

## Course Syllabus

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| 1. <b>Program of Study</b><br><b>Faculty/Institute/College</b> | B.B.A. (Tourism and Hospitality Management)<br>Mahidol University International College |
| 2. <b>Course Code</b><br><b>Course Title</b>                   | ICTM 312<br>Human Resource Management for Travel Industry                               |
| 3. <b>Number of Credits</b>                                    | 4 (4-0-8) (Lecture-Lab-Self-study)  |
| 4. <b>Prerequisite (s)</b>                                     | ICTM 212  |
| 5. <b>Type of Course</b>                                       | Required Course   |
| 6. <b>Session</b>  | Trimester 1, 2, 3 / Every academic year   |
| 7. <b>Conditions</b>   | Maximum number of students is 30  |

### 8. Course Description

An overview and survey of human resources management and personnel administration in the tourism industry; selection, staffing, labor relations, training and development of human resources and remuneration management in the tourism Industry.

### 9. Course Objective (s)

After successful completion of this course, students will be able to:

- 9.1 Discuss and analyze the alignment of human resources strategy to the business strategies.
- 9.2 Understand the recruitment and selection methodologies and its strategies setting.
- 9.3 Understand and apply the effectiveness of job analysis techniques as well as discuss competencies building as a keystone of human resource functions.
- 9.4 Discuss and apply training system model and a concept of learning organization.
- 9.5 Recognize and understand importance of performance management system and its process.
- 9.6 Understand the compensation model / reward management and discuss the importance of its strategy.
- 9.6 Understand and analyze the various motivational theories that affect the people productivity.
- 9.7 Recognize the importance of human resource ethics and its impact to the organizational success.
- 9.8 Examine the labor relations issue, its management and the methodology in setting a union-free strategies and tactics.

## 10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	<p><b>Human Resources Management</b></p> <ul style="list-style-type: none"> <li>• Overall framework, Human Resource's function in different sizes</li> <li>• Restructuring trend of Human Resource's role</li> <li>• Human Resource's responsibility</li> </ul> <p><b>Competitive Advantage</b></p> <ul style="list-style-type: none"> <li>• How can firm succeed through people</li> <li>• Its core competencies</li> </ul> <p><b>Competitive Challenges and Human Resources Management</b></p> <ul style="list-style-type: none"> <li>• Principles and its managing</li> <li>• Competencies needed for human resources to achieve business goal</li> </ul>	4	0	8	Tevabanchachai, N.
2	<p><b>Meeting Human Resources Requirements</b></p> <ul style="list-style-type: none"> <li>• Human Resource planning principles</li> <li>• Understanding principles, process and production of job analysis and to the end job description and job specification</li> <li>• Job description and job specification in relation to recruitment and selection</li> </ul>	4	0	8	
3	<p><b>Meeting Human Resources requirements</b></p> <ul style="list-style-type: none"> <li>• Recruitment and selection strategies.</li> <li>• Pros and cons of different types of recruitment</li> <li>• Different types of employment interviews</li> <li>• Job design principles</li> </ul>	4	0	8	
4	<p><b>Strategy of training to business strategy</b></p> <ul style="list-style-type: none"> <li>• Principles of training and development definition</li> <li>• Principles and logic of system models of training</li> <li>• Training effectiveness and its benchmarking</li> <li>• Career management concept</li> </ul>	4	0	8	
5	<p><b>Mid-term Examination</b></p> <p><b>Performance Management</b></p> <ul style="list-style-type: none"> <li>• Principle and its purpose as well as benefit</li> <li>• System and process</li> <li>• 360 degree performance appraisal</li> </ul>	4	0	8	

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
6	<b>Performance management</b> <ul style="list-style-type: none"> <li>• Conducting performance appraisal</li> <li>• Benefit of conducting performance appraisal</li> <li>• Types and techniques performance appraisal</li> </ul>	4	0	8	Tevabanchachai, N.
7	<b>Performance Management (result method)</b> <ul style="list-style-type: none"> <li>• Balance scorecard and its principles</li> <li>• Process of balance scorecard</li> </ul>	4	0	8	
8	<b>Compensation / reward management</b> <ul style="list-style-type: none"> <li>• Compensation principles</li> <li>• Types of compensation and its strategies</li> </ul>	4	0	8	
9	<b>Employee motivation</b> <ul style="list-style-type: none"> <li>• Principles of motivation</li> <li>• Nine (9) Theories of motivation</li> </ul>	4	0	8	
10	<b>Ethics in human resource management</b> <ul style="list-style-type: none"> <li>• Ethics definition and its principles</li> <li>• Ethics of human resource and its impact towards organizational success</li> </ul>	4	0	8	
11	<b>Labor relation management</b> <ul style="list-style-type: none"> <li>• Union objectives and its structure</li> <li>• Why employees join union</li> <li>• Union-free strategic and tactics</li> </ul>	4	0	8	
	<b>Total</b>	<b>44</b>	<b>0</b>	<b>88</b>	
<b>Final Examination</b>					

NB. The course is subject to change without prior notice to fit the changing tourism circumstances.

