

**Ministry of Education and Science of Ukraine
Kyiv National University of Trade and Economics
Faculty of Restaurant, Hotel and Tourism Business**

PROSPECTUS

European Credit and Transfer System (ECTS)

Field of Science	07 «Management and Administration»
Field of Specialty	073 «Management»
Specialization	«Hotel and Restaurant Management»
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

KNUTE system of grades	Percentage of points relative to the total number of pass marks received	Cumulative percentage of received pass marks
90–100	20	20
82–89	10	30
75–81	20	50
69–74	10	60
60–68	40	100

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

Agency of Francophonie, International Association of Commodity Science, Innovation and Sustainable Development, Association of Leading University Higher Business Schools, International Association of higher and secondary specialized educational institutions of trade and consumer cooperation, World Leisure and Recreation Association.

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

Vovk 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.

Key and Title of Knowledge Area	Academic Degree «Bachelor»		Academic Degree «Master»	
	Major	Specialization	Major	Specialization
03 The Humanities	035 Philology	Germanic languages and literature (including translation), first - English	-	-
05 Social and behavioural sciences	051 Economics	Digital Economics	051 Economics	Digital Economics
		International Economics		International Economics
		Business Economics		Enterprise Economic security
		Corporate finance		Financial management
	053 Psychology	Practical psychology	053 Psychology	Psychology
	054 Sociology	Sociology of economic activity	-	-
06 Journalism	061 Journalism	Advertising and Public Relations	061 Journalism	Advertising
07 Management and Administration	071 Accounting and taxation	Accounting and taxation	071 Accounting and taxation	Accounting and taxation in international business
		Financial control and audit		Accounting and tax consulting
				Financial analysis and audit
			Financial	

Key and Title of Knowledge Area	Academic Degree «Bachelor»		Academic Degree «Master»	
	Major	Specialization	Major	Specialization
				analytics
072 Finance, banking and insurance	State and municipal finance	072 Finance, banking and insurance	State and municipal finance	
			Taxation	
			Banking	
			Management of public financial resources	
			Financial intermediation	
			Insurance	
			Corporate finance	
073 Management	Management of foreign economic activity	073 Management	International finance	
			Banking	
			State Audit	
	Management of foreign economic activity	073 Management	Financial intermediation	
			Insurance	
			Financial brokerage	
			Management of organizations	
			Trade management	
	HR management	073 Management	Management of foreign economic activity	
			Management of organizations	
			Trade management	
			HR management	
			Hotel and restaurant management	
	Hotel and restaurant management	073 Management	Management of organizations	
			Trade management	
			HR management	
			Hotel and restaurant management	
			Tourist and resort and recreational management	
	Tourism management	073 Management	Trade management	
			HR management	
			Hotel and restaurant management	
			Tourist and resort and recreational management	
			Economic competition management	
075 Marketing	Marketing	075 Marketing	Economic competition management	
			Marketing management	
			Advertising business	
			Brand Management	
	Advertising business	075 Marketing	Advertising business	
			Digital marketing	

Key and Title of Knowledge Area	Academic Degree «Bachelor»		Academic Degree «Master»	
	Major	Specialization	Major	Specialization
	076 Entrepreneurship, trade and exchange activities	Wholesale and retail trade	076 Entrepreneurship, trade and exchange activities	Wholesale and retail trade
		Merchandising and commercial logistics		Merchandising and commercial logistics
		Merchandising and organization of external trade		Merchandising and organization of external trade
		Customs		Customs
		Logistic activity		Logistics and supply chain management
		Cat. Management in retail		Cat. Management in retail
08 Law	081 Law	Commercial law	081 Law	Commercial law
		Financial law		Financial law
		Legal security support of entrepreneurial activity		Legal security support of entrepreneurial activity
		Civil law and trial		Civil law and trial
12 Information technologies	121 Software engineering	Software engineering	121 Software engineering	Software engineering
	122 Computer sciences	Computer sciences	122 Computer sciences	Computer sciences
	124 System analysis	Data Science	-	-
	125 Cybersecurity	Security of information and communication systems in the economy	-	-
18 Manufacturing and technologies	181 Food technology	Technology and organization of restaurant business	181 Food technology	Restaurant Technology and Business
				Innovative technology in restaurant

Key and Title of Knowledge Area	Academic Degree «Bachelor»		Academic Degree «Master»	
	Major	Specialization	Major	Specialization
				business
24 Service sector	241 Hotel and restaurant business	Hotel and restaurant business	241 Hotel and restaurant business	Hotel development
				International hotel business
	242 Tourism	International Tourism	242 Tourism	International Tourist business
		Economy and organization of tourism		International event management in tourism
28 Public management and administration	281 Public management and administration	Public management and administration	281 Public management and administration	Public management and administration
29 International relations	292 International economic relations	International business	292 International economic relations	International business
		International trade		
		International marketing		
	293 International law	International law	293 International law	International law

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 post-graduate 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.

