PROSPECTUS

European Credit and Transfer System (ECTS)

Field of Science 24 «Service Industry»
Field of Specialty 241 «Hotel and Restaurant Business»
Specialization «International Hotel Business»
Academic Degree «Master»

Kyiv 2019
INTRODUCTION

European credit transfer and accumulation system (ECTS) is a system of transferring and accumulating credits used in the European Higher Education Area with the aim to provide recognition, verify qualifications and educational components, facilitate academic mobility of higher education applicants.

The system is based on defining academic workload of the higher education applicants required to achieve specified learning outcomes and is recorded in ECTS credits.

ECTS Credit is a unit measuring the volume of academic workload of higher education applicant required to achieve specific (expected) learning outcomes.

One ECTS credit equals to 30 hours.

Workload of one academic year for full-time study is usually 60 ECTS credits.

Credits are awarded to higher education applicants after successful covering of the discipline and positive assessment of the achieved learning outcomes. Credit transfer and accumulation are facilitated by the use of ECTS key documents.

ECTS key documents are: Catalogue of the Discipline (information package), Application Form, Learning Agreement, Transcript of Records, European standard Diploma Supplement.

Student assessment of results includes the following control measures: entrance, current and final control, attestation. The results of students’ studies at KNUTE are valued at the 100-point scale, where 60-100 points are the results of training that give the student the right to obtain ECTS credits, 0-59 points are unsatisfactory learning outcomes that do not give the student the right to get ECTS credits. The evaluation of student learning outcomes is presented in a way that is generally comprehensible and can be readily perceived by different educational institutions, using grade distribution guidance of KNUTE.

Grade Distribution Guidance of KNUTE

<table>
<thead>
<tr>
<th>KNUTE system of grades</th>
<th>Percentage of points relative to the total number of pass marks received</th>
<th>Cumulative percentage of received pass marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>90–100</td>
<td>20</td>
<td>20</td>
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<td>82–89</td>
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<td>75–81</td>
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<td>69–74</td>
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<tr>
<td>60–68</td>
<td>40</td>
<td>100</td>
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</table>
1. General information.

1.1. Name and address.
Kyiv National University of Trade and Economics.
Address: 19, Kyoto St., Kyiv, 02156;
Telephone: (044) 513-33-48, (044) 531-47-41;
Fax: (044) 544-39-74.
E-mail: knteu@knteu.kiev.ua
Official website: http://www.knteu.kiev.ua

1.2. Institution description (type and status in particular).
Kyiv National University of Trade and Economics is one of the most prestigious educational institutions of Ukraine. Its history dates back to 1946. By the Decree of the President of Ukraine the University was given a national status in 2000. In 2006 KNUTE joined the Magna Charta of Universities.

The University takes the dominant position in the system of national higher education. In 2018, it took leadership in the number of applications submitted by the entrants. According to the results of the admission campaign 2018, 28 126 applications were submitted. In popularity among entrants, the university takes: the first place - among the country's economic institutions of higher education, the third place - among the metropolitan higher education institutions. KNUTE is one of the top five most prominent institutions of higher education in the country, confirming the position of a leader of national education, recognition and loyalty of future students.

KNUTE consists of 6 academic institutes, 9 colleges and 2 higher business schools in 10 cities of the country located in Kyiv, Kharkiv, Vinnytsa, Chernivtsi, Khmelnytsky, Uzhgorod, Colomyja, Burshtyn, Zhytomyr and Odesa.

There are 6 faculties in the basic institution in Kyiv: Faculty of International Trade and Law; Faculty of Economics, Management and Psychology; Faculty of Finance and Banking; Faculty of Accounting, Auditing and Informational Systems; Faculty of Restaurant, Hotel and Tourism Business; Faculty of Trade and Marketing.

There are about 35 thousand students studying in the University in 21 bachelor and 17 master specialties, 51 bachelor (including 2 in English) and 50 master (including 10 in English) educational professional programs.

KNUTE carries out the training, retraining and advanced training of specialists in foreign and domestic trade, international
economic relations, public management and administration, finance and banking, insurance, entrepreneurship, trading and exchange activities, accounting and taxation, financial control and audit, management, marketing, journalism, law, international law, tourism, hotel and restaurant business, food technology, psychology, philology, sociology and IT industry: cybersecurity, software engineering, computer science and system analysis.

In the university there was established a modern base for scientific research, developed a unique method for the preparation of scientific and pedagogical staff: there are 15 educational and research Ph.D. programs, 7 specialized scientific councils for doctoral thesis and master dissertations in 12 specialties operate.

KNUTE has a strong research and teaching staff able to solve tasks as well as actual scientific problems creatively and successfully. Research results are published in the scientific journals “Visnyk of KNUTE”, “Foreign trade: economics, finance, law” and in the International scientific journal “Products and Markets”.

The proportion of lecturers with academic degrees of doctor of sciences and PhD is more than 81 percent. Experts of KNUTE are actively involved in developing strategic directions of quality education assurance, they take part in a number of commissions of the Ministry of Education and Science of Ukraine as well as other ministries and departments.

The structure of KNUTE includes: Institute of Higher Qualification, Center for European Education, Distance Learning Laboratory, Career Development Center, Center for technology transfer, Center of pedagogical and psychological studies, High School of Teacher Excellence, Center of formation of contracts, Training and Production Association, Business training center, Scientific and Technical Center for certification of products, services and quality systems. At the university there is also a Law Clinic “Center for Legal Protection”, which provides free legal assistance.

Institute of Higher Qualification (IHQ) ensures the implementation of the concept of lifelong learning, training, providing educational services, including ones of international level, to prepare highly qualified professionals willing to work in modern economic conditions and compete successfully both on the domestic and international labor markets (MBA programs, second higher education, retraining and further training of staff).

KNUTE has the system of quality management which for the first time has been certified in accordance with the requirements of the
international standard ISO 9001:2015 for institutions of higher education of Ukraine. Its harmonious component is the internal system of ensuring the quality of educational activities and the quality of higher education.

The standards of higher education in KNUTE function as a set of requirements for the content and results of educational activities for each level of higher education within each specialty and specialization.

One of the significant advantages of KNUTE is the material and technical base of European level. Classrooms and laboratories are equipped with modern demonstration equipment and inventory. In general, the university has 50 computer rooms. Library complex with electronic service of readers functions. Favorable social and living conditions have been created for students: 6 hostels, 7 cafeterias and 5 dining rooms, a medical center, laundry and other household units. The university has a sports complex for the students, which includes a football field with artificial cover, basketball and volleyball playgrounds, table tennis, gyms etc. Students and the staff have the opportunity to relax at University recreation bases on the Black Sea coast.

KNUTE concluded numerous agreements on creative scientific and technical commonwealth and cooperation in training specialists in all fields, including the Ministry of Economic Development and Trade of Ukraine, the Ministry of Finance of Ukraine, Ministry of Foreign Affairs of Ukraine, the State Fiscal Service of Ukraine, the State Treasury Service of Ukraine, Anti-Monopoly Committee of Ukraine, the State Finance Inspection of Ukraine, the Pension Fund of Ukraine, Ukrainian Audit Chamber, the National bank of Ukraine as well as other executive bodies, the leading commercial banks, trade, hotel and restaurant chains, advertising agencies, logistics and distribution centers and other organizations and institutions.

Creative contacts are established and maintained with more than 100 institutions of higher education, international centers and institutions from 30 countries of the world. An exchange of teachers and students is carried out, the improvement of educational programs at different levels of training and retraining of specialists as well as international projects on the integration of higher education are implemented, students undertake an internship in six foreign countries.

University is a member of the prestigious international organizations: International Association of Universities, University

There are well-known public figures, heads of state and government authorities, organizations and businesses, diplomatic officials and scientists, entrepreneurs among the graduates of the university.

1.3. Academic bodies.

Mazaraki Anatoliy
Rector, Doctor of Sciences (Economics), Professor, Academician of the National Academy of Educational Sciences of Ukraine, Honored Worker of Science and Technology of Ukraine, Laureate of State Prize of Ukraine in Science and Technology and Laureate of Premium of Cabinet of Ministers of Ukraine for the development and implementation of innovative technologies.

