

**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Organisational Behaviour and Tourism Entrepreneurship  
(MTTM-204)

**Semester:** 2<sup>nd</sup>

**Objectives:** To understand organisational dynamics, leadership styles, and team management. Develop entrepreneurial skills, innovate tourism solutions, and implement sustainable business practices.

<b>Block-1</b> <b>Exploring the Dynamics of Organizational Behavior</b>	
<b>Unit-1</b>	The Study of Organisational Behaviour
<b>Unit-2</b>	Personality And Perception
<b>Unit-3</b>	Learning and Attitude
<b>Unit-4</b>	Motivation
<b>Block-2</b> <b>Navigating the Dynamics of Leadership and Organizational Transformation</b>	
<b>Unit-5</b>	Leadership and Communication
<b>Unit-6</b>	Organisation structure – Formation – Groups in organisations – Influence – Group dynamics Interpersonal Communication
<b>Unit-7</b>	Team building – Interpersonal relations – Group decision-making techniques.
<b>Unit-8</b>	Meaning of conflict and its types, Conflict Redressal process
<b>Unit-9</b>	Organisational culture and climate – Factors affecting organisational climate – Importance. Organisational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. D
<b>Block-3</b> <b>Basic Concepts of Entrepreneurship Development</b>	
<b>Unit-10</b>	Entrepreneurship Development for Tourism Industry – Need, Significance and Scope
<b>Unit-11</b>	Entrepreneurial Attributes, Entrepreneurial Types and Entrepreneurship Functions
<b>Unit-12</b>	Theories of Entrepreneurship and Institutional Role in the Entrepreneurship Development
<b>Unit-13</b>	Entrepreneurial Behaviours and Entrepreneurial Motivation; Innovation and Entrepreneurship

<p style="text-align: center;"><b>Block-4</b> <b>Development of Tourism Entrepreneurship</b></p>	
<b>Unit-14</b>	Establishing Entrepreneur System: Search for Business Idea; Sources of Ideas, Idea Processing and Preparation of Business Plan
<b>Unit-15</b>	Input Requirements – Money, Men, Machine, Material, Space and Time Frame
<b>Unit-16</b>	Project Feasibility Research
<b>Unit-17</b>	Opportunities and Environment for Development of Tourism Entrepreneurship in India.

### **Suggested Readings:**

- Colquitt, J. A., LePine, J. A., & Wesson, M. J. (2021). Organisational Behavior: Improving Performance and Commitment in the Workplace (6th ed.). McGraw-Hill Education.
- Robbins, S. P., & Judge, T. A. (2018). Organisational Behavior (18th ed.). Pearson.
- McShane, S. L., & Von Glinow, M. A. (2018). Organisational Behavior: Emerging Knowledge, Global Reality (8th ed.). McGraw-Hill Education.
- Aswathappa, K. (2018). Organisational Behavior. Himalaya Publishing House.
- Gupta, C. B. (2019). A Textbook of Organisational Behaviour. S. Chand Publishing.
- Pardeshi, P. C. (2017). Organisational Behaviour and Principles & Practice of Management. Nirali Prakashan.
- Hall, C. M., & Williams, A. M. (2008). Tourism and Innovation. Routledge.
- Thomas, R., Shaw, G., & Page, S. J. (2011). Understanding Small Firms in Tourism: A Perspective on Research Trends and Challenges. Tourism Management.
- Ateljevic, J., & Page, S. J. (Eds.). (2009). Tourism and Entrepreneurship: International Perspectives. Butterworth-Heinemann.