2.Financial provision of orphaned students and children deprived of parental care.

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 publishing (archives): “KNUTE Bulletin”, “Goods and Markets”, “Foreign Trade: Economics, Finance, Law”.
- 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”.

Get free subscription to MS Office 365 - 1 000 000 licenses.

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.

Profile of the program «Hotel and Restaurant Management» Academic Degree «Master»	
Type of diploma and program volume	Single degree (provided on the basis of one institution), 90 ECTS credits
Higher Education Institution	Kyiv National University of Trade and Economics
Accreditation Institution	Ministry of Education and Science of Ukraine
Accreditation Period	2016-2026
Program Level	Second Level
A The aim of the educational program	
	<p>Preparation of viable, socially mobile, highly skilled professionals capable on the basis of prevailing in the learning process of general and specific competencies to effectively solve the problem of management of the hotel and restaurant business.</p> <p>Implementing the student centered learning concept, organization-centered creative learning process, implementation of the principles of cooperation and academic mobility with educational organizations.</p>
B Program Description	
Field of Science	07 «Management and Administration»
The main focus of the program and specialization	<p>Implementation of applied educational trajectories, with research, scientific and scientific-pedagogical bias.</p> <p>Acquiring basic theoretical knowledge, practical skills and abilities to solve professional and scientific tasks in the management of subjects of hotel and restaurant business.</p>
Program Orientation	Academic, professional and applied
Peculiarities and Differences	Internships and training abroad with obtaining certificates. Interactive on-site practical training. Attracting foreign researchers and practitioners of known hotel and restaurant in the educational process
C Suitability for employment and further education	
Suitability for	Management of organizations and departments,

	Employment	operating systems and processes in organizations; Research activities; Research and teaching activities
	Further education	Postgraduate studies: Training in educational and scientific programs 073 "Management", 075 "Marketing" 051 "Economy"
D	Teaching Style	
	Approaches to teaching and learning	Lectures (thematic and problem), workshops on information technology and active learning methods (situational, calculation and analytical tasks cases), consultation with teachers, preparation of final qualifying project (paper)
	Assessment Methods	Written and oral exams, tests, oral presentations, defence of final qualifying project (paper)
E	Program Competences	
	General competences	<p>1. Instrumental competence: the ability to form an outlook for the development of the human being, society and nature, spiritual culture; ability to consider social phenomena in the development and the specific historical conditions; the ability to self-regulation and a healthy lifestyle; ability to work with information, including a global computer network; ability to justify management decisions and the ability to ensure their legality.</p> <p>2. Interpersonal competence: the ability to carry out communication activities; ability to work in a team; positive attitude towards the otherness of other cultures; ability to work in an international environment; capacity for criticism and self-criticism.</p> <p>3. System of competence: the ability to work independently and autonomously; ability to act from the standpoint of social responsibility to take an active civic stance; the ability to take an active stance and develop leadership skills; ability to perform professional activities in accordance with the quality standards; ability to create a culture of thinking, perception; ability to learn; the ability to generate new ideas</p>

		(creativity); ability to adapt to new situations in professional activity; the ability to implement projects.
	Special competences	<p>1. Organizational and management function: the ability to apply theoretical basis of modern organization and management of enterprises in hotel and restaurant management; strategic management in making decisions on the development and management of the organizations in the market; understanding the theoretical positions of marketing strategies; management of strategic marketing activities of the hotel and restaurant business based on the study of legal documents, regulatory, special, reference materials and resources of global information network; explore the regional and global markets of hotel and restaurant services; understanding the psychological patterns of governmental activity and identification of psychological methods of constructive conflict resolution; ability to identify objects and subjects of intellectual property; understanding the status and problems of labor in the hotel and restaurant business; understanding the theoretical foundations of modern business process reengineering, methods of its implementation; the ability to allocate the specific contract law to determine its effect on the activity of hotel and restaurant business.</p> <p>2. Technological function: the ability to scientifically justify the use of innovative technologies in restaurant and hotel service.</p> <p>3. Research function: understanding the methodology and techniques of scientific research, the ability to make a direct choice of topics and research, organization of research work for future application of its results in practice; understanding of the educational process. Ability to develop scientific and methodological support of educational process in educational institutions. The ability to teaching,</p>