Prytulska Natalia
First Vice-Rector for Scientific-Pedagogical Work, Doctor of Technical Sciences, Professor

Shapoval Svitlana
Vice-Rector for Scientific-Pedagogical Work, PhD in Technical Sciences, Associate Professor

Melnichenko Svitlana
Vice-Rector for Scientific Work, Doctor of Sciences (Economics), Professor

Sai Valeriy
Vice-Rector for Scientific-Pedagogical Work and International Relations, PhD in Economics, Associate Professor, Protocol Advisor of I Rank

Victor Halyna
Vice-Rector for Administrative and Economic Work

1.4. Academic calendar.
Start of academic classes – 1 September.
End of classes – 30 June.
Educational process is carried out by semesters.
Duration of semesters, practical training, examination sessions, certification and vacation is determined by the schedule of educational process for each year.

1.5. The list of available academic programs.

<table>
<thead>
<tr>
<th>Key and Title of Knowledge Area</th>
<th>Academic Degree «Bachelor»</th>
<th>Academic Degree «Master»</th>
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<tr>
<td></td>
<td>Major</td>
<td>Specialization</td>
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<tr>
<td>03 The Humanities</td>
<td>035 Philology</td>
<td>Germanic languages and literature (including translation), first - English</td>
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<td>05 Social and behavioural sciences</td>
<td>051 Economics</td>
<td>Digital Economics</td>
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<td>International Economics</td>
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<td>Business Economics</td>
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<td></td>
<td>Corporate finance</td>
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<td></td>
<td>Branch markets Economics</td>
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<tr>
<td>053 Psychology</td>
<td></td>
<td>Practical psychology</td>
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<td>054 Sociology</td>
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<td>Sociology of economic activity</td>
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<tr>
<td>06 Journalism</td>
<td>061 Journalism</td>
<td>Advertising and Public Relations</td>
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<tr>
<td>07 Management and Administration</td>
<td>071 Accounting and taxation</td>
<td>Accounting and taxation</td>
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<td>Financial control and audit</td>
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<tbody>
<tr>
<td></td>
<td>Major</td>
<td>Specialization</td>
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<tr>
<td>072 Finance, banking and insurance</td>
<td>State and municipal finance</td>
<td>State and municipal finance</td>
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<td></td>
<td>Taxation</td>
<td>Banking</td>
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<td></td>
<td>Management of public financial resources</td>
<td>Management of foreign financial activity</td>
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<td></td>
<td>Financial intermediation</td>
<td>Management of organizations</td>
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<td></td>
<td>Insurance</td>
<td>Trade management</td>
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<td></td>
<td>Corporate finance</td>
<td>HR management</td>
</tr>
<tr>
<td>073 Management</td>
<td>Management of foreign economic activity</td>
<td>Management of foreign economic activity</td>
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<td></td>
<td>Management of organizations</td>
<td>Management of organizations</td>
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<td>Trade management</td>
<td>Trade management</td>
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<tr>
<td>075 Marketing</td>
<td>Marketing</td>
<td>HR management</td>
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<td>Advertising business</td>
<td>Hotel and restaurant management</td>
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<td></td>
<td>Tourist and resort and recreational management</td>
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<td>Economic competition management</td>
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<td>075 Marketing</td>
<td>Marketing</td>
<td>Marketing management</td>
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<td></td>
<td>Advertising business</td>
<td>Advertising business</td>
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<td>Brand Management</td>
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<td>Digital marketing</td>
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<td></td>
<td>Major</td>
<td>Specialization</td>
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<tr>
<td>076 Entrepreneurship, trade and exchange activities</td>
<td>Wholesale and retail trade</td>
<td>Merchandising and commercial logistics</td>
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<tr>
<td></td>
<td>Merchandising and organization of external trade</td>
<td>Customs</td>
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<tr>
<td></td>
<td>Logistic activity</td>
<td>Cat. Management in retail</td>
</tr>
<tr>
<td>08 Law</td>
<td>081 Law</td>
<td>Commercial law</td>
</tr>
<tr>
<td></td>
<td>Financial law</td>
<td>Legal security support of entrepreneurial activity</td>
</tr>
<tr>
<td></td>
<td>Civil law and trial</td>
<td>Civil law and trial</td>
</tr>
<tr>
<td>12 Information technologies</td>
<td>121 Software engineering</td>
<td>Software engineering</td>
</tr>
<tr>
<td></td>
<td>122 Computer sciences</td>
<td>Computer sciences</td>
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<td></td>
<td>124 System analysis</td>
<td>Data Science</td>
</tr>
<tr>
<td></td>
<td>125 Cybersecurity</td>
<td>Security of information and communication systems in the economy</td>
</tr>
<tr>
<td>18 Manufacturing and technologies</td>
<td>181 Food technology</td>
<td>Technology and organization of restaurant business</td>
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<td>business</td>
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<td>Craft technology</td>
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<tr>
<td>24 Service sector</td>
<td>241 Hotel and restaurant business</td>
<td>241 Hotel and restaurant business</td>
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<tr>
<td></td>
<td>242 Tourism</td>
<td>International Tourism</td>
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<tr>
<td></td>
<td></td>
<td>Economy and organization of tourism</td>
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<tr>
<td>28 Public management and administra tion</td>
<td>281 Public management and administration</td>
<td>281 Public management and administration</td>
</tr>
<tr>
<td></td>
<td>292 International economic relations</td>
<td>292 International economic relations</td>
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<td></td>
<td>293 International law</td>
<td>293 International law</td>
</tr>
</tbody>
</table>

1.6. Admission requirements, including language policy and registration procedure.
Information on the conditions of admission to study for educational degrees of “Bachelor” and “Master” is available on the website of Kyiv National University of Trade and Economics: https://knteu.kiev.ua/file/MTk=/494bacff23410c299c7d33c87daf31b3.pdf
1.7. Mechanisms for credit mobility and prior learning recognition (non-formal and informal).

Definition of credit mobility and prior learning is conducted under the Law of Ukraine “On Education”, the Law of Ukraine “On Higher Education”, Regulations on the procedure of realizing the right for academic mobility at KNUTE and agreements on education in terms of academic mobility.

The regulation of credit mobility is based on the following documents:
- course catalogue;
- learning agreement;
- academic transcript;
- certificate of educational practice.

Under the terms of credit mobility a student gets transfer of all credits he/she obtained outside the main educational institution and which are the components of the educational program.

1.8. Policy of ECTS credits distribution (institutional credit framework).

Distribution of ECTS credits is based on the official length of training program cycle and is defined by the curriculum.

KNUTE distributes credits among academic disciplines independently. Credits are distributed to all the disciplines covered by the student, practical training, completion of final qualifying projects (assignments), certification. Credits are awarded only after completion of the discipline and on condition of successful completion of one of the final control, passing of the practical training and attestation.

1.9. Mechanisms of academic management.

Mechanisms of academic management at KNUTE are defined by the provisions:
- on the organization of the educational process of students;
- on distance learning at KNUTE;
- on the procedure for realizing the right for academic mobility at KNUTE;
- on individual student curriculum at KNUTE;
- on independent work of students and post-graduate students at KNUTE;
- on the organization of completion and public presentation of term papers (projects) at KNUTE;
- on conducting student practical training at KNUTE;
- on assessment of learning outcomes of students and postgraduate students;
- on the appeal of the results of the final knowledge control of the students of KNUTE;
- on graduation qualification project (work);
- on the certification of higher education applicants and the examination commission for certification at KNUTE;
- on the procedure and grounds for the issuance of documents on higher education of the state standard at KNUTE;
- on the system of rating assessment of the students of KNUTE;
- on the observance of academic integrity by the pedagogical, scientific and pedagogical, scientific workers as well as students of KNUTE.

2. Resources and facilities.

2.1. Student Registration department.

In the Department of Student Registration identification records, education documents, work record books of students studying at KNUTE are kept. The main tasks of the Department are:

- timely introduction of current changes in identification records;
- keeping documents in proper condition;
- providing information upon written requests of any institutions;
- providing information to students;
- maintenance of military records of persons subjected to military service as well as conscripts;
- issuance of certificates of form f.17 for regional draft boards;
- acceptance of students of preferential category.

