

Tamkang University Academic Year 114, 2nd 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	◆ General Course ◆ Selective ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education SDG5 Gender equality SDG9 Industry, Innovation, and Infrastructure		
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) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:25.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

Course Introduction	Please be aware that this course features independent learning modules where students are required to conduct off-campus activities in groups. These activities include company profiles of focal industries and exemplary learning through interviews with mid-to-senior level managers. Through systematic field observations, data collection, theoretical analysis, and the formulation of problem-solving proposals, students will transition from 'learning by doing' to 'thinking by doing' and ultimately 'achieving by doing' through independent study.
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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.	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	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
2	ABCDE	12345678	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
3	ABCDE	12345678	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	115/02/23 ~ 115/03/01	Orientation_Introduction to organizational behavior	
2	115/03/02 ~ 115/03/08	The specific organizational characteristics of the hospitality industry	Grouping
3	115/03/09 ~ 115/03/15	Theories of the organization	
4	115/03/16 ~ 115/03/22	Motivation I: expectancy, needs & values	
5	115/03/23 ~ 115/03/29	Motivation II: goal-setting	/ off campus activity, if applicable
6	115/03/30 ~ 115/04/05	Case studies	/ off campus activity, if applicable
7	115/04/06 ~ 115/04/12	Teaching Administration Observation- no lecture	
8	115/04/13 ~ 115/04/19	Guest speech / Group presentation -1	
9	115/04/20 ~ 115/04/26	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)	
10	115/04/27 ~ 115/05/03	The possible antecedents of certain organizational behavior	
11	115/05/04 ~ 115/05/10	Motivation III: rewards & punishment	/ off campus activity, if applicable
12	115/05/11 ~ 115/05/17	Field trip, if applicable	/ off campus activity, if applicable
13	115/05/18 ~ 115/05/24	Group presentation - 2	

14	115/05/25 ~ 115/05/31	Group presentation -2	
15	115/06/01 ~ 115/06/07		
16	115/06/08 ~ 115/06/14		
17	115/06/15 ~ 115/06/21		
18	115/06/22 ~ 115/06/28		
Key capabilities			
Interdisciplinary			
Distinctive teaching			
Course Content		Gender Equality Education Logical Thinking Environmental Safety	
Requirement		No food and drink during the course hours. Cell phone can only be used with permission.	
Textbooks and Teaching Materials		Self-made teaching materials:Presentations Using teaching materials from other writers:Textbooks Name of 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.	
Grading Policy		◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other 〈group presentation〉 : 20.0 %	
Note		This syllabus may be uploaded at the website of Course Syllabus Management System at https://web2.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 . ※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.	