	monitoring and evaluating the results of teaching.
F	<p style="text-align: center;">Program Learning Outcomes</p> <ul style="list-style-type: none"> - ability to identify strategic objectives of the hotel and restaurant business management; ability to carry out a strategic diagnosis in the decision-making; ability to build a competitive market map, highlight key success factors and develop competitive advantages of hotel and restaurant business; ability to determine the competitiveness of hotel and restaurant business, their services, market capacity and conduct strategic planning activities in the market; the ability to use different methods and tools for strategic management of scientifically based decision-making; - ability to analyze and develop measures to improve the organizational structure and culture in the management of the organization: the ability to use alternative approaches to development / selection strategies /; the ability to assess the risks of implementing alternative strategic decisions; ability to establish effective control and qualitative feedback in the management of hotel and restaurant business; knowledge of the essence of strategic marketing; - features, methods and principles; knowledge of different theoretical approaches to the development of the overall strategic doctrine according to the specifics of the hotel and restaurant services, and the structure of functional strategies marketing management necessary for its implementation; the ability to focus on market competitors; to analyze market parameters, structure and capacity needs of the target markets, target audience segmentation, consumer product brands positioning relative to competitors; forecasting the level of potential demand, marketing research; the ability to implement complex strategies for creative development of hotel and restaurant business to promote their product brands, and develop strategic plans for their implementation; - knowledge of content and psychological characteristics of management, characteristics of different leadership styles and their effectiveness; knowledge of the laws of effective communication in the organization; conditions for positive motivation of employees; the ability to use different methods of constructive conflict resolution by actors in the management of hotel and restaurant business; ability to isolate the psychological impact and motivational components to ensure the effectiveness of management activities; the ability to use individual psychological characteristics of subordinates in

communicative interaction;

- ability to ensure the protection of public economic interest on the basis of existing legal norms in the activities of the hotel and restaurant business; ability to classify objects and subjects of intellectual property; knowledge of the order protection of intellectual property rights protection system of intellectual property;

- basic knowledge of the Law of Ukraine "On Labour Protection" safety management system (SMS) in the industry and production levels; ability to use scientifically based methods and tools for security, maintaining the health and performance rights at work; knowledge of factors that may cause occupational diseases; ability to establish measures and means of improving working conditions; the ability to conduct a scientific analysis of working conditions in terms of the possibility of a production process hazardous and harmful factors of environment; ability to organize and develop regulations for safety, operating within the company; ability to ensure safe operation of the organization process equipment and maintenance processes in enterprises of hotel and restaurant management;

- knowledge of the conceptual foundations of using re-engineering of business processes technology in the enterprise; knowledge of methods of business process reengineering based on information technology; ability to change depending on the categories of business processes to choose the most appropriate means exposure to new information technologies; ability to apply new tools automate the management of business processes; ability to use methods and tools of structural, functional and cost simulation and modeling business processes and the decisions on their reorganization;

- the ability to determine contracts order of involving entities; order of business contracts; ability to apply the basics of legal regulation of contractual relations in the context of business regulation; the ability to define the concept and content of commercial contracts; analyze certain types of contracts; ability to use methods of protection of rights and legal interests of participants of contractual relations; ability to work with legal documents that govern the contractual relationships between entities;

- ability to apply methodological foundations comprehensive assessment of the effectiveness innovations; knowledge of guidelines and methodological approaches to the development of innovative hotel technology; the ability to improve existing and develop innovative technology accommodations; knowledge of guidelines

and methodological approaches to design a hotel product; knowledge of scientific principles to the creation of the operational program of hotel and restaurant business; knowledge of innovative forms and methods of service and additional services in the business of hotel and restaurant management; knowledge of modern standards of service systems;