2.2 Accommodation/housing conditions.

On the territory of the campus there are four dormitories, situated 5 minutes’ walk from the main academic building and 15 minutes’ walk from metro stations “Lisova” and “Chernihivska”. The city center (Khreschatyk Str.) can be reached in 30 minutes. There’s a forest park zone and Kyoto Park near the university. Another dormitory is located at 23 Lobachevskogo Street (within 20 minutes’ walk from the main academic building).

In the hostel there are rooms for 3, 4, 5, 6 beds, kitchens on each floor, bathrooms as well as centralized laundry.
Students from other cities get housing in dormitories according to the list formed by the admissions committee and transferred to the directorate of the campus. Between the university and the student a contract for the right of hostel student residence is concluded, in which the rights and duties of the residents as well as the responsibility of both parties are established.

Hostels addresses:
- № 1 – 8 Miliutenko st., Kyiv, 02156; Tel. (044) 531-49-05, (044) 531-49-67;
- № 2 – 6 Miliutenko st., Kyiv, 02156; Tel. (044) 531-48-91, (044) 519-37-41, (044) 513-11-82;
- № 3 – 2 Mateiuka st., Kyiv, 02156; Tel. (044) 531-49-28, (044) 513-13-32;
- № 4 – 2-a Mateiuka st., Kyiv, 02156; Tel. (044) 531-47-62, (044) 531-47-99.
- № 6 – 23 Lobachevskogo st., Kyiv, 02090; Tel. (044) 574-15-46, 574-16-83

2.3. Catering.
The University has five modern canteens in buildings “B”, “D”, “E”, “L” and “H” (57-a Chigorin st.), where there is an opportunity to take quality and balanced dishes at a reasonable price. In particular, cafeteria "Venice" (building B) serves Italian cuisine.

The average cost of breakfast in the canteen of the university is from 25 to 35 UAH; lunch is from 35 to 45 UAH; dinner is from 25 to 35 UAH.

Cafes work every day in all academic buildings, where it is possible to buy own-produced foods: main dishes (over 60 types), side dishes (over 40 types), cold dishes (over 50 types), cold and hot drinks, fresh pastries and desserts, produced in own confectionery shop (over 90 types). Vending machines with hot and cold drinks as well as confectionery operate in all academic buildings and dormitories.

2.4. The cost of accommodation.
The cost of living in the KNUTE dormitories is set at 40 percent of the size of the minimum academic scholarship.

2.5. Financial support of students.
2. Scholarship provision of students.
Full-time students, studying at the expense of the state budget, according to the semester control based on the rating, are assigned an academic achievement scholarship.

First-year students receive academic scholarship in the first semester according to the results of competition points on admission to the university.

For excellence in studying, taking part in scientific and public work university students may be allocated personalised academic scholarships of The President of Ukraine, Verkhovna Rada (Supreme Council) of Ukraine, Cabinet of Ministers of Ukraine, Kyiv City Head etc.

For success in studying, participation in scientific, public and sport activity students may be encouraged with valuable presents and monetary rewards as well.

Allocation and payment of scholarship to students, who are foreign citizens and people without citizenship, is done according to Ukraine’s international agreements, resolutions and orders of the Cabinet of Ministers of Ukraine. For foreign students, who entered KNUTE for studying in accordance with international agreements, the academic scholarship is assigned to the first semester control at a minimum.

To students, studying on contracts signed between university and physical or legal entity, scholarship can be paid at the expense of these persons, if it is foreseen in contract.

To students of privileged categories defined by the law of Ukraine and the Cabinet of Ministers of Ukraine (students from orphans and children deprived of parental care, students with disabilities, students from low-income families, suffered from Chernobyl Disaster, ATO members and their children, internally displaced persons, etc.) social grants are assigned.

Size of academic and social scholarships is established according to the Resolutions of the Cabinet of Ministers of Ukraine “About the size of scholarships in state and communal educational establishments, academic institutions” (28 of December 2016, № 1047).

2. Privilege payment for accommodation in hostels.
To students of privileged categories, defined by the laws of Ukraine and the resolutions of the Cabinet of Ministers of Ukraine (students from orphan children and children deprived of parental care, ATO participants, children of ATO participants, internally displaced persons) privileges are granted from payment for living in hostels.

Individuals from orphans and children deprived of parental care as well as persons who were left without parents during their studies aged 18 to 23 are enrolled in full state maintenance and receive food compensation and other payments provided by the current legislation.

2.6. Medical services.

On the territory of the university there are medical points where a general practitioner together with a nurse and 2 nurse practitioners work, receiving students, performing immunizations, handling procedures, conducting health education work.

Medical treatment of foreign citizens temporarily residing on the territory of Ukraine is carried out in public and municipal health facilities at their own expense including health insurance contracts with Ukrainian insurers.

2.7. Insurance.

Medical assistance is given to foreigners or persons without citizenship according to the rules, written in the Legislation of Ukraine.

Provision of medical assistance to foreign citizens is carried out according to the Order of providing medical assistance to foreigners and people without citizenship, who temporary live on the territory of Ukraine, approved by the Cabinet of Ministers of Ukraine Act from the 22nd of June 2011 № 667 and Article 44 of the Law of Ukraine “On insurance”.

Foreigners and persons without citizenship can apply for medical assistance, including emergency, to any state or municipal medical care establishment.

Payment of medical assistance cost, including emergency, is carried out by foreigners or persons without citizenship in case of deficiency of insurance contracts and insurer, if a foreigner has a proper insurance contract.

If necessary, the university helps to obtain medical insurance card for providing medical assistance.

2.8. Opportunities for students with disabilities and special needs.

KNUTE has created favorable conditions for studying, comfortable stay and accommodation of students with special needs.

Access for students with special needs, including those in wheelchairs to areas of higher education, dormitories has been provided:
– Building A is equipped with ramps, a lifting platform and an elevator for people with special needs;
– Building D, E, L, the Congress-hall (building B), dormitories № 2, 4 have ramps for wheelchairs;
– in dormitories № 2, 4 there are specially equipped rooms for people with handcuffed physical capacities (toilet and bathroom with special handholds);
– staircase flights are equipped with handholds;
– lift call-button, light switchers in the university are placed on accessible for seated man level.

Students with special needs regularly receive welfare assistance. In order to ensure their social adaptation, psychological support of practical psychologists is provided.

The University provides social benefits which are guaranteed by the state to certain categories of students.

2.9. Learning facilities.

Library of KNUTE is a research, information, educational, cultural and educational structural unit with comprehensive funds of documents. The main purpose of library’s activity is to actively promote the development and implementation of advanced learning technologies, creating conditions for effective scientific and educational process. The administration of the university assists in broadening the informational resources in the library, creation availability and convenience in using the book funds. Library funds are a universal basis for the educational process and research in the field of economics, trade, finance, management, business and so on. This is one of the main information resources of KNUTE Library, which has more than 1 million and 244 thousand copies of books, periodicals, dissertations and abstracts, and publications on electronic media. Annual increase of library’s documents fund makes up nearly 6,000 exemplars, purchasing of periodicals forms of Ukraine and foreign countries makes up 100 items.

Library has modern technical facilities and resources. There were installed 90 computers and 3 powerful servers, were created necessary conditions for effective readers service, arrangement of documents funds, electronic catalogues, document exhibitions. There is free Wi-Fi connection to educational resources in the Internet.

To library users’ service there are 6 reading-halls, 7 lending libraries, SMART library, “KNUTEHUB” coworking center, multimedia library, foreign literature hall, cards and electronic catalogues hall, new literature hall, MBA, special sectors such as
methodological sector of KNUTE, dissertation and dissertation abstracts sector.

All work processes in the library are computerised: documents’ funds compilation, scientific elaboration of documents, outgiving of the documents to users, search for the documents in electronic catalogues (“Ukrainian Stock House” – ALIS “UFD/Library”) etc. For signing up and using the library there is an electronic signature (PIN-CODE) in reader’s electronic form.

University has opened SMART library. It is an open space, zoned for reading, lecturing, master classes, presentations and convenient work of visitors with computers, virtual reality helmets and their own gadgets as well as for leisure and intellectual board games.

