

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

Course Name and Code: Organisational Behaviour and Tourism Entrepreneurship
(MTTM-09)

Semester: 2nd

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

Block-1	
Exploring the Dynamics of Organisational Behaviour	
Unit-1	The Study of Organisational Behaviour
Unit-2	Personality And Perception
Unit-3	Learning and Attitude
Unit-4	Motivation
Block-2	
Navigating the Dynamics of Leadership and Organisational Transformation	
Unit-5	Leadership and Communication
Unit-6	Organisation structure - Formation - Groups in organisations - Influence - Group dynamics Interpersonal Communication
Unit-7	Team building - Interpersonal relations - Group decision-making techniques.
Unit-8	Meaning of conflict and its types, Conflict Redressal Process
Unit-9	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
Block-3	
Basic Concepts of Entrepreneurship Development	
Unit-10	Entrepreneurship Development for Tourism Industry - Need, Significance and Scope
Unit-11	Entrepreneurial Attributes, Entrepreneurial Types and Entrepreneurship Functions
Unit-12	Theories of Entrepreneurship and Institutional Role in Entrepreneurship Development
Unit-13	Entrepreneurial Behaviours and Entrepreneurial Motivation; Innovation and Entrepreneurship

Block-4 Development of Tourism Entrepreneurship	
Unit-14	Establishing Entrepreneur System: Search for Business Idea; Sources of Ideas, Idea Processing and Preparation of Business Plan
Unit-15	Input Requirements – Money, Men, Machine, Material, Space and Time Frame
Unit-16	Project Feasibility Research
Unit-17	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.