

## Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	ORGANIZATIONAL BEHAVIOR FOR HOSPITALITY AND TOURISM	Instructor	CHEN, SHU-CHUAN
Course Class	TQTXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
<b>Departmental Aim of Education</b>			
To develop talented managers with international competitive advantage in the tourism industry.			
<b>Subject Departmental core competences</b>			
<ul style="list-style-type: none"> <li>A. Ability to analyze and solve problems.(ratio:10.00)</li> <li>B. Ability to communicate in English.(ratio:30.00)</li> <li>C. Proper service and work attitude.(ratio:10.00)</li> <li>D. Tourism management knowledge.(ratio:20.00)</li> <li>E. Tourism management skills.(ratio:30.00)</li> </ul>			
<b>Subject Schoolwide essential virtues</b>			
<ul style="list-style-type: none"> <li>1. A global perspective. (ratio:10.00)</li> <li>3. A vision for the future. (ratio:10.00)</li> <li>4. Moral integrity. (ratio:30.00)</li> <li>5. Independent thinking. (ratio:30.00)</li> <li>7. A spirit of teamwork and dedication. (ratio:20.00)</li> </ul>			
<b>Course Introduction</b>	<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 correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
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.	Cognitive
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.	Psychomotor
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.	Affective

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	145	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
2	BC	457	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
3	ABC	345	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule			
Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	Introduction to organizational behavior	
2	108/09/16 ~ 108/09/22	The specific organizational characteristics of the hospitality industry	
3	108/09/23 ~ 108/09/29	Theories of the organization	
4	108/09/30 ~ 108/10/06	Motivation I: expectancy, needs & values	
5	108/10/07 ~ 108/10/13	Motivation II: goal-setting	
6	108/10/14 ~ 108/10/20	Case studies	
7	108/10/21 ~ 108/10/27	Employees well-beings	
8	108/10/28 ~ 108/11/03	The possible antecedents of certain organizational behavior	
9	108/11/04 ~ 108/11/10	Review	
10	108/11/11 ~ 108/11/17	Midterm Exam Week	
11	108/11/18 ~ 108/11/24	Motivation III: rewards & punishment	
12	108/11/25 ~ 108/12/01	Motivation IV: job-design	
13	108/12/02 ~ 108/12/08	Individual differences I: personality assessment	
14	108/12/09 ~ 108/12/15	Case studies	
15	108/12/16 ~ 108/12/22	-Individual differences II: selection & hiring	
16	108/12/23 ~ 108/12/29	Group presentation	
17	108/12/30 ~ 109/01/05	Group presentation	
18	109/01/06 ~ 109/01/12	Final Exam Week (Date:109/1/3-109/1/9)	
Requirement	No food and drink during the course hours. Cell phone can only be used with permission.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials			

References	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	<ul style="list-style-type: none"> <li>◆ Attendance : 20.0 %</li> <li>◆ Mark of Usual : 20.0 %</li> <li>◆ Midterm Exam : 20.0 %</li> <li>◆ Final Exam : 20.0 %</li> <li>◆ Other &lt;group presentation&gt; : 20.0 %</li> </ul>
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>