SMART library offers a variety of training activities and has all technical possibilities for creative youth pastime. Here you can come to read a book, work on your computer or with your gadget, hold a conference or lecture using a SMART-WALL or plasma panel, plunge into the virtual reality with the help of special VR-glasses. The use of virtual reality technologies will help students to adapt to constantly growing complexity of processes, models and theories as well as to operate with a large amount of information and new ways of presenting it. Actually, the very concept of smart implies a faster response to the demands of the economy and the world.

SMART library is a space for communication where you can share ideas, acquire and disseminate new knowledge. The new hall of the library with its comfortable zones for individual and collaborative work, with access to various sources of information is equipped with the latest equipment and will be included in the active life of the university.

A coworking center “KNUTEHUB” has been opened in KNUTE. Students and teachers will be able to take lectures or practical classes as well as to relax in their free time. The use of the resources of the center is free for students and employees of higher education institution.

The newly created coworking center combines 6 different zones - 3 work areas, a lounge, a conference room and a negotiating area. For example, the location for meetings allows to conduct presentations, lectures and master classes for 70 participants. It is equipped with a projector, audio system and a flipchart. The eco-zone is designed for rest, reading books, working with tablets and laptops.

A coworking center has everything you need for comfortable work as well as informal communication and relaxation.
Multimedia library provides information services in all areas of learning and research work of the university and promotes the use of Internet resources as educational potential. For the users is available fund of multimedia documents of educational and cognitive importance on different media (CD and DVD-discs, video-cassettes, etc.). It is being formed a full-text database of electronic textbooks and programs, methodical recommendations and works of KNUTE teachers. Also in the multimedia library was offered free access to the websites of national and foreign libraries, electronic information resources of Ukraine and foreign countries, international projects. Media library is equipped with modern computers connected to the Internet.

Multimedia library allows reviewing and copying documents in electronic full-text form (if necessary). Equipped with 20 computers, devices for reading CD- and DVD-ROMs, and contains a database of electronic textbooks, curricula and other information sources.

Multimedia library, in addition to full-text databases on the Internet, is supplied with collections of documents in electronic form. Network local resources (learning-methodical editions) make up 4,695 copies. Documents on removable media make up 6,166 copies. Media library conducts monthly electronic informing of KNUTE structural units on new receipts and text databases. The university library has access to such electronic databases as:

- ALIS (UFD/Library).
- SCOPUS abstract and citation database.
- Full text base of information resource of the company “EBSCO PUBLISHING”.
- Russian Scientific Electronic Library (e-library.ru).
- Database of economics and law (Polpred.com).
- Regulatory acts of Ukraine – base of legislative and regulatory acts of Ukraine.
- Open archives of Ukraine (oai.org.ua).
- “Commodity monitor” – an analytical weekly publication (publishing house “Derzhzovnishinform”).
- Countries of the world (Ukrainian National Information Agency “Ukrinform”).
- KNUTE packages of studying-methodical support.
- KNUTE fund of audio-, video-and photo materials.

The website of KNUTE Library (www.lib.knteu.kiev.ua) provides complete information about the library, its funds and
services, the electronic catalogue and other electronic resources (scientometric, bibliographic, fulltext database), designed to meet the needs of users. The reader can also get instructions on how to search, promotional and cognitive information for users, virtual book exhibitions, 3D tours, reports on events held in the library. The following factors were taken into account for the creation of the new website of KNUTE Library: design, structure, convention, navigation and ways of presenting the material. You can search documents, create lists of documents as well as send them to your own email address from mobile devices (smartphones and tablets with Android operating system) via mobile app using QR code. The website provides the library with an opportunity to reach a large number of users, effectively communicating with them and creating a positive image.

Formation of information culture of library users (researchers, teachers, students, etc.) is an important part of the library’s work. The library activities are aimed at ensuring the availability and efficiency of obtaining information. There are practical classes for the first-year students on librarian-bibliographical knowledge in form of lectures, practical work and excursions to the library. Great attention is paid to achieving knowledge of conducting document search in electronic catalogue of the library.

The introduction of new technologies gives an opportunity to broaden informational supplement of library users, what influences the quality of educational process. Cooperation with KNUTE structural units (faculties, departments, research and service departments) with the aim of improving the use of library collections and information resources, multi aspect book fund, computer network of libraries, reference information apparatus, library innovation, introduction of advanced technologies, experienced professional staff, improving the organization and regulation of labour, modern design, modern technical equipment and maximum computerisation of manufacturing processes contribute to the success of the library and a quality user’s service.

Conditions of using library services:
• scientific literature lending library:
  professors and lecturers, scientists – one studying year;
  students – a month;
• study literature lending library:
  professors and lecturers, scientists – one studying year;
  students – a term;
• foreign literature lending library: all readers – one month (with
possibility of extension of the use);
- fiction literature lending library: all readers – 21 days.

Timetable of library work: Monday – Friday – 09:00 – 17:45.

Head of the library of KNUTE – L.S. Shestopalova
Deputy Head of the Library of KNUTE - V.G. Zubareva

Material-technical base. For the needs of the educational process, all departments are equipped with the necessary computer equipment, which has more than 2000 PCs; 44 computer classes, 10 interactive complexes, 45 multimedia projectors, 6 multimedia platforms, 45 personal multimedia kits and 6 mobile multimedia devices (PC with a projector on a mobile carriage), 40 lecture rooms have presentation equipment, 10 auditoriums are equipped with LED screens. Software was updated in several computer classes, which is 60 computers: “Samotour”, “3D Studio max”, “Fidelio”.

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2.10. Organization of student mobility by mobility programs.

According to the international collaboration programs the best students of Kyiv National University of Trade and Economic with foreign language knowledge and according to KNUTE top list are able to get an education abroad according to the indication and conditions, shown in the table (annex).
3. Program profile.

241 «Hotel and restaurant business»
(specialization «International hotel business»)

<table>
<thead>
<tr>
<th>1 – General information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full name of IHE and structural unit</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Academic degree and qualification title in the original</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Educational Program title</strong></td>
</tr>
<tr>
<td><strong>Qualification Title (Degree), program credits and duration</strong></td>
</tr>
<tr>
<td><strong>Accreditation</strong></td>
</tr>
<tr>
<td><strong>Cycle/Level</strong></td>
</tr>
<tr>
<td><strong>Academic Background</strong></td>
</tr>
<tr>
<td><strong>Language(s) of instruction</strong></td>
</tr>
<tr>
<td><strong>Program duration</strong></td>
</tr>
<tr>
<td><strong>Educational Program Link</strong></td>
</tr>
</tbody>
</table>

2 – Educational program aim
Training of competitive, socially-mobile, highly qualified specialists, who are capable to solve complex specialized tasks in development of business projects as the subjects of hotel and restaurant business on the basis of mastering the system of competencies taking into account the trends of world economy development, international trade in hotel and restaurant services, international capital movements, international finance in a rapidly changing globalization of hotel and restaurant business.

3 – Educational program general information

Subject area (Field of study, speciality, and specialization)
Subject area 24 “Service Sector”, speciality 241 “Hotel and Restaurant Business”, specialization “International Hotel Business”
The volume of compulsory components of the educational program is 65.5%. The volume of components of the general training cycle is 17.3%, and the volume of components of the professional training is 82.7% of the general volume of the educational program.

Educational program orientation
Academic, educational and professional, applied

Educational program and specialization goals and objectives
Focusing on the implementation of educational trajectories with applied, scientific research, scientific practical and scientific pedagogical emphasis.
Special education and professional training to solve professional and scientific tasks in the business activities of hotel business entities in the international context, the opportunity to acquire the necessary research skills in the development and implementation of international projects and for scientific career.

**Key words:** international hotel networks, income management, corporate management, international economic relations, international tourism, foreign economic activity, international payments, international marketing, international business, international finance

### Specific requirements

Interdisciplinary and multidisciplinary training of specialists in the organization of activities of hotel business entities, including those with the international capital in the Ukrainian market of services and the organization of activities of hotel business entities in international markets. Practical training and internship abroad with the receipt of certificates. Interactive field practical classes. Involvement of foreign scientists and practitioners of hotel and restaurant business in the educational process.