- the ability to develop own definitions, decisions, strategies, expand competence and diversification into components on the market of hotel and restaurant services; ability to formulate a hypothesis, purpose, objectives of the study independently within the overall research process; ability to analyze financial and material resources, employment, psychological support for the process of scientific research; ability to adopt and apply various types of scientific methods of information processing, to processing and interpretation of analytical data, summarize the results of research; use modern methods of design and technical capabilities of the results of research, writing scientific reports, prepare scientific publications; ability to develop methodologies and guidelines for the implementation of research results; the ability to issue guidance for users developed methods; ability to analyze the results of the research and assess their effectiveness; the ability to form a creative group and organize its work, creating a creative atmosphere;

- the ability to use advanced techniques, a variety of teaching methods and teaching intensive technologies, taking into account contingent and specific subjects; ability to participate directly in the organization of various forms of training in university and at work, chose teachers and trainers; ability to provide education and training as one holistic pedagogical process, to the formation of modern professional culture professionals in the hotel and restaurant business.

4. Academic Program

The head of the project team (the guarantor of educational program) –
 Doctor of Sciences (Economics), Professor Boyko M.G.

Specialization	Hotel and Restaurant Management
Field of Specialty	073 «Management»
Field of Science	07 «Management and Administration»
Academic Level	Second

Academic Degree	Master	
Total Amount of ECTS Credits	90	
Duration of Study	1 year 4 months	
1.	Requirements for the education of persons who can begin studying in educational and professional program	
	<p>Admission based on the degree of Bachelor of higher education to study for a degree of Master of higher education is carried out by the results of entrance examinations.</p> <p>A person can be enrolled to Kyiv National Trade and Economic University for Master's degree on the basis of bachelor's degree acquired in another specialty (the other field of science) after successfully passing an additional entrance test taking into account the average score of the bachelor's diploma.</p> <p>To related specialties belongs Management (Bachelor degree). Entrance examinations for Master degree consists of professional testing ("Hotel Business", "Management", "Economics of hotels and restaurants") and exam in a foreign language.</p> <p>A person may be enrolled the Kyiv National Trade and Economic University for Master's degree on the basis of bachelor degree acquired in another specialty, the conditions of the additional tests of basic training (economic theory) in accordance with approved programs.</p> <p>Admission to the program is regulated by the Admission Rules of KNTEU.</p>	
2.	The list of disciplines	
	Name of discipline	Number of ECTS credits (for every discipline)
	<i>Place in a logical sequence of studying (year of study)</i>	
	1. Revenue Management	6
	2. Restaurant Creativity	6
	3.1 Brand Management	6
	3.2 Investment Management	6
	3.3 Engineering of restaurant technologies	6
	3.4 Methodology and Organization of Scientific Research	6
	3.5 Healthy nutrition	6
	3.6 Hospitality Services Consumer Behavior	6

3.7 Tax Management	6	1
3.8 Business Process Management	6	1
3.9 Financial Management	6	1
3.10 Value-oriented Management	6	1
4. Strategic Marketing	7,5	2
5. Management of Corporations in Hospitality	7,5	2
6.1 Contract Law	6	2
6.2 Intellectual Property	6	2
6.3 Consumer Law	6	2
7. Project Management in Tourism and Hospitality Business	6	3
8. Hospitality Services Quality Management	6	3
9.1 Diplomatic Protocol and Etiquette	6	3
9.2 Oratory	6	3
9.3 Business Psychology	6	3
9.4 Theory and Practice of Translation	6	3
Professional (prediploma) practice	9	3
Final qualifying paper fulfillment and defense	12	4
The form of certification of higher education applicants	Defense of Final Qualifying Paper	
Share of the normative preparation content disciplines (percentage)	60 %	
Expected Learning Outcomes		
Competencies that master should acquire		
General	<ol style="list-style-type: none"> 1. The ability to take an active stance and develop leadership skills 2. The ability to use a foreign language as means of business communication 3. The ability to carry out communication activities 4. The capacity for adaptation and action in the new situation. 5. The ability to explain the processes of formation of outlook on development of the human being, society and nature, spiritual culture 6. The capacity to analyze social phenomena in the development and specific historical conditions 	

