

**MODULE TITLE:**

*Soft skills development for trainers working in the
Tourism and Hospitality industry*

RESPONSIBLE FOR THE MODULE:

NAME	Evangelia Baralou	
POSITION	Senior Lecturer	
SECTOR	Organization Studies	
OFFICE	ALBA Graduate Business School	
TEL. / E-MAIL	+30 210 8964531	ebaralou@alba.acg.edu
CO-INSTRUCTORS		

HOURS (*per week*):
LANGUAGE OF TEACHING:

GREEK []

ENGLISH [✓]

AIM OF THE MODULE (*content and acquired skills*)

This module aims to help trainers in hospitality and tourism organizations, and in other organizational settings at large, to develop soft skills that can help them understand and to the extent this is possible manage the behaviour of people. This includes the guests (i.e. customers) in order to go fit, adding exercise and good nutrition habits to their lives, but also the people that trainers work with (e.g. supervisor, subordinates, team members, etc.). In summary, the module can be used for both cases, since a number of issues raised and recommendations made when discussing the behaviour of people are similar for guests and employees.

MODULE CONTENTS (*outline – titles of lectures*)

1. MARS Model of individual behavior
2. Personality traits
3. Five-Factor personality model
4. Schwartz's value model
5. Employee motivation
6. Drag - Resistance Equipment
7. Expectancy theory of motivation

TEACHING METHOD (*lectures – labs – practice etc*)

Lectures and practical application

LEARNING OUTCOMES



Upon the completion of this module the student will be able to:

1. understand what drives the behavior of people including how they think, feel and act
2. know what motivates them and raises their engagement
3. manage human behavior, by enabling rich communication via multiple channels between individuals and groups
4. motivate people and support them to reach their own potential and adopt the required behavior

LEARNING OUTCOMES - CONTINUED

<i>Learning Outcomes</i>	<i>Educational Activities</i>	<i>Assessment</i>	<i>Students Work Load (hours)</i>
The students will be able to understand what drives the behavior of people including how they think, feel and act	Lectures, slides, examples and discussion, study at home	Assignments	
The students will be able to know what motivates them and raises their engagement	Lectures, slides, examples and discussion, study at home	Assignments	
The students will be able to manage human behavior, by enabling rich communication via multiple channels between individuals and groups	Lectures, slides, examples and discussion, study at home	Assignments	
The students will be able to motivate people and support them to reach their own potential and adopt the required behavior	Lectures, slides, examples and discussion, study at home	Assignments	
		TOTAL	

OBLIGATORY & SUGGESTED BIBLIOGRAPHY:

1. Kumar, K. and Bakhshi (2010) The five-factor model of personality and organizational commitment: is there any relationship? *Human & Social Sciences Journal*, 5(1): 25-34.
2. Goffee, R. and Jones, G. (2004) 'Think Again: What Makes A Leader?'. *Business Strategy Review*. 21 (3), pp.64-66.
3. Parry, K, & Kempster, S 2014, 'Love and leadership: Constructing follower narrative identities of charismatic leadership', *Management Learning*, 45, 1, pp. 21-38.