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INSTITUTO DE FORMAÇÃO TURÍSTICA
Institute For Tourism Studies

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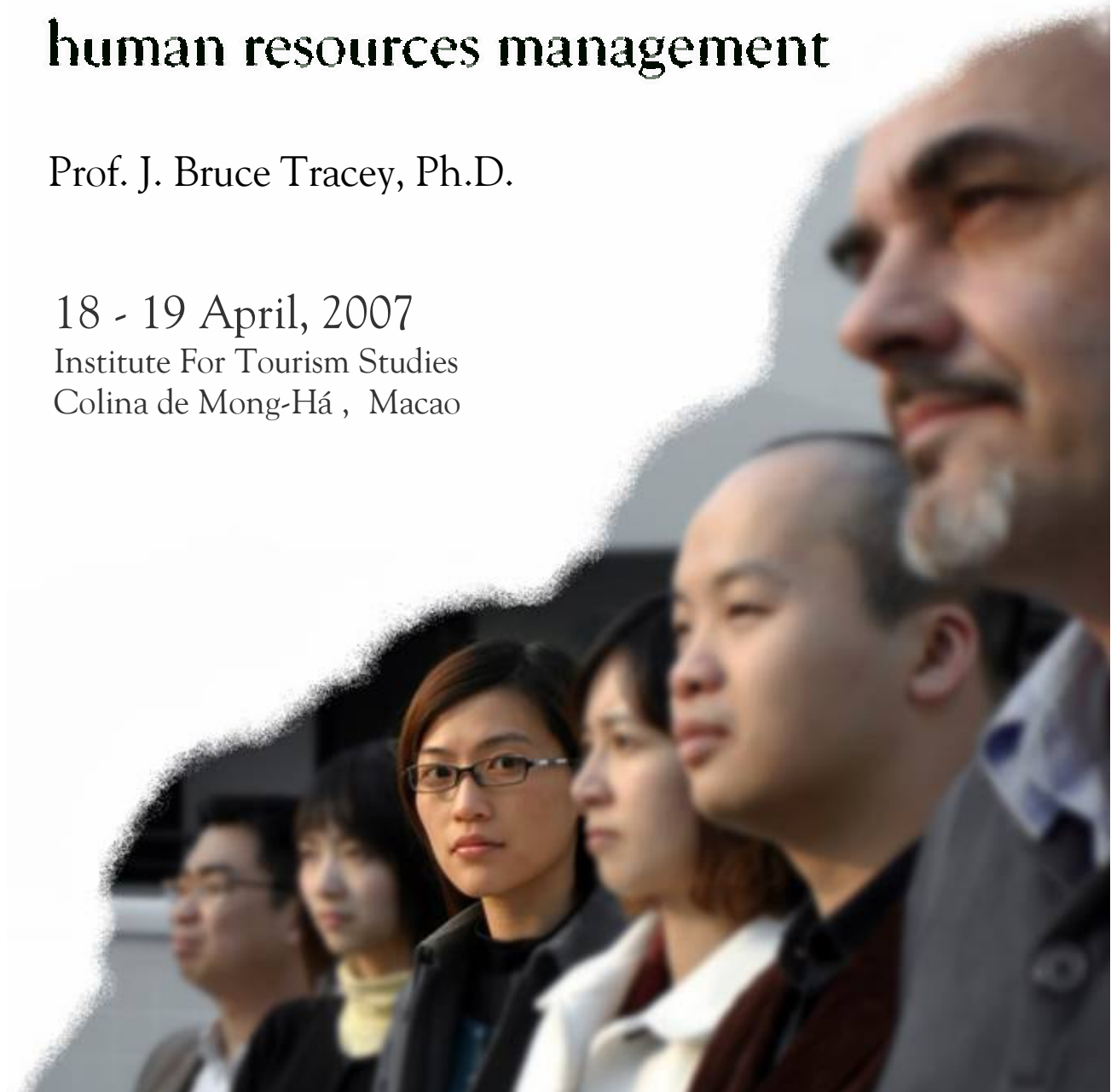
Strategic

human resources management

Prof. J. Bruce Tracey, Ph.D.