		<p>7. The capacity to work with information in global computer networks</p> <p>8. The ability to justify management decisions and to ensure eligibility</p> <p>9. The ability to use creative methods and general scientific knowledge in professional activity</p>
	<p>Professional (specialized)</p>	<p>1. The ability to justify the mission, strategic goals and solve strategic business problems in the hotel and restaurant business.</p> <p>2. The ability to organize and manage the activities of hotel and restaurant business units and their economic environment.</p> <p>3. The ability to ensure safety in compliance with current legislation.</p> <p>4. Ability to use contract law, to determine its effect on the activity of hotel and restaurant business.</p> <p>5. Ability to scientifically substantiate and implement creative use of technology for restaurants.</p> <p>6. Ability to justify, evaluate quality projects business hotel and restaurant business.</p> <p>7. Ability to justify the ways to implement sustainable competitive advantage in the market of hotel and restaurant services, impact on consumer behavior.</p> <p>8. The ability to find and evaluate new market opportunities, formulate a business idea and justify strategic marketing activities of the company;</p> <p>9. Develop business strategies of hotel and restaurant business;</p> <p>10. Ability to develop and implement quality systems in enterprises hospitality industry;</p> <p>11. Implement methods of business process reengineering;</p> <p>12. Predict the economic effectiveness and efficiency projects in the hospitality industry.</p>

4. Information on academic components (disciplines).

4.1. Title. Revenue Management.

Type. Compulsory.

Academic year. 2019/20.

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.

1. Hotel Revenue Management: From Theory to Practice / Stanislav Ivanov - Varna: Zangador, 2014 - 395 p.
https://www.researchgate.net/.../262918029_Hotel_Revenue_Management_From_Theory_to_Practice

2. The Theory and Practice of Revenue Management / K. T., Ryzin G. J. V. Springer - Science + Business Media, Inc, 2012 – 712 p.

3. Introduction to Revenue management for the hospitality industry/ Tranter K. A., Stuart-Hill, T. & Parker, J. Harlow: Pearson Prentice Hall, 2008 – 234p.

4. Revenue Management. A Practical Pricing Perspective/ Yeoman, I. & McMahon-Beattie U. Palgrave Macmillan, 2011 –

p.271

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. Strategic Marketing.

Type. Compulsory.

Academic year. 2019/20.

Semester. II.

Lecturer, academic degree, position. Golovnya Yu.I., Assoc., Candidate of Sciences (Economics), Associate professor.

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".

Course outline. Strategic Marketing Essence and Task. Theoretical and Applied Foundations of Marketing Strategy Development. Strategic Marketing Planning. Methodological Principles of Strategic and Marketing Analysis of the Enterprise. Company Marketing Environment. Corporate and Marketing Strategies Interconnection. Competitive Marketing Strategies. Marketing Segmentation Strategies. Marketing Targeting Strategies. Product Differentiation Strategies. Product Positioning Strategies. Marketing Business Portfolio Management

Recommended sources and other educational resources / means.

1. Крикавський Є.В. Стратегічний маркетинг: Навчальний посібник / Є. В. Крикавський, Л. І. Третьякова, Н. С. Косар. Львів: Видавництво Львівської політехніки: 2012. – 256 с.

2. Куденко Н.В. Маркетингові стратегії фірми / Н.В. Куденко. – К. : КНЕУ, 2010. – 246 с.

3. Пащук О. Маркетинг послуг. Стратегічний підхід / О. Пащук. – К. : Професіонал, 2012. – 560 с.

4. Andreassen A. Strategic Marketing for Non-Profit Organizations / A. Andreassen, P. Kotler. – Publisher : Prentice Hall, 2008. – 504 p.

5. David W. Cravens, N. Piercy Strategic Marketing. – Publisher : McGraw-Hill/Irwin, 2009. – 800 p.

6. Cravens D. Strategic Marketing / D. Cravens, N. Piercy. – Publisher : McGraw-Hill/Irwin, 2012. – 672 p.

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.

4.3. 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».

Course outline. Theoretical basics of the corporate governance. The external sphere of corporations. Corporate relations participants and the corporate governance authorities. Strategic corporations planning. Evaluation of the corporate management effectiveness. Economic

mechanism of corporation management. Reporting and control in the corporate management system. Management of the corporate capital. Management of government corporate rights.

Strategic analysis in the management of corporations. Strategy development corporations in tourism. Corporate social responsibility and corporate culture in tourism.

Recommended sources and other educational resources / means.

1. ПОВАЖНИЙ О.С. Корпоративне управління: Підручник / О.С.ПОВАЖНИЙ, Н.С. Орлова, А.О.Харламова.- К.: Кондор, 2012.

2. Corporate Management of Diversified Companies - Information Demand and Information processing/ Nicolas Rabener: German National library. - 2006.- 406 p.

3. Corporate Management, Governance, and Ethics Best Practices/S. Rao Vallabhaneni/ New Jersey, 2008 – 485p.

4. Corporate Governance: A Practical Guide to the Legal Frameworks and International Codes of Practice/Alan Calder–Kogan Page Publishers, 2008 – 282p.

5. Corporate Reputation: Managing Opportunities and Threats/Mr Graeme Martin, Professor Ronald J Burke, Professor Cary L Cooper CBE Gower Publishing, Ltd., 2012 - 356 p.

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. Concept and Restaurant Creativity.

Type. Compulsory.

Academic year. 2019/20.

Semester. I.

Lecturer, academic degree, position. Fedorova D.V., Candidate of Sciences (Technical), Associate Professor.

Learning outcomes. The mastery of theoretical knowledge complex and practical skills modern restaurant service and technologies. Development of the abilities and skills to use the acquired knowledge of modern trends in the culinary gastronomy and conceptual service technologies in restaurants, taking into account flavor and aroma combinatorics, culinary design, flower gastronomy, chocolate art, taking into account secular traditions and religions, the experience of the most famous culinary schools, as well as contemporary culinary trends.

Compulsory disciplines studied before. «Management», «Restaurant service».

Course outline. Section 1. Conceptual service technologies in the restaurant household. Concepts of restaurant facilities. Formation of the atmosphere of the conceptual institution of restaurant business. Service technologies in the conceptual institutions of the restaurant industry. Formation and development of the range of additional services in the conceptual institutions of the restaurant industry. Leisure and entertainment services in the conceptual institutions of the restaurant industry. Professional competence in the conceptual establishments of the restaurant industry. Section 2. Exclusive restaurant technologies. Culinary flavor combinatorics. Culinary aromatic combinatorics. Food aphrodisiacs. Culinary design. Flower gastronomy. Fusion - author's cuisine. Haute cuisine (high cuisine). Chocolate art. Exclusive desserts. Nutrition and religion. Competitions for culinary art.

Recommended sources and other educational resources / means.

1. Le Guide Michelin: hotels and restaurants. – Red ABBYY Press, 2014. – 544 с.

2. Искусство кулинарии / Le Cordon Bleu / Пер. с англ. Е. Зайцевой и О.Озеровой – М.: «Эксмо», 2004. – 560 с.

3. Похлебкин В.В. Пряности, специи, приправы. – М.: «Эксмо», 2014. – 328 с.

4. Ситникова О.В. Ресторан и кафе с нуля / О.В. Ситникова. – СПб.: Питер, 2008. – 192 с.: ил. – (Серия «С нуля»).

5. П'ятницька Г.Т. Інноваційні ресторани технології: основи теорії: навч. посіб. для вищ. навч. закл. / Г.Т. П'ятницька, Н.О. П'ятницька. – К.: Кондор, 2013. – 250 с.

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, creative tasks, defending individual and group projects);
- summative assessment (written exam).

Learning and teaching language. English.

4.5. Title. Project Management in Hotel and Restaurant Business.

Type. Compulsory.

Academic year. 2019/20.

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».

Course outline. Project Management in the system of management of organization. Project Feasibility. Planning the Project. Project Time Management. Project Resources Planning. Project Control. Project Risk Management. Project Quality Management. Project Team Management.

Recommended sources and other educational resources / means.

1. Kerzner, H. Project management. A systems approach to planning, scheduling and controlling. — New York, 2013. — 1243p.

2. Lock, D. Project Management, Gower Publishing, Eighth edition. – GB, 2014. – 511p.

3. Noordzij G. Project Management of Hotel Opening. - Processes
Publisher: CreateSpace Independent Publishing Platform, 2014.- 184
p.

4. Dismore P. The AMA Handbook of Project Management / P.
Dismore, I. Cabanis-Brewin .- American Management Association,
2012- 505 p.

5. Jack R. Meredith Project Management in Practice / Samuel J.
Mantel, Scott M. Shafer, Margaret M. Sutton, Publisher: Wiley; 5
edition. - 2014 -336 p.

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.

4.6. Title. Hospitality Services Quality Management.

Type. Compulsory.

Academic year. 2020/21.

Semester. III.

**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.

1. Управління якістю в туризмі: Підручник / Н.Є. Кудла. – К.: Центр навчальної літ., 2015. – 328 с.

2. Управління якістю послуг готелів: теорія та практика : монографія / Т.І. Ткаченко, С.В. Мельниченко, М.В. Босовська, О.В. Полтавська. – К.: КНТЕУ, 2012. – 700 с.

3. Building Quality Management Systems: Selecting the Right Methods and Tools. L. Rocha-Lona, J. Arturo Garza-Reyes, V. Kumar, 2013 – 202 p.

4. Service Quality Management in Hospitality, Tourism, and Leisure. C. Mok, B. Sparks, J. Kadampully, 2009 – 339 p.

5. Total Quality Management. V. Vijayan, H. Ramakrishnan, 2014 – 263 p.

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.

4.7. Title. Financial management.

Type. Optional.

Academic year. 2018/19.

Semester. I.

Lecturer, academic degree, position. Andriets V.S., Candidate of Sciences (Economics), Senior Lecturer.

Learning outcomes. Gaining by students the modern economic thinking and special knowledge in the field of financial management of enterprises and the practical skills of application in different spheres of financial activity.

Compulsory disciplines studied before.

"Macroeconomics", "Microeconomics", "Statistics", "Finance", "Money and Credit", "Accounting" and "Economics and Business Finances".

Course outline. Essence, purpose and functions of financial management of enterprises. Methodological principles and systems of financial management. Financial strategy of enterprise. Assets management of enterprise. Management of enterprise capital. Fundamentals of investment management. Cash-flow management of enterprise. Financial risk management. Fundamentals of anti-crisis financial management.

Recommended sources and other educational resources / means.

1. Міжнародний фінансовий менеджмент : навч. посіб. / О. Є. Кузьмін, М. В. Колісник, І. Б. Олексів, В. В. Івасюк ; М-во освіти і науки України, Нац. ун-т "Львів. політехніка". – Львів : Вид-во Львів. політехніки, 2015. – 192 с. – Бібліогр.: с. 188-189 (31 назва). – ISBN 978-617-607-781-7

2. Andrews, M. (2008) 'How Far Have Public Financial Management

3. Reforms Come in Africa?' Faculty Research Working Paper. Cambridge, MA: Harvard Kennedy School. [Electronic resource] – Access mode: <http://web.hks.harvard.edu/publications/getFile.aspx?Id=548>

4. Broadway, R. and Shah, A. (2007) Intergovernmental Fiscal Transfers: Principles and Practice. Washington DC: World Bank. [Electronic resource] – Access mode: <http://siteresources.worldbank.org/PSGLP/Resources/IntergovernmentalFiscalTransfers.pdf>

5. De Renzio, P. (2009) Taking Stock: What do PEFA Assessments tell us about PFM systems across countries? ODI Working Paper 302. London: Overseas Development Institute (May 2009). [Electronic resource] – Access mode: <http://www.odi.org.uk/resources/docs/4359.pdf>

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.

4.8. Title. Business engineering.

Type. Optional.

Academic year. 2019/20.

Semester. I.

Lecturer, academic degree, position. Trubei O.M., Assoc., Cand. of Sciences (Economics), associate professor of Department of Economics and Finance of the enterprise.

. Learning outcomes. Formation of theoretical knowledge and practical skills of creating a new business (startup company), building a business model and a process model of organization, substantiating the necessary prerequisites for effective business management.

Compulsory disciplines studied before.

"Economic Theory", "Economics of Hotels and Restaurants", "Management", "Marketing".

Course outline.

Essence, principles and components of business engineering. Information systems and technologies in business engineering. Generate a business idea. The art of presenting a business idea. Business models: essence, styles and patterns. Formation (design) of a business-specific business model. Essence, content and conceptual basis of classification of business processes. Creation (design) of business processes within the defined business model. Management of business processes of the enterprise. Methodology for assessing the effectiveness of business processes. Strategy and implementation of business project. A system of balanced indicators of the effectiveness of a business project.

Recommended sources and other educational resources / means.

1. Ареф'єва О. В. Інжиніринг бізнес-процесів: принципи та технологія / О. В. Ареф'єва, І. Є. Мельник. – К. : ГРОТ, 2010. – 253 с.
2. Рапопорт Б. Інжиніринг та моделювання бізнесу / Б. Рапопорт, А.Скубченко. – К.: «Інфра-М», 2013. – 168 с.

3. Управління бізнес-процесами в туризмі : монографія / С.В. Мельниченко, К.А. Шеєнкова. – К. : Київ. нац. торг.- екон. ун-т, 2015. – 264 с.

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. Behavior of consumers hospitality services.

Type. Optional.

Academic year. 2019/20.

Semester. I.

Lecturer, academic degree, position. Kulyk M.V., Candidate of Sciences (Economics), Associate Professor.

. Learning outcomes . Mastering the theoretical foundations of the mechanisms of forming different models of consumer behavior; § acquisition of practical skills in mastering modern methods, tools, approaches, means of influencing consumer choice. § formation of practical skills in developing and substantiating consumer behavior patterns, measures of influence on their behavior and evaluation of efficiency.

Compulsory disciplines studied before.

"Hotel and Restaurant Management", "Marketing", "Psychology", "Restaurant business", "Hotel business", "Service distribution management".

Course outline.

Theoretical foundations of consumer behavior in the field of hospitality; segmentation of the hospitality market; methodology of consumer behavior research in the field of hospitality; modeling the behavior of consumers of hospitality services; marketing

communications in the formation of consumer behavior; the role of branding in the formation of consumer behavior; was the behavior of consumers of hospitality services

Recommended sources and other educational resources / means.

1. Кожухівська Р.Б. Поведінка споживачів : навч. посіб. для студентів ВНЗ / Р.Б. Кожухівська, Л.В. Транченко. - Умань : Жовтий О.О., 2014. - 360 с.
2. Іваненко, Л.М. Поведінка споживачів : навч. посіб. / Л.М. Іваненко, О.Ю. Боєнко. - Вінниця : [б. в.], 2016. - 256 с.
3. Vinnie Jauhari Hospitality Marketing and Consumer Behavior: Creating Memorable Experiences / Vinnie Jauhari. - Apple Academic Press, Incorporated, 2017, 325 p.
4. Journal of Economic Behavior & Organization. [Електронний ресурс]. – Режим доступу: <http://www.journals.elsevier.com/journal-of-economic-behavior-and-organization>.
5. Lars Perner, Ph.D. Consumer behavior: the psychology of marketing [Електронний ресурс]. – Режим доступу: www.consumerpsychologist.com.

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.

4.10 Title. Intellectual property.

Type. Optional.

Year of study. 2019/2020.

Semester. I.

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.

1. Алієва-Барановська В. Організаційно-правові засади охорони інтелектуальної власності в Україні / В. Алієва-Барановська // Юридична Україна : щомісячний правовий часопис. – 2017. – № 4. – С. 49–57.
2. Бошицький Ю.Л. Правове регулювання службового винахідництва: проблеми теорії та практики / Ю.Л. Бошицький, М.М. Яшарова. – Київ : Вид-во Європ. ун-ту, 2012.
3. Інтелектуальна власність: навч. посіб. / Г.М. Остапович, О.М. Стороженко, Г.В. Уманців, О.В. Фоміна. – Київ : Київ. нац. торг.-екон. ун-т, 2012.
4. Право інтелектуальної власності : підручник. / О.І. Харитонова, Є.О. Харитонов, Т.С. Ківалова, В.С. Дмитришин, О.О. Кулініч, Л.Д. Романадзе та ін. за заг. ред. О.І. Харитонової, – К.: Юрінком Інтер., 2017. – 544 с.
5. Костенко І. Інтелектуальна власність очима малого та середнього бізнесу Європейського Союзу / І. Костенко // Інтелектуальна власність в Україні. – 2016. – № 6. – С. 4–7.

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.

4.11. Title. Business Psychology.

Type. Optional.

Academic year. 2020/21.

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.

Business Psychology as a branch of Psychology. Psychological characteristics of business. Psychological problems of business management. Psychological characteristics of professional businessman competencies and recruitment. Psychological features of successful business activity. Communication processes in entrepreneur activity. Psychological technique of personal businessman activity. The role of psychotechnologies in business.

Recommended sources and other educational resources / means.

1. Іпатів Е.Ф., Левківський К.М., Павловