

## **EDUCATIONAL PROGRAM**

### **«HOTEL AND RESTAURANT DEVELOPMENT»**

#### **PURPOSE OF THE EDUCATIONAL PROGRAM**

Training of specialists with practical skills of analytical assessment of the state and prospects of commercial real estate, hotel and restaurant services market, development of investment projects, investment in hospitality, forecasting income from commercial real estate transactions, including hotel and restaurant business, development and implementation innovative development projects.

#### **EMPLOYMENT OPPORTUNITIES**

- Developer
- Project manager in the field of tourism, hotel, restaurant and spa business
- Consulting services for the design of hotels and restaurants
- Business owners
- Researchers
- Professionals in the field of tourism, hotel, restaurant and spa business.

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

Development company «Art Build Hotel Group», 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», «Опера», design hotel «11 Mirrors», apart-hotel «Senator», «Premier International», «Ribas hotels group», «Reikartz Hotel Group». Hotel and restaurant complexes: "Selfish club", "Trypillya Sun", including hotels and restaraunts 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**

"Architecture and Design", "Business Process Management", "Development Project Management", "Hotel and Restaurant Design", "Hotel and Restaurant Management", "Business and Property Valuation", "Strategic Marketing in Hotel and Restaurant" business", "Audit of investment projects ", " Investment management ", " Intellectual property ", " Psychology of business ", " Psychology of image ", " Startup management in restaurant business ", " Technology of digital marketing ", " Management of corporations in hotel and restaurant business ", " Revenue Management ", etc.

#### **COMPETITIVE ADVANTAGES**

- One of the top three most popular and highly paid professions in the world
- Involvement in the teaching of creative innovators and specialists in real estate, retail and management of development projects in the field of hospitality.
- Internships in development and design companies, leading international hotel operators and restaurant chains.
- Innovative educational infrastructure: specialized HoReCa design studios; engineering, VR-technologies, creative coworking KNUTEHUB

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