18 - 19 April, 2007

Institute For Tourism Studies
Colina de Mong-Há , Macao



TWO DAY EXECUTIVE DEVELOPMENT PROGRAMME

To register or reserve a place, please complete and fax the attached forms.

For inquiries, please contact Ms. Sophy U or Ms. Tamami Ogata at T: (853) 5983 190 / 5061 257;

F: (853) 2851 9058; E: sophy@ift.edu.mo / tamami@ift.edu.mo; W: www.ift.edu.mo

Deadline for Registration – 16 March, 2007*

(*Due to the time required to prepare for course materials, applications WILL NOT be accepted after the deadline.)

The event may be cancelled due to low enrolment.

Topics Covered

Strategic HRM

- How the HR function creates value for the firm

HR roles

- Various roles that HR must fulfil in order to maximize efficiency and effectiveness

Functional excellence

- Policies, programmes, and systems for attracting, developing, and retaining top talent

Skills Developed

Conceptual

- Frameworks for understanding the ways in which HR can help hospitality firms create and sustain competitiveness

Analytical and behavioural

- Techniques for improving HR efficiency and effectiveness, and methods for assessing overall HR contributions to firm effectiveness

Programme Activities

Lectures

- For presenting theoretical frameworks and real-world examples

Case discussions

- For developing skills in strategic thinking and problem-solving

Application exercises

- For applying course concepts

Programme fee is MOP10,650 (US\$1,331) inclusive of materials, handouts, and lunches.

Please **DO NOT** make transaction of payment until we confirm your registration status.

Once we receive the payment, we offer NO refund.

Macao ID card holders can enjoy a special programme fee at MOP6,150 (US\$770).

Please call Ms. Sophy U or Ms. Tamami Ogata for inquiries.

Timetable

Day 1 18 April, 2007

Pre-course Assignment & reading

09:00	Welcome -Introduction and course overview
09:15	Topic: Overview of strategy
10:30	Coffee Break
11:00	Topic: Strategic HRM -Perspectives and introduction to roles
12:30	Lunch
13:30	Topic: Case discussion -Cirque du Soleil
15:00	Coffee Break
15:30	Topic: Strategic HRM, cont'd -Roles
17:00	Topic: Application exercise -Assessment of HR roles

Homework for day 2: Case reading

Day 2 19 April, 2007

09:00	Review of previous day
09:15	Topic: Case - Great Wall Golf and Country Club
10:30	Coffee Break
11:00	Topic: HR Functional Excellence -Application exercise: Recruitment and staffing
12:30	Lunch
13:30	Topic: HR Functional Excellence, cont'd -Application exercise: Training and development
15:00	Coffee Break
15:30	Topic: HR Functional Excellence, cont'd -Application exercise: Reward systems
17:00	Topic: Summary -Application exercise: Assessing HR impact

Upon successful completion of the programme, participants will be awarded a certificate jointly issued by IFT and Cornell-Nanyang.

The Instructor

Prof. J. Bruce Tracey is an Associate Professor of Management at Cornell University's School of Hotel Administration. Since earning his Ph.D. in 1992 from the State University of New York at Albany, Professor Tracey has taught courses on strategic and human resources management for undergraduate, graduate, and professional audiences in the United States, Europe, and Asia, and he has won several awards for his efforts.

His primary research focuses on the effectiveness of human capital investments, particularly the relationship between training and development initiatives and firm performance. Professor Tracey has also conducted research on staffing, turnover, and labour and employment law. He has presented his work at numerous regional, national, and international conferences, and his work has appeared in outlets such as the *Journal of Applied Psychology*, the *Cornell Quarterly*, and the *University of Pennsylvania Journal of Labor and Employment Law*. Sponsors for Professor Tracey's research and consulting include Four Seasons, Hilton, Pizzeria Uno, ClubCorp, and Wynn Resorts.