### 11. Teaching Method (s)

- 11.1. Lectures
- 11.2. Discussion
- 11.3. In-class exercises
- 11.4. Practicum
- 11.5. Self-study

### 12. Teaching Media

- 12.1. LCD overhead projector
- 12.2. PowerPoint
- 12.3. Multimedia resources
- 12.4. Handouts
- 12.5. Text books

### 13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1 the ability in discussing and analyzing the alignment of human resources strategy to the business strategies.
- 13.2 the ability in understanding the recruitment and selection methodologies and its strategies setting.
- 13.3 the ability in understanding and applying the effectiveness of job analysis techniques as well as discuss competencies building as a keystone of human resource functions.
- 13.4 the ability in discussing and applying training system model and a concept of learning organization.
- 13.5 the ability in recognizing and understanding importance of performance management system and its process.
- 13.6 the ability in understanding the compensation model / reward management and discuss the importance of its strategy.
- 13.7 the ability in understanding and analyzing the various motivational theories that affect the people productivity.
- 13.8 the ability in recognizing the importance of human resource ethics and its impact to the organizational success.
- 13.9 the ability in examining the labor relations issue, its management and the methodology in setting a union-free strategies and tactics.

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Students must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. Class attendance	5%
2. Formative assessments / quiz	10%
3. Group project & presentation	15%
4. Mid term examination	30%
5. Final examination	30%
<b>Total</b>	<b>100 %</b>

### 14. Course evaluation

14.1. Students' achievement as indicated in number 13 above.

14.2. Students' satisfaction towards teaching and learning of the course using questionnaires.

### 15. Reference (s)

Noe, R., Hollenbeck, J., Gerhart, B. and Wright, P. (2006) *Human Resource Management – Gaining a competitive advantage*. (5<sup>th</sup> ed.), USA: McGraw-Hill.

Marchington, M. and Wilkinson, A. (2005) *Human Resource Management at Work, People Management and Development*. (1<sup>st</sup> ed.), UK: Chartered Institute of Personnel and Development

Noe, R. (2005) *Employee Training and Development* (3<sup>rd</sup> ed.). London: McGraw-Hill Higher Education

Bohlander, G. and Snell, S. (2004) Managing Human Resources. International student edition. 13 ed. Cincinnati, OH: South western College Publishing.

Mondy, R., Noe, R. and Premeaux, S. (2002) *Human Resources Management*. (8<sup>th</sup> ed.). New Jersey: Prentice-Hall.

Woods, R. (1997) *Managing Hospitality Human Resources*. (2<sup>nd</sup> ed.). USA: Educational Institute. American Hotel & Motel Association.

## 16. Instructor (s)

Nate-tra Tevabanchachai  
Lecturer  
Travel Industry Management Division  
Mahidol University International College

## 17. Course Coordinator

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## 18. Additional Information

### Class Policy:

- Students are required to be punctual at all times; attendance, assignments etc.
- Students are expected to be well-groomed and perform professionally according to the MUIC rules and regulations.
- Students must fulfill the minimum requirement of 80% of total class attendance. Failure to meet this requirement will not be eligible for the final examination.
- Medical certificate is required for any class absenteeism.

**Assignment of group project:**

**Assignment title:** Human Resource Management – Job Analysis Assignment

**Due date:** Week 5

**Assignment Overview:** Students will conduct a job analysis as a group of not more than 5 members. Students to arrange an appointment of any personnel within the MUIC except lecturer and to interview as per guideline and techniques learned in the class. Students will need to produce group and individual report to be submitted on due date above.

**Overall Aim:** To complement the theory provided in class with an opportunity for practical application.

**Learning Outcomes:**

- To be able to prepare steps before job analysis process.
- To be able to apply job analysis process learned in the real practice.
- To be able to understand a cycle of job analysis production through this whole exercise.

**Assignment instructions:**

1. One group will be no more than 5 persons.
2. Each group will select a person (a position) within MUIC as an interviewee.
3. Each group will arrange the interview time with the interviewee and conduct the interview.
4. The job analysis report will be produced using the format given in the class.
5. Group report has three (3) sections; please refer the details as per criteria stated next page.
6. An individual report needs to be done, please refer the details as per criteria stated next page.
7. Both reports (group and individual) MUST be submitted together on the same due date.
8. Reports format: please use Times New Roman 12 point, 2.5 cm margins all around.
9. Compile all supporting documents / interview papers in a portfolio which may be requested by the lecturer at any time during the semester or following the project submission.
10. Positions for your assignment will be assigned by lecturer.

**Task and weighting (10%):**

**Group report 70%: (Introduction, body and teamwork)**

Introduction about job analysis understanding 10%

- A paragraph or two about job analysis and its importance
- Identification of position selected including name and surname of the person

Body of the report, same format that provided in the classroom	60%
- A detail of work on job analysis of the position selected	
Teamwork	20%
- A paragraph or two of how your group assign task among the team members	
- A statement of responsibility of each member - who does what and why?	
Use required format, overall presentation of the report	10%
Total	100%

**Individual report 30% (One or two A-4 page)**

A paragraph of your knowledge, skills, ability gained through this job analysis exercise	50%
A paragraph of your experience gained about working as a group / conflict management or problem solving if there is any.	40%
Overall presentation of the report	10%
Total	100%

**Remarks:**

Please refer to the lecturer if there is any concern or any further clarification your group may need.