

Tamkang University Academic Year 109, 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"> ◆ General Course ◆ Selective ◆ One Semester
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.			
S u b j e c t 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"> A. Ability to analyze and solve problems.(ratio:10.00) B. Ability to communicate in English.(ratio:30.00) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:30.00) 			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:30.00) 5. Independent thinking. (ratio:30.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 			
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 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.	Psychomotor
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.	Affective
3	Students are familiar with the organizational behavior related concepts and theories. They also may apply the knowledge to the practice through the classroom learning activities.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	13457	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
2	ABCDE	13457	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
3	ABCDE	13457	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule			
Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Introduction to organizational behavior	
2	109/09/21 ~ 109/09/27	The specific organizational characteristics of the hospitality industry	
3	109/09/28 ~ 109/10/04	Theories of the organization	
4	109/10/05 ~ 109/10/11	Motivation I: expectancy, needs & values	
5	109/10/12 ~ 109/10/18	Motivation II: goal-setting	
6	109/10/19 ~ 109/10/25	Case studies	
7	109/10/26 ~ 109/11/01	Employees well-beings	
8	109/11/02 ~ 109/11/08	The possible antecedents of certain organizational behavior	
9	109/11/09 ~ 109/11/15	Review	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Motivation III: rewards & punishment	
12	109/11/30 ~ 109/12/06	Motivation IV: job-design	
13	109/12/07 ~ 109/12/13	Individual differences I: personality assessment	
14	109/12/14 ~ 109/12/20	Case studies	
15	109/12/21 ~ 109/12/27	-Individual differences II: selection & hiring	
16	109/12/28 ~ 110/01/03	Group presentation	
17	110/01/04 ~ 110/01/10	Group presentation	
18	110/01/11 ~ 110/01/17	Final Exam Week	
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	Lashley, C., Lee-Ross, D. (2003). Organizational Behaviour for Leisure Services. Butterworth-Heinemann, Burlington, MA.		

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"> ◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other <group presentation> : 20.0 %
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>