

COURSE TITLE	HUMAN RESOURCE IN SERVICE INDUSTRIES
COURSE CODE	04MB0230
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Analyse recruitment and selection strategies in the service industry, focusing on talent attraction, selection techniques, onboarding, and orientation to enhance engagement and retention
- 2 Demonstrate expertise in training for service excellence, including needs assessment, program design, delivery methods, and evaluation for continuous improvement.
- 3 Apply critical thinking to develop HR strategies aligning recruitment, selection, and integration with organizational goals for a service-oriented workforce.
- 4 Evaluate the impact of effective training programs on organizational performance and employee satisfaction, identifying areas for improvement and enhancing effectiveness for service excellence
- 5 Synthesize recruitment, selection, training, and development practices to innovate HR solutions, design personalized programs, and foster a culture of continuous learning for service excellence and employee engagement.

Pre-requisite of course: Basic knowledge of HR concepts such as recruitment, selection, training, performance management, and employee relations.

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Recruitment and Selection in the Service Industry Recruitment strategies for attracting talent in the service industry: Exploring effective strategies for attracting talented individuals to service-oriented organizations., Selection methods and techniques for assessing fit in service-oriented organizations: Understanding different selection methods and techniques to assess the fit of candidates in service industry roles., Designing onboarding programs to facilitate employee integration: Developing onboarding programs to help new employees integrate into the organization effectively, Orientation to organizational culture, values, and service standards: Providing orientation sessions to introduce employees to the organization's culture, values, and service standards.	15

Contents : Unit	Topics	Contact Hours
2	Training and Development for Service Excellence Needs assessment and training program design for service industry employees: Conducting needs assessments and designing training programs to enhance the skills of service industry employees., Delivery methods for effective training in customer service, soft skills, and product knowledge: Implementing various training delivery methods to improve customer service, soft skills, and product knowledge., Evaluating training effectiveness in service organizations: Assessing the effectiveness of training programs in service organizations and making necessary improvements	15
Total Hours		30

Textbook :

- 1 Human Resource Management in the Hospitality Industry, David K. Hayes and Jack D, Wiley, 2016
- 2 Service Management: Operations, Strategy, Information Technology, James A, McGraw-Hill Education, 2017

References:

- 1 Human Resource Management, Human Resource Management, IIBF, Mc Millan , 2009

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	10.00	20.00	20.00	20.00	20.00

Instructional Method:

- 1 CLASS ROOM TEACHING, POWER POINT PRESENTATION, CASE STUDY