### 4 – Career opportunities and further learning

<table>
<thead>
<tr>
<th>Career opportunities</th>
<th>248 Specialists in the field of tourism, hotel, restaurant and sanatorium and resort business:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2482 Specialists in the field of hotel and restaurant business</td>
</tr>
<tr>
<td></td>
<td>2483 Specialists in the field of sanatorium and resort business: 2483.1 Scientific staff (recreation and leisure studies)</td>
</tr>
<tr>
<td></td>
<td>2483.2 Specialists in sanatorium and resort business</td>
</tr>
<tr>
<td></td>
<td>2471 Quality control specialists</td>
</tr>
<tr>
<td></td>
<td>2482.2 Specialist in hospitality service</td>
</tr>
<tr>
<td></td>
<td>2482.2 Specialist in hotel business</td>
</tr>
<tr>
<td></td>
<td>2482.2 Specialist in restaurant business</td>
</tr>
<tr>
<td></td>
<td>3414 Specialist in tourist services</td>
</tr>
<tr>
<td></td>
<td>3414 Specialist in leisure activities</td>
</tr>
<tr>
<td></td>
<td>3414 Specialist in rural tourism development</td>
</tr>
<tr>
<td></td>
<td>1225 Heads of production units in restaurants, hotels and other places of accommodation</td>
</tr>
<tr>
<td></td>
<td>2320 Teachers of secondary schools</td>
</tr>
<tr>
<td></td>
<td>2310.2 Other teachers of universities and higher education institutions</td>
</tr>
<tr>
<td></td>
<td>2351.1 Scientific staff (teaching methods)</td>
</tr>
<tr>
<td></td>
<td>2359.1 Other scientific staff in the field of teaching</td>
</tr>
<tr>
<td></td>
<td>2359.2 Other specialists in the field of teaching</td>
</tr>
<tr>
<td></td>
<td>2419.1 Scientific staff (marketing, business efficiency, rationalization of production)</td>
</tr>
</tbody>
</table>

**Obtaining of professional certificates based on the results of the industrial practice**

| Further learning | The Master can continue to study to obtain the educational and scientific degree of the Doctor of Philosophy, to improve his/her qualifications and receive additional postgraduate education. |

---

22
### 5 – Training and assessment

| Teaching and learning | Student-oriented learning, self-study, problem-oriented learning  
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lectures, practical classes, individual work on the basis of textbooks, manuals and lecture notes, training through professional practice and professional internship, consultations with teachers, preparation of graduation qualification work</td>
</tr>
</tbody>
</table>

| Assessment | Written examinations, practice; essays, presentations, scientific presentations, current control, defense of graduation qualification work, etc. |

### 6 – Program competences

| Integral competence (IC) | Ability to solve complex tasks of organization of economic activities of hotel business entities or in the process of study, which involves conducting research and/or implementation of innovations and characterized by uncertainty of the conditions and requirements of the international environment. |

| General competence (GC) | GC 1. Ability to initiative, responsibility and skills for preventive and emergency planning, management of occupational safety measures, ability to handle complex and unpredictable situations, leadership qualities as manager. Knowledge of international norms and legislation of Ukraine in the field of life safety of the population, systems of management of labor protection and civil protection.  
|                        | GC 2. Ability to improve and develop own intellectual and general cultural level, to adapt to new situations, to change the profile of own professional activities, socio-cultural and social conditions of activity, reassessment of the accumulated experience.  
|                        | GC 3. Readiness to take responsibility for the decisions within the framework of professional competence, ability to make non-standard decisions, to solve problem situations.  
|                        | GC 4. Ability to apply modern research methods and techniques, to conduct research at the appropriate level.  
|                        | GC 5. Ability to communicate with representatives of various professional groups and in an international context.  
|                        | GC 6. Skills to use information and communication technologies to search, process, analyze information from different sources and make decisions.  
|                        | GC 7. Ability to organize and motivate people to move towards a common goal, to work in a team.  
|                        | GC 8. Ability to act on ethical grounds, socially responsible and consciously.  
|                        | GC 9. Ability to identify and solve problems, generate new ideas.  
|                        | GC 10. Ability to abstract thinking, searching, processing, analysis, synthesis and establishing relationships between phenomena and processes.  
|                        | GC 11. Ability to innovative activities; ability to set and solve promising research and applied tasks. |
**Professional competence (PC)**  

<table>
<thead>
<tr>
<th>GC 12. Ability to prepare analytical information for decision-making.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PC 1.</strong> Ability to choose and apply the concepts, methods and tools of hospitality in accordance with international standards.</td>
</tr>
<tr>
<td><strong>PC 2.</strong> Ability to establish the criteria by which the organization determines further directions of development, to develop and implement relevant strategies and plans in the international environment.</td>
</tr>
<tr>
<td><strong>PC 3.</strong> Ability to demonstrate knowledge of basic categories and the latest theories, concepts, technologies and methods in the field of international tourism and hotel business.</td>
</tr>
<tr>
<td><strong>PC 4.</strong> Ability to apply fundamental knowledge of basic legal acts and reference materials, current standards and technical specifications, instructions and other regulatory documents in the field of international hotel business.</td>
</tr>
<tr>
<td><strong>PC 5.</strong> Ability to perform complex analysis and monitoring of the conditions of world markets, to evaluate and be able to adapt the economic activity of hotel business entities to the changes in the international environment.</td>
</tr>
<tr>
<td><strong>PC 6.</strong> Ability to apply fundamental knowledge, to analyze theories and mechanisms of implementation of international monetary, financial and credit relations.</td>
</tr>
<tr>
<td><strong>PC 7.</strong> Ability to develop and manage projects, show initiative and entrepreneurship.</td>
</tr>
<tr>
<td><strong>PC 8.</strong> Ability to elect and use analytical tools for studying the state and prospects of the development of international markets for hotel services using modern knowledge of the methods, forms and tools of the implementation of international hotel business.</td>
</tr>
<tr>
<td><strong>PC 9.</strong> Ability to scientifically justify the use and to implement the innovative technologies in hotel business.</td>
</tr>
<tr>
<td><strong>PC 10.</strong> Ability to scientifically justify the use and to implement innovative restaurant technologies.</td>
</tr>
<tr>
<td><strong>PC 11.</strong> Ability to form a mission, to substantiate strategic goals, to develop strategic directions for the development of corporations in the field of hotel business in the international environment.</td>
</tr>
<tr>
<td><strong>PC 12.</strong> Ability to coordinate and regulate relationships with contact audiences.</td>
</tr>
<tr>
<td><strong>PC 13.</strong> Ability to formulate tasks related to the implementation of quality management systems and their components in the organization, to ensure the protection of</td>
</tr>
</tbody>
</table>
consumer rights.
PC 14. Ability to find and evaluate new market opportunities, to formulate business idea and strategic marketing measures of the enterprise.
PC 15. Ability to identify changes in market conditions under the influence of uncertain factors, to conduct their comparative analysis, to critically evaluate the effects of ideas and decisions made in order to predict the trend of development of international hotel networks.
PC 16. Ability to provide security components of the hotel business in the international environment.
PC 17. Ability to act as a participant in business international organizational and legal relations, to substantiate own opinion about the specific conditions of implementation of forms of hotel business on the mega-, macro-, and meso-levels.
PC 18. Ability to justify the expediency of using economic and diplomatic methods to solve problems / tasks / conflicts at the international level.

7 – Program learning outcomes (PLO)

PLO 1. Knowledge and ability to form strategic directions of development of hotel business entities in the international environment.
PLO 2. Knowledge of national and international legal acts, skills and habits of their correct application, to analyze the international legal aspects of the activity of international hotel networks.
PLO 3. Knowledge of principles, functions, methods of management work, to analyze markets and apply market research tools in the international market of hotel services.
PLO 4. To identify and control the conflict situation, to resolve the conflict and apply it pragmatically.
PLO 5. Ability to ensure consumer rights protection.
PLO 6. To solve the problems of hotel business in the international market of services based on the use of information systems and technologies, to demonstrate the skills of collecting, systematizing and analyzing information, identifying and assessing the patterns of formation, development and interaction of complex socio-economic phenomena and processes.
PLO 7. To apply the methodological apparatus of the international standards of the hotel business.
PLO 8. Ability to organize innovative, commercial, marketing activities and to develop anti-crisis programs.
PLO 9. Ability to offer rational forms of international cooperation in the hotel business based on the knowledge of the organizational and legal principles of partnership.
PLO 10. Knowledge of corporate security of international activities of business entities and business relations, to assess and describe the existing and potential threats to business.
PLO 11. Ability to analyze, evaluate, synthesize new ideas
on innovative and investment opportunities of hotel business entities in the international environment.

