

Course 3 – Resource Management & Brand Cultivation

Introduction

This Session focuses on management of people within companies, emphasizing on policies and systems. In the specific we will analyse the process of recruiting, selecting employees, providing proper orientation and induction, imparting proper training and developing skills.

Module 1 Human Resource Management

Module 2 Internal & External Outsourcing Strategy

Module 3 Brand Cultivation

Module 4 Policy & Procedures

Module 5 How to Handle Internal Cases

Find out More

In the hospitality & event profession human resources can progress in roles and responsibilities as they increase their knowledge, abilities, soft and hard skills.

Roles and positioning vary according to organizational structure and contest.

People, individually and in team, can be responsible for planning, coordinating, managing, implementing, measuring, reporting hospitality & events processes to achieve strategic and operational goals, to evaluate outcomes in short-medium-long terms.

Learning objectives

- Acknowledge roles, profiles & workplace responsibility;
- Understand levels: plan, coordinate, manage, direct, monitor, measure;
- Learn standing at work and train soft & hard skills;
- Design & implement CV & Identify and manage Job Descriptions;
- Differentiate recruitment criteria in Italy and UK;
- Respect code of ethics and conduct;
- Manage & motivate team > path to excellence;
- Assign tasks to specific groups or individuals based on areas of expertise
- Manage Workforce Relations
- Manage time and stress under pressure
- Work in multicultural environment (culture active tool)

Pandora

Management Solutions

Academy

Course 3 – Resource Management & Brand Cultivation

In the specific during the course

| Course | Module | Topic | Lesson |
|---|-----------------------------------|-------|---|
| Resource Management & Brand Cultivation | Human Resource Management | | Immigration Workshop |
| Resource Management & Brand Cultivation | Human Resource Management | | Interview Skills |
| Resource Management & Brand Cultivation | Human Resource Management | | Reviewing Performance for New Managers |
| Resource Management & Brand Cultivation | Human Resource Management | | Performance Reviews: Conversations and Goal Setting |
| Resource Management & Brand Cultivation | Internal & External - Outsourcing | | Role of Manager Consulting |
| Resource Management & Brand Cultivation | Internal & External - Outsourcing | | Building Rapport |
| Resource Management & Brand Cultivation | Internal & External - Outsourcing | | Buddy to Boss |
| Resource Management & Brand Cultivation | Internal & External - Outsourcing | | Train the Trainer |
| Resource Management & Brand Cultivation | Brand Cultivation | | Structure & Culture Module |
| Resource Management & Brand Cultivation | Brand Cultivation | | Company Induction |
| Resource Management & Brand Cultivation | Brand Cultivation | | Love What You Do |
| Resource Management & Brand Cultivation | Brand Cultivation | | Reacting to Change – How Mindsets Influence Outcome |
| Resource Management & Brand Cultivation | Policy & Procedures | | |
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| Resource Management & Brand Cultivation | Policy & Procedures | | |
| Resource Management & Brand Cultivation | Policy & Procedures | | |
| Resource Management & Brand Cultivation | How to handle internal cases | | Suspensions |
| Resource Management & Brand Cultivation | How to handle internal cases | | Appeals and Grievances |
| Resource Management & Brand Cultivation | How to handle internal cases | | Holding a Disciplinary |
| Resource Management & Brand Cultivation | How to handle internal cases | | Maternity, Paternity and Parental Leave |

For the part in the classroom courses will be certificated from our partners Istituto Europeo Terzo Millennio ISO 9001 IAF37 www.ietm.it



In the specific in our e-learning platform

| Course | Module | Topic | Lesson |
|---|------------------------------|-------|---|
| Resource Management & Brand Cultivation | Human Resource Management | | Employer branding, awareness & recognition |
| Resource Management & Brand Cultivation | Human Resource Management | | Talent Identikit |
| Resource Management & Brand Cultivation | Human Resource Management | | Soft skilling & reskilling: functional intelligences |
| Resource Management & Brand Cultivation | Human Resource Management | | Omotenashi approach to hospitality & event: best practice |
| Resource Management & Brand Cultivation | Human Resource Management | | Individual & team assesment: from traditional to unconventional tools |
| Resource Management & Brand Cultivation | Human Resource Management | | Role play techniques |
| Resource Management & Brand Cultivation | Human Resource Management | | Recruiting gamification & teambuilding: taking care & taking charge |
| Resource Management & Brand Cultivation | Human Resource Management | | Biodiversity phases applied to the recruiting process and people management |
| Resource Management & Brand Cultivation | Human Resource Management | | Multichannel observatory digital live platform |
| Resource Management & Brand Cultivation | Human Resource Management | | Onboarding, handover, mentoring |
| Resource Management & Brand Cultivation | Human Resource Management | | Come e quali dati raccogliere |
| Resource Management & Brand Cultivation | Human Resource Management | | Monitoring and measure talent/employee satisfaction & experience |
| Resource Management & Brand Cultivation | Human Resource Management | | How to develop, nourish, manage the company ecosystem |
| Resource Management & Brand Cultivation | Brand Cultivation | | F&B Induction |
| Resource Management & Brand Cultivation | Brand Cultivation | | Housekeeping Induction |
| Resource Management & Brand Cultivation | Brand Cultivation | | Front Office Induction |
| Resource Management & Brand Cultivation | Brand Cultivation | | Concierge Induction |
| Resource Management & Brand Cultivation | Brand Cultivation | | Departmental Trainer Induction |
| Resource Management & Brand Cultivation | Brand Cultivation | | Supervisor Induction |
| Resource Management & Brand Cultivation | Brand Cultivation | | Manager Induction |
| Resource Management & Brand Cultivation | Brand Cultivation | | Door Supervisor Course |
| Resource Management & Brand Cultivation | Brand Cultivation | | Wow service |
| Resource Management & Brand Cultivation | Brand Cultivation | | Relationship between corporate, internal and employer branding: 5 V |
| Resource Management & Brand Cultivation | Brand Cultivation | | Health and Wellbeing |
| Resource Management & Brand Cultivation | Brand Cultivation | | Inspirational Service |
| Resource Management & Brand Cultivation | How to handle internal cases | | Managing an Investigation |
| Resource Management & Brand Cultivation | How to handle internal cases | | Insights Discovery |
| Resource Management & Brand Cultivation | How to handle internal cases | | Conflict Resolution for Supervisors |
| Resource Management & Brand Cultivation | How to handle internal cases | | Sickness absence and AWOL |
| Resource Management & Brand Cultivation | How to handle internal cases | | Flexible Working |

For the E-learning part courses will be certificated from our UK Partner Elamb www.elamb.co.uk



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