



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Hospitality & Hotel Management Level 4



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BMIH4010 / BMIH4010D Personnel Resourcing and Development Week One

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Before we start.....

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as per the university code of conduct
- Please ensure you arrive by 1pm to start and have arranged to be here until 5pm each lecture (however most weeks we will be finished by 4:30pm the latest)
- Mobile phones should be on silent and only used when required for activities
- If you ever have any queries at all please reach out on n.Brailsford@uwtsd.ac.uk
- Let's make this module an enjoyable one, so attend, engage and participate!

Register



Aims For Today

- To Introduce the Module
- Aims of the Module
- Introduce Assessment



About the Module



- Personnel Resourcing and Development
- What do you think you might learn?
- What would you like to learn about?

Aims of the Module

AIM(S)

- To develop student knowledge and understanding of the principal internal and external environmental contexts of contemporary organisations within which HR professionals and workers interact to service customer demands and expectations. This module will also explore the connection and the implications for, and applications in, professional practice.



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Moodle and Module handbook

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Module Handbook



BA (Hons) Hospitality & Hotel Management **Module Handbook Spring Term 2026** **Personnel Resourcing and Development** **BMIH4010/ BMIH4010D** **LEVEL 4**

Module Lead:
Natalie Brailsford
n.brailsford@uwtsd.ac.uk

Personnel Resourcing and Development (BMIH4010)	Personnel Resourcing and Development (BMIH4010D)

Module Information

Welcome to Personnel Resourcing and Development.

This module aims to develop student knowledge and understanding of the principal internal and external environmental contexts of contemporary organisations within which HR professionals and workers interact to service customer demands and expectations. This module will also explore the connection and the implications for, and applications in, professional practice.

Module Lead:



Natalie Brailsford BA(hons), MSc, PgCE (PCET)
Lecturer, IHM & HHM Programme Manager

Email n.brailsford@uwtsd.ac.uk
Working Hours
Monday - Thursday 8.30am - 5.00pm
Friday 8.30pm - 4.30pm
Emails will be responded to within 48 hours*

*at the working week

HOSPITALITY
AND
TOURISM
MANAGEMENT

What is Human resource management?

- Human resource management (HRM) is the practice of recruiting, hiring, deploying and managing an organisation's employees.
- A company or organisation's HR department is responsible for creating and overseeing policies governing workers and the relationship of the organisation with its employees.

What is Human resource management?

- The purpose of HRM practices is to manage the people within a workplace to achieve the organisation's mission and reinforce the organisations culture.
- HR professionals also aid in the training and professional development of employees to meet the organisation's objectives.
- HR managers monitor the state of the job market to help the organisation stay competitive.

Important responsibilities include:

- Recruit candidates
- Hire the right employees
- Process payroll
- Conduct disciplinary actions
- Update policies
- Maintain employee records
- Conduct benefit analysis
- Support (Career growth, continuing education, training and supporting managers, supporting health and wellness).



Important responsibilities include:



AI and HR

Academy of Strategic Management Journal

Volume 21, Special Issue 1, 2022

HUMAN RESOURCE MANAGEMENT IN THE ERA OF ARTIFICIAL INTELLIGENCE: FUTURE HR WORK PRACTICES, ANTICIPATED SKILL SET, FINANCIAL AND LEGAL IMPLICATIONS

**Fadi Sakka, Hamdan Bin Mohammed Smart University
Mohammed El Hadi El Maknouzi, Abu Dhabi University
Hicham Sadok, Mohammed V University in Rabat**

ABSTRACT





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Assessments

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Assessments

- **Portfolio of two elements**
1500 words +/-10%
- **Assessment Two: Presentation**
10-minute presentation +/- 10%



Dates for your Diary

- Assignment One submission: Thursday 19th March
- Assignment Two submission:
Slides to be submitted by Friday 1st May
Presentations to take Tuesday 5th May



Assignment One

LEVEL 4 ASSESSMENT SPECIFICATION

Student name:		Student number:	ID
Programme:	BA Hospitality and Hotel Management		
Module:	Personnel Resourcing and Development		
Module code:	BMIH4010 / D	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Natalie Brailsford	Internal Verifier:	Jemma Smith
Assignment Title:	Portfolio: 2 Elements	Word count (or equivalent):	1,500 words
Submission deadline:	Thursday 19 th March 2025 (23.59)	Return date of provisional marks & written feedback:	Monday 20 th April 2026 by 23:59PM

Task Description

Portfolio: 2 Elements - 1500 words (+/- 10%)

Element 1

A job vacancy has opened at Hilton Hotels & Resorts, where they are seeking a highly skilled and motivated individual to apply for the position of Hotel Manager. Acting as an HR professional for Hilton, create a compelling job advertisement tailored for this role. The advertisement should include a clear, detailed, and attractive description that appeals to candidates with the right skills and experience to successfully fulfil the responsibilities of the position.

Element 2

After successfully recruiting a new Hotel Manager at Hilton Hotels & Resorts, provide a comprehensive overview of the Onboarding process, detailing each step from the initial welcome to full integration into the role.

Once the employee has settled in, propose strategies to support their Professional Development, including real-world industry examples of best practices.

Finally, conduct a SWOT analysis to identify the Strengths, Weaknesses, Opportunities, and Threats associated with the onboarding and development process.

Microsoft Word settings:

Please use:

- Calibri Font 12
- 1.5 line spacing
- Justify Text

Assignment Two

LEVEL 4 ASSESSMENT SPECIFICATION

Student name:		Student ID number:	
Programme:	BA Hospitality and Hotel Management		
Module:	Personnel Resourcing and Development		
Module code:	BMIH4010	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Natalie Brailsford	Internal Verifier:	Jemma Smith
Assignment Title:	Presentation	Word count (or equivalent):	10 Minute Presentation
Submission deadline:	Slides to be submitted by Friday 1 st May 2026 (23:59) Presentations to take place Tuesday 5th May	Return date of provisional marks & written feedback:	Monday 1 st June 2026 (23.59)

TASK DESCRIPTION

Assessment Two Component – 50% Presentation (10 minutes)

Title: The Employee Lifecycle

Task:

Students will be required to undertake a 10-minute presentation incorporating the employee lifecycle to a hotel of your choice (this will have to be accepted by your lecturer).

Contents must include:

- Introduction to your chosen hotel
- Attraction
The relationship with an employee does not start the moment they arrive at the job. It doesn't even start when they sign an employee contract or apply for a job. It starts the very second, they are first exposed to your employer brand. You need to analyse the corporate culture of your chosen company.
- Recruitment
What processes does your company use at this stage? Is this the old-fashioned way or do they use tools to help manage the recruitment process?

- Onboarding
What does the onboarding process look like? Usually, this stage includes welcoming the employee providing them with essential information and giving them the necessary tools to work effectively. Do they have to undertake any compulsory courses or attend information sessions to help the new employee become more comfortable with the job and the company.
- Development
This stage is all about helping employees to develop professionally and make progress towards their career goals. This can include strategies like career coaching, training and mentorship schemes. Are performance reviews and feedback a critical element for your company?
- Retention
Retention is when the employee is well-established at the business, and engagement strategies start to focus on encouraging to continue their career there. This is particularly important for employees who are high performing or challenging to replace. What does your chosen company have in place for retention?
- Separation
The separation stage is when the employee leaves the company. This could involve the employee returning company equipment or conducting an exit interview to gain feedback about the organisation. What does your chosen company do here to make this experience a positive one for the departing individual?

Any Questions?

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