

## Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	ORGANIZATIONAL BEHAVIOR FOR HOSPITALITY AND TOURISM	Instructor	CHEN, SHU-CHUAN
Course Class	TRBXB4P 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>
Relevance to SDGs	SDG5 Gender equality SDG8 Decent work and economic growth SDG10 Reducing inequalities SDG16 Peace, justice and strong institutions		
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.			
Subject Departmental core competences			
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)			
Subject Schoolwide essential virtues			
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	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.
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**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	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.	Affective

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	110/09/22 ~ 110/09/28	Introduction to organizational behavior	
2	110/09/29 ~ 110/10/05	The specific organizational characteristics of the hospitality industry	
3	110/10/06 ~ 110/10/12	Organizational structures	
4	110/10/13 ~ 110/10/19	Leadership and management	
5	110/10/20 ~ 110/10/26	Leadership and management	in-class activity
6	110/10/27 ~ 110/11/02	Organizational politics	
7	110/11/03 ~ 110/11/09	Group presentation 1	
8	110/11/10 ~ 110/11/16	Group presentation 1	
9	110/11/17 ~ 110/11/23	Midterm Exam Week	
10	110/11/24 ~ 110/11/30	TAM & TPB	
11	110/12/01 ~ 110/12/07	Attitudes, behavior and motivation	
12	110/12/08 ~ 110/12/14	Attitudes, behavior and motivation	
13	110/12/15 ~ 110/12/21	Personality, perceptions and learning	in-class activity
14	110/12/22 ~ 110/12/28	Personality, perceptions and learning	
15	110/12/29 ~ 111/01/04	Organizational citizenship behavior	

16	111/01/05 ~ 111/01/11	Group presentation	
17	111/01/12 ~ 111/01/18	Group presentation	
18	111/01/19 ~ 111/01/25	Supplementary	
Requirement	<p>1. The formal roll call will start from the first week. Whether you are on the enrolled list, you have to attend the first week of classes for the introduction, if you are interested in taking this course.</p> <p>2. No food and drink during the course hours. Cell phone can only be used with permission.</p> <p>2. Attendance is extremely important. If you incur unexcused absences up to 16 hours, you will not be allowed to take exams for this course (扣考)。</p> <p>3. Students are required to devote the best effort to finish with all assignments, in-class activities and group projects.</p>		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Lashley, C., Lee-Ross, D. (2003). Organizational Behaviour for Leisure Services. Butterworth-Heinemann, Burlington, MA.		
References	<p>Berger, F., Brownell, j. (2008). Organizational Behavior for the Hospitality Industry. Pearson.</p> <p>Kusluvan, S. (2003). Managing Employee Attitudes and Behaviors in the Tourism and Hospitality Industry. Nova Publishers.</p>		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 15.0 %    ◆ Mark of Usual : 20.0 %    ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : %</p> <p>◆ Other (group presentation) : 40.0 %</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>		