

Educational program
"INTERNATIONAL HOTEL AND RESTAURANT BUSINESS"

PURPOSE OF THE EDUCATIONAL PROGRAM

Training of specialists with practical skills of analytical assessment of the state and prospects of international hotel and restaurant services, managing international companies, developing international economic relations in the hotel and restaurant business, organizing relations with foreign partners, implementing international experience of business internationalization, developing service distribution programs, analyze the specific needs of consumers taking into account national characteristics, promote national brands in international markets.

EMPLOYMENT OPPORTUNITIES

- Universal managers, consultants and strategists of international hotel and restaurant companies, their branches and foreign representative offices.
- Professionals in the area of tourism, hotel, restaurant and spa business.
- Consulting services for strategy development, implementation of business projects for the development of national hotel chains in the international hospitality market.
- Service Distribution Manager.
- Personnel and training manager.
- Business Development Manager.

PARTNERS OF THE EDUCATIONAL PROGRAM INVOLVED IN THE FORMATION OF THE CONTENT OF LEARNING AND PRACTICAL TRAINING

Leading domestic and international hotel operators and restaurant chains: hotels of international and Ukrainian brands: «Fairmont», «Hilton», «Holiday Inn Kiev», «Hyatt Regency Kyiv», «Ibis Kiev City», «InterContinental», «Radisson Blu», «Ramada Encore», «Opera», «11 Mirrors» Design hotel, «Senator» Apart-hotel, «Premier International», «Ribas hotels group», «Reikartz Hotel Group». Hotel and restaurant complexes: "Selfish club", "Trypillian Sun", including hotels and restaurants in Slovakia, Bulgaria, Italy, Greece. Internship bases and practices: international hotel and restaurant chains of Ukraine, Bulgaria, Turkey, Slovakia, Croatia, Italy, France, UAE, etc.

DISCIPLINES OF THE EDUCATIONAL PROGRAM

"International Tourism", "International Business", "International Marketing", "Revenue Management", "Corporate management in Hotel and Restaurant Business", "HR Management of Hotels and Restaurants", "Business Psychology", "Image Psychology", Startup management in the hotel and restaurant business", "Strategic marketing in the hotel and restaurant business", "Digital marketing technologies", etc.

COMPETITIVE ADVANTAGES

- One of the most popular and highly paid professions in the world
- Involvement of representatives and experts in the field of international hotel and restaurant business, management, economics, marketing. Regular master classes and lectures by professionals
- Innovative Stream-lectures and practical classes using application packages with a focus on the global vision of the international hotel services market.
- Innovative educational infrastructure: specialized studios of HoReCa design, engineering, VR-technologies, creative coworking "KNUTEHUB"
- Dual, mixed, non-formal education, international mobility
- A combination of education, science, sports and leisure.

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