



旅遊學院
INSTITUTO DE FORMAÇÃO TURÍSTICA
Institute for Tourism Studies



Executive Development Programme
The Employee Journey
「員工旅程」高級管理課程
6 – 7 August 2019

Put two of the most prestigious hospitality education institutions in your resume!

Institute for Tourism Studies (IFT) and EHL Advisory Services, an Ecole hôtelière de Lausanne subsidiary (EHL, the world's first hotel school in Switzerland) are offering the Executive Development Programme in Macao. This window of opportunity will make Switzerland just minutes away.

**The course completion certificate will be jointly issued by
Ecole hôtelière de Lausanne and IFT.**

Facilitator	Mr. Pierre VERBEKE, Senior Consultant EHL Advisory Services Ecole hôtelière de Lausanne, Switzerland AND Dr. Henrique Fátima Boyol NGAN Lecturer, Institute for Tourism Studies (IFT), Macao
Language	English
Venue	Institute for Tourism Studies (IFT), Macao
Programme Fee	Macao ID-holders: MOP5,010 Non-Macao ID-holders: MOP6,510
Registration Deadline	14 June 2019 Extended to 11 July 2019! (on first-come-first-served basis)
Registration Form & Website	http://www.ift.edu.mo/EN/ExecutiveProgrammes/Home/Index/284
Enquiry	Tel: (853) 8598 1281/1344 Fax: (853) 8598 1283 Email: edp@ift.edu.mo



Approved by the Continuous Improvement and Development Programme of DSEJ. Code: 1904020045-0



PROGRAMME DESCRIPTION

How to make an employee's journey the best opportunity to develop both an individual's and a company's value? This is your responsibility as managers to define, evaluate and implement integrated management systems that will tangibly bring value to employees and employers. The aim of this module is therefore to provide you, managers, with the proper models, methods and tools to attract, select, evaluate, develop and retain talented people as well as to nurture your own human capital. Thanks to the critical use of various methodologies, you will be enabled to raise and develop talent within your business, based upon well-integrated management systems.

LEARNING OBJECTIVES

By the end of the Module, participants will be able to:

Knowledge

- Evaluate best evidence-based approaches to personnel attraction, selection, development and retention.
- Identify one's own personal areas of improvement regarding individual and organizational value branding based upon balanced scorecard metrics.

Competencies

- Analyse the impact of human resource factors on the operations, marketing and financial functions within a wide range of companies.
- Implement human resource management methods aimed at attracting, selecting, developing and retaining talent successfully.
- Apply human resource marketing strategies to one's business projects and to one's own developmental paths aiming at both individual and organizational growth.



LEARNING OBJECTIVES (con't)

By the end of the Module, participants will be able to:

Mindset

- Evaluate the impact of human resource marketing and management practices on individual and organizational performance within different companies based upon metrics and balanced scorecard principles.

THE FACILITATOR FROM IFT

Prior to joining IFT, Henrique was responsible for the creation and implementation of corporate training and development solutions in the gaming industry. He has taught courses in the fields of social psychology, psychology of work, human resource management and organizational behavior.



His research interests include job satisfaction and promotion perceptions, advertising effectiveness, emotional display in service marketing and psychological pricing which have been published in various journals indexed in SSCI. Other projects include consultancy for the Macau SAR government on personnel planning and forecasting (man power demand).



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THE FACILITATOR FROM EHL

Pierre has an extensive career in hotel operations, pre-openings and re-brandings. He is first and foremost an operational person having managed several hotels in Belgium and having set up many pre-opening teams in different countries. He also has gained a wealth of experience opening hotels for a large Hotel Operator in various European, North African and Eastern Europe countries. He is particularly at ease with project management and knows how to deliver the highest quality of service within the agreed timeframe.



Pierre has experience with leased, managed and franchise properties and understands the various demands from owners, investors, operators within the different projects. Pierre is an alumnus of Ecole hôtelière de Lausanne with multi-faceted leadership experience. He is expert in achieving and surpassing companies expectations for new projects for revenues, profitability, internal audit scores, guest satisfaction scores and employee satisfaction scores.

THE ORGANISERS

Ecole hôtelière de Lausanne

<https://www.ehladvisory.com/>

Institute for Tourism Studies, Macao

www.ift.edu.mo

DISCLAIMER

We reserve the right to postpone or cancel the course. In the case of cancellation, participants will NOT be subject to any charge or compensation.