PLO 12. Knowledge of principles of social responsibility of the business.

PLO 13. Ability to influence consumer behavior and to form segments of loyal consumers.

PLO 14. Ability to develop business plans for the creation and development of new organizations, directions of activities, services.

PLO 15. Ability to coordinate and regulate relationships with contact audiences, including foreign counterparties.

PLO 16. Ability to monitor, analyze, evaluate the activities of corporations, strategic alliances, consortia, in the field of hotel business in order to identify their competitive position and advantages in world markets.

PLO 17. Ability to systematize and synthesize information from various sources using innovative approaches and technologies, and software, taking into account cross-cultural peculiarities of hotel business entities in the international hotel services market.

PLO 18. Ability to demonstrate the research skills that manifest themselves in the originality of the research, the ability to produce new scientific hypotheses, to choose the right directions and appropriate methods for their implementation, taking into account the available resources; to interpret the results of the researches conducted, ability to present them, find solutions to problems and predict the future consequences of the decisions made.

PLO 19. Ability to carry out the process of teaching (mastering educational technologies) and to evaluate the results of educational activities.

PLO 20. Ability to communicate, including verbal and written communication in Ukrainian and 2 foreign languages.

PLO 21. Ability to use a variety of methods, including information technology, for effective communication at the professional and social levels.

PLO 22. Ability to adapt to new situations and make decisions.

PLO 23. Ability to realize the need for lifelong learning in order to deepen the acquired and gain new professional knowledge.

PLO 24. Ability to take responsibility for the work to be done and achieve the goal in compliance with the requirements of professional ethics.

PLO 25. Ability to demonstrate an understanding of the basic principles of life safety.

8 – Resource support for program implementation

Academic staff  95% of the faculty members involved in teaching professionally oriented disciplines have academic degrees in their specialty. For problematic lectures, foreign specialists
from the professional environment of the hotel and restaurant business are invited.

**Facilities**

Computer class on hotel business  
Computer class on tourism organization  
Computer class on design  
Laboratory for food technology  
Laboratory for the organization of service in the institutions  
Laboratory for bar and oenology studies  
Laboratory of automated design systems  
Laboratory of integrated business process management systems  
Laboratory of thermal and refrigeration equipment

**Informational, teaching and learning materials**

Using the Virtual Learning Environment of KNUTE, software: Innovative Hotel Management System Fidelio V8; program complex “Parus-Hotel”, program complex “Parus-Restaurant”; Iiko system for automation of restaurant or restaurant network operation; Amadeus global booking system. Original products of the faculty members.

9 – **Academic mobility**

**National credit mobility**

On general grounds within the territory of Ukraine. Short-term training of students according to a pre-determined course in other higher education institutions.

**International credit mobility**

Within the framework of the EU Erasmus + program, based on bilateral agreements between KNUTE and higher education institutions of partner countries.

**Training of foreign students**

Training of foreign citizens is possible.

2. **List of educational program components and their logical order**

2.1. **List of EP components**

<table>
<thead>
<tr>
<th>Code</th>
<th>Educational program components (study disciplines, course projects (work), practice, qualification exam, graduation work)</th>
<th>Total credits</th>
<th>Final assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

**Compulsory components of EP**

<p>| EC 1. | International Business | 6 | W/E |
| EC 2. | International tourism  | 6 | W/E |
| EC 3. | Revenue Management     | 6 | W/E |
| EC 4. | Corporations management in the hotel and restaurant business | 7,5 | W/E |
| EC5.  | Strategic marketing in the hotel and restaurant business          | 6 | W/E |
| EC 6. | Project management in the hotel and restaurant business           | 6 | W/E |</p>
<table>
<thead>
<tr>
<th>Total credits for compulsory components:</th>
<th>58.5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Optional components of EP</strong></td>
<td></td>
</tr>
<tr>
<td>OB 1.1. Contract law</td>
<td>6</td>
</tr>
<tr>
<td>OB 1.2. Intellectual Property</td>
<td>6</td>
</tr>
<tr>
<td>OB 1.3. Consumer law</td>
<td>6</td>
</tr>
<tr>
<td>OB 1.4. Corporate law</td>
<td>6</td>
</tr>
<tr>
<td>OB 2.1. Crisis psychology</td>
<td>6</td>
</tr>
<tr>
<td>OB 2.2. International protocol and etiquette</td>
<td>6</td>
</tr>
<tr>
<td>OB 2.3. Professional communication in foreign language</td>
<td>6</td>
</tr>
<tr>
<td>OB 2.4. Psychology of business</td>
<td>6</td>
</tr>
<tr>
<td>OB 2.5. The theory and practice of translation</td>
<td>6</td>
</tr>
<tr>
<td>OB 3.1. Brand Management</td>
<td>6</td>
</tr>
<tr>
<td>OB 3.2. Hotel business</td>
<td>6</td>
</tr>
<tr>
<td>OB 3.3. Methodology and organization of scientific research</td>
<td>6</td>
</tr>
<tr>
<td>OB 3.4. International credit-settlement and currency transactions</td>
<td>6</td>
</tr>
<tr>
<td>OB 3.5. International finance</td>
<td>6</td>
</tr>
<tr>
<td>OB 3.6. International marketing</td>
<td>6</td>
</tr>
<tr>
<td>OB 4.1. Behavior of consumers of hospitality services</td>
<td>6</td>
</tr>
<tr>
<td>OB 4.2. Business Process Management</td>
<td>6</td>
</tr>
<tr>
<td>OB 4.3. Quality management of services in hotels and restaurants</td>
<td>6</td>
</tr>
<tr>
<td>OB 4.4. Financial Technologies</td>
<td>6</td>
</tr>
<tr>
<td>OB 4.5. Value-based management</td>
<td>6</td>
</tr>
<tr>
<td>OB 4.6. HR-management of hotels and restaurants</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>OB 5.1. International Strategies for Economic Development</td>
<td>7.5</td>
</tr>
<tr>
<td>OB 5.2. Accounting and financial reporting according to international standards</td>
<td>7.5</td>
</tr>
<tr>
<td>OB 5.3. Management of the international competitiveness of the enterprise</td>
<td>7.5</td>
</tr>
<tr>
<td><strong>Total credits for optional components</strong>:</td>
<td>31.5</td>
</tr>
<tr>
<td><strong>Practical training</strong></td>
<td></td>
</tr>
<tr>
<td>Industrial (pre-diploma) training</td>
<td>9</td>
</tr>
<tr>
<td><strong>Final assessment</strong></td>
<td></td>
</tr>
<tr>
<td>Preparation of final qualification work and its defense</td>
<td>12</td>
</tr>
<tr>
<td><strong>TOTAL NUMBER OF CREDITS</strong></td>
<td>90</td>
</tr>
</tbody>
</table>
3. Final assessment

Final assessment of students majoring in educational program «International hotel business”, speciality 241 "Hotel and restaurant business” is carried out in the form of final qualification work defense and results in getting the diploma on obtaining qualification: higher educational level “Master”, speciality “Hotel and restaurant business”, specialization «International hotel business»
Assessment is carried out openly and publicly.

4. Program Competences and EP Components Matrix

|   | CC1 | CC2 | CC3 | CC4 | CC5 | CC6 | OB1.1 | OB1.2 | OB1.3 | OB1.4 | OB2.1 | OB2.2 | OB2.3 | OB2.4 | OB2.5 | OB3.1 | OB3.2 | OB3.3 | OB3.4 | OB3.5 | OB3.6 | OB4.1 | OB4.2 | OB4.3 | OB4.4 | OB4.5 | OB4.6 | OB5.1 | OB5.2 | OB5.3 |
|---|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| GC1 |     |     |     |     |     |     |   *   |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| GC2 |     |     |     |     |     |     |       | *     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| GC3 | *   |     |     |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| GC4 | *   |     |     |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| GC5 |     |     |     |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| GC6 |     |     |     |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| GC7 |     |     |     |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| GC8 |     |     |     |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| GC9 |     |     |     |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| GC10|     |     |     |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| GC11|     |     |     |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| GC12| *   |     |     |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| PC1 |     |     |     |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| PC2 |     |     |     |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| PC3 |     |     |     |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |

29
5. Program learning outcomes and EP components of the educational program Matrix

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31
4. Information on academic components (disciplines).

4.1 Title. International business
Type. Optional.
Semester. I.
Lecturer, academic degree, position. Golovnya Yu.I., Candidate of Sciences (Economics), Associate Professor

Learning outcomes. Students acquire modern economic thinking and special knowledge about the functional and institutional structure of international business, its laws, trends and problems of development in the conditions of globalization processes.


Recommended sources and other educational resources / means.

Planned learning activities and methods of education. Combination of traditional and nontraditional methods of education with the use of innovative technologies:
- lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures / binary lectures / dual lectures / lectures with prearranged errors).
- seminars (training / presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / work in groups / etc.).

Methods of assessment:
- formative assessment (oral tests / written tests / checking compendiums / presentations / projects / exercises / economic problems / situational tasks, etc.);
- summative assessment (written exam)

**Learning and teaching language.** English.

### 4.2. Title.
International Tourism.

**Type.** Compulsory.

**Academic year.** 2019/20.

**Semester.** 1.

**Lecturer, academic degree, position.** Dupliak T.P., Candidate of Sciences (Economics), Associate Professor (has passed Internship at the University of Central Lancashire, England, at the Cracow University of Economics, Poland, within the EU Erasmus+ Program «Learning Mobility»).

**Learning outcomes.** Creation of students’ theoretical knowledge and practical skills of research of international tourism market and organization of activity of transnational tourism corporations and international hotel chains in the international and national market.

**Compulsory disciplines studied before.** «Geography of Tourism», «Organization of Tourism».


**Recommended sources and other educational resources / means.**


34
Planned learning activities and methods of education. Combination of traditional and nontraditional methods of education with the use of innovative technologies: thematic and problematic lectures, case study method, practical tasks with the use of information technologies, presentations, solving creative tasks, independent work of students.

Methods of assessment:
- formative assessment (testing, situational tasks, defending individual and group projects).
- summative assessment (written exam).

Learning and teaching language. English.

4.3. Title. Revenue Management.
Type. Compulsory.
Semester. I.
Lecturer, academic degree, position. Kulyk M.V., Candidate of Sciences (Economics), Associate Professor.

Learning outcomes. Gaining by students modern economic thinking and special knowledge of revenue management, practical skills in using the analytical technologies to optimize and maximize profitability of hotels based on forecasting consumer behavior and stimulate demand.

Compulsory disciplines studied before. «Enterprise Management», «Marketing», «Communicative Management» and «Enterprise Economy».

Course outline. Revenue management concept as the analytical technology of revenue management. Theoretical and methodological principles of Revenue management. Revenue management as a basis for the development and application in practice techniques to ensure optimal number of sales rooms for a maximum price through the most effective channels. Factors affecting the efficiency of Revenue Management techniques and ensure successful operation of the hotel.
Methods, techniques, models for the application of practical and effective approach to the formation of the fair market value of hotel services as a commodity, the development of a flexible pricing policy, the definition of low income level of the hotel. Revenue management as Property Management System in compliance with ethical relationships.

**Recommended sources and other educational resources / means.**


**Planned learning activities and methods of education.** Combination of traditional and nontraditional methods of education with the use of innovative technologies:
- lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures / binary lectures / dual lectures / lectures with prearranged errors).
- seminars (training / presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / work in groups / etc.).

**Methods of assessment:**
- formative assessment (oral tests / written tests / checking compendiums / presentations / projects / exercises / economic problems / situational tasks, etc.).
- summative assessment (written exam)

**Learning and teaching language.** English.

**4.4. Title.** Management of Corporations in Hospitality.
**Type.** Compulsory.
**Academic year.** 2019/20.
**Semester.** II.
**Lecturer, academic degree, position.** Kulyk M.V., Candidate of Sciences (Economics), Associate Professor.
Learning outcomes. Gaining by students modern economic thinking and special knowledge of corporate management, practical skills in developments of strategic ways of developing a corporate organization and providing its competitiveness, formation and development of corporate culture, control of investment and dividend policy of JSC.

Compulsory disciplines studied before. «Enterprise Management», «Marketing», «Communicative Management» and «Enterprise Economy».


Recommended sources and other educational resources / means.


Planned learning activities and methods of education. Combination of traditional and nontraditional methods of education with the use of innovative technologies:

- lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures / binary lectures / dual lectures / lectures with prearranged errors).

- seminars (training / presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / work in groups / etc.).
Methods of assessment:
- formative assessment (oral tests / written tests / checking compendiums / presentations / projects / exercises / economic problems / situational tasks, etc.);
- summative assessment (written exam)

Learning and teaching language. English.

4.5. Title. Strategic Marketing.
Type. Compulsory.
Academic year. 2020/21.
Semester. III.

Lecturer, academic degree, position. Sai Dariia, PhD, Associate professor at International Economic Relations Department.

Learning outcomes. To form a system of theoretical knowledge and practical skills in order to apply the tools of strategic marketing as a concept aimed at achieving competitive advantage, maintaining and increasing loyal consumers segment, formation of the target market to achieve the goal of economic activity in the face of uncertainty and changeable external environment.

Compulsory disciplines studied before. "Management", "Marketing", "Economy of hotels and restaurants", "Marketing Communications".


Recommended sources and other educational resources / means.
5. David W. Cravens, N. Piercy Strategic Marketing. – Publisher :
Planned learning activities and methods of education. Combination of traditional and innovative methods of education with the use of technologies: thematic and problematic lectures, case study method, practical tasks with the use of information technologies, presentations, solving creative tasks, independent work of students.

Methods of assessment:
- O – oral questioning; D – dispute; T – testing; PT – practical tasks.
- summative assessment (written exam).

Learning and teaching language. English.

4.6. Title. Project Management in Hotel and Restaurant Business.
Type. Compulsory.
Academic year. 2020/21.
Semester. III.
Lecturer, academic degree, position. Boyko M.G., Doctor of Sciences, Professor

Learning outcomes.
Gaining by the students modern economic thinking, special knowledge in the sphere of Project Management, practical skills and defining the objectives of the Project and performance of its feasibility; examination of the Project; detection of the Project structure; determination of the size and grounding the way of investment; creation of the Project Team; determination of duration of the Project on the ground of works execution charts; estimation of resources; developing of the Project budget; evaluation of the Project risks; providing Project control.

Compulsory disciplines studied before. «Management of corporations in hotel, tourism and restaurant business», «International tourism», «Strategic marketing in hotel, tourism and restaurant business».


Recommended sources and other educational resources / means.


**Planned learning activities and methods of education.** Combination of traditional and nontraditional methods of education with the use of innovative technologies:

- lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures / binary lectures / dual lectures / lectures with prearranged errors).
- seminars (training / presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / work in groups / etc.).

**Methods of assessment:**

- formative assessment (oral tests / written tests; checking compendiums / presentations / projects / exercises / economic problems / situational tasks, etc.);
- summative assessment (written exam).

**Learning and teaching language.** English.

**4.7. Title.** Hospitality Services Quality Management.

**Type.** Optional.

**Academic year.** 2019/20.

**Semester.** I.

**Last name, first name and patronymic of the lecturer, academic degree, position.** T.P. Dupliak, Candidate of Sciences (Economics), Associate Professor.

**Learning outcomes.** Creation of students’ theoretical knowledge and practical skills in quality management of enterprises of hotel, restaurant and tourism business.

**Compulsory disciplines studied before.** «Management», «Marketing».

**Course outline.** The theory bases of standardization and certification services. The state system of standardization. The certification system
of services. Licensing. Scientific bases of quality services management. Domestic and foreign experience of quality services management. Quality services management. Mechanism and process of the quality services management. The effectiveness of the quality services management. Organization of quality services control.

**Recommended sources and other educational resources / means.**


**Methods of education.** Combination of traditional and nontraditional methods of education with the use of innovative technologies:
- lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures / binary lectures / dual lectures / lectures with prearranged errors).
- seminars (training / presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / work in groups / etc.).

**Methods of assessment:**
- formative assessment (oral tests / written tests / situational tasks).
- summative assessment (written exam).

**Learning and teaching language.** English.

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4.8 Title. Intellectual property.
Type. Optional.
Semester. II.
Lecturer, academic title, scientific degree, position. Hurzhii A.V., cand.Legal Sciences, Ass.Prof., Department of administrative, financial and information law.
**Learning outcome.** Formation of a complex of theoretical knowledge on intellectual property as a determining economic and legal category of the information society.

**A mandatory pre-academic disciplines.** "Law", "Business law".

**Content.** The concept of intellectual property, objects and subjects of intellectual property. The concept, principles and sources of copyright; objects and subjects of copyright: personal property and non-property rights to works of literature, art and science; collective management of copyright; responsibility for copyright infringement. Legal protection of related rights. The concept and conditions of legal protection of inventions, utility models, industrial designs. Legal protection of non-traditional results of intellectual property. Legal protection of means of individualization of subjects of economic turnover, goods, works and services. The concept and legal protection of commercial (brand) names, trademarks and geographical values. Protection against unfair competition. Liability for infringement of intellectual property rights.

**Recommended sources and other educational resources / means.**

**Planned learning activities and methods of education.** Combination of traditional and nontraditional methods of education with the use of innovative technologies:
- lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures / binary lectures / dual lectures / lectures with prearranged errors).
- seminars (training / presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / work in groups / etc.).

**Methods of assessment:**
- formative assessment (oral tests / written tests / checking compendiums / presentations / projects / exercises / economic problems / situational tasks, etc.);
- summative assessment (written exam)

**Learning and teaching language.** English.

**4.9. Title.** Business Psychology.
**Type.** Optional.
**Academic year.** 2019/20.
**Semester.** III.
**Lecturer, academic degree, position.** Yu.V Drozdova. Candidate of Sciences (Psychology), Associate Professor (Department of Foreign Philology and Translation).

**Learning outcomes.**
Knowledge of psychological sources, factors, mechanisms and patterns of business development as a system; basic methods and techniques of psychological training for businessman; potential psychological foundations of businessman; such success factors as behavior, motivation, organizational skills, ethics; personal limits that reduce efficiency. Ability to analyze business as organization, activity and social institution; determine business impact on social and professional development of the individual.

**Compulsory disciplines studied before.** «Psychology», «Philosophy», «Social Psychology», «Management Psychology».

**Course outline.**

**Recommended sources and other educational resources / means.**

**Planned learning activities and methods of education.** Combination of traditional and nontraditional methods of education with the use of innovative technologies:
- lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures);
- seminars (training / presentations / discussions/ work in groups / case study/ brainstorming).

**Methods of assessment:**
- formative assessment (oral tests / written tests / presentations / projects / situational tasks, etc.);
- summative assessment (written exam).

**Program language.** English.

4.10. **Title.** International Marketing.
**Type.** Optional.
**Academic year.** 2019/20.
**Semester.** I.
**Lecturer, academic degree, position.** Learning outcomes. Sai Dariia, PhD, Associate professor at International Economic Relations Department.
**Learning outcomes.** Formation of theoretical and special knowledge, practical skills and abilities in the field of international marketing among students, which are necessary for achievement of commercial objectives in international business.
**Compulsory disciplines studied before.** The discipline is studied on the grounds of basic macroeconomic background. According to the structure and logical scheme for specialty 03060104 “International economic activity management” - "International marketing" have to be studied after such disciplines as "Microeconomics", "Marketing", "International economic relations", "Organization of foreign trade transactions"; for
specialties 03060101 “Organizations management and administration” (specialty “Hotel and restaurant business management”) and 14010101 “Hotel and restaurant business” – after studying such disciplines as “Hotels and restaurants economics", "Marketing", "Marketing Communications", "Management".


**Recommended sources and other educational resources / means.**


6. “Strategic Marketing Process e-book”, Copyright © 2006-2009 Moderandi Inc. All rights reserved.


9. “Alliances and joint ventures. Patterns of internationalization for developing country enterprises”, Publisher: United Nations Industrial Development Organization. Vienna International Centre, P.O. Box 300, 1400 Vienna, Austria. Printed in Austria V.05-91195—June 2006—1,000

Planned learning activities and methods of education. Combination of traditional and innovative methods of education with the use of technologies: thematic and problematic lectures, case study method, practical tasks with the use of information technologies, presentations, solving creative tasks, independent work of students.

Methods of assessment:
- OT - Oral test; E - Essay; D - Digest; IA- Individual Assignments; WT - Written test.
- summative assessment (written exam).

Learning and teaching language. English.

4.11. Title. Accounting and financial reporting according to IFRS.

Type. Optional.


Semester. I.

Lecturer, academic degree, position. Holovina D.V. Candidate of Sciences (Economics), Associate Professor (Deputy dean of the Faculty of Accounting, Auditing and Information Systems)

Learning outcomes. The mastery of theoretical knowledge on International Accounting Standards (IAS), and International Financial Reporting Standards (IFRS) basic provisions, to obtain practical skills of using accounting methods and procedures concerned with Financial Statements making and presentation.

Compulsory disciplines studied before. « Accounting ».

Course outline. International Financial Reporting Standards essence and basic requirements for their implementation. Financial Statements content, structure and requirements for their presentation. Additional informational disclosure in financial statements. Information on company’s assets recognition, assessment, and disclosure in financial statements. Information on company’s liabilities recognition, assessment and disclosure features. The requirements for recognition, assessment and information on company’s revenues and expenses disclosure. Financial instruments accounting and presentation in financial reporting procedure. Recognition, assessment and information disclosure on investments in jointly controlled assets, transactions and businesses in financial reporting. Changes in foreign
exchange rates and price changes effects presentation methods in financial reporting. Changeover to International Financial Reporting Standards.

**Recommended sources and other educational resources / means.**


**Planned learning activities and methods of education.** Combination of traditional and innovative methods of education with the use of technologies: thematic and problematic lectures, case study method, practical tasks with the use of information technologies, presentations, solving creative tasks, independent work of students.

**Methods of assessment:**

– formative assessment (testing, checking compendiums, situational tasks, analytical and creative tasks, defending individual and group projects);

– summative assessment (written exam).

**Learning and teaching language.** English.
CONTENTS

INTRODUCTION.................................................................................................................. 2
1. General information ........................................................................................................ 3
   1.1. Name and address .................................................................................................. 3
   1.2. Institution description ......................................................................................... 3
   1.3. Academic bodies ................................................................................................. 6
   1.4. Academic calendar .............................................................................................. 7
   1.5. The list of available academic programs ............................................................. 7
   1.6. Admission requirements, including language policy and registration procedure .............................................................................................................. 10
   1.7. Mechanisms for credit mobility and prior learning recognition (formal and informal) ........................................................................................................... 10
   1.8. Policy of ECTS credits distribution (institutional credit framework) ............... 11
   1.9. Mechanisms of academic management ............................................................... 11
2. Resources and facilities .................................................................................................. 12
   2.1. Students’ chair of Human Resources department ............................................. 12
   2.2. Accommodation/housing conditions .................................................................. 12
   2.3. Catering ............................................................................................................... 13
   2.4. The cost of accommodation ............................................................................... 13
   2.5. Financial support of students ............................................................................ 13
   2.6. Medical services ................................................................................................. 14
   2.7. Insurance ............................................................................................................. 14
   2.8. Opportunities for students with disabilities and special needs ................................ 15
   2.9. Learning facilities ............................................................................................... 15
   2.10. Organization of mobility by mobility programs ............................................... 18
   2.11. Mandatory or selective “Mobility Windows” .................................................... 22
   2.12. Information on the types of certification (joint, double, multilateral) ............... 22
   2.13. The members of the consortium / partnership and their roles ............................ 22
   2.14. Language courses ............................................................................................. 23
   2.15. Opportunities for practical training .................................................................... 24
   2.16. Learning in the workplace ............................................................................... 24
   2.17. Sports and recreation facilities ......................................................................... 25
   2.18. Student organizations ....................................................................................... 25
3. Program profile ................................................................................................................. 26
4. Academic program .......................................................................................................... 32
5. Information on academic components (disciplines) ...................................................... 36