presentation	
17	107/12/31 ~ 108/01/06	Group presentation	
18	108/01/07 ~ 108/01/13	Final Exam Week	
Requirement	No food and drink during the course hours. Cell phone can only be used with permission.		
Teaching Facility	Computer, Projector		
Textbook(s)			
Reference(s)	Berger, F., Brownell, j. (2008). Organizational Behavior for the Hospitality Industry. Pearson. Kusluvan, S. (2003). Managing Employee Attitudes and Behaviors in the Tourism and Hospitality Industry. Nova Publishers.		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 20.0 %    ◆ Mark of Usual : 20.0 %    ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other &lt;group presentation&gt; : 20.0 %</p>		
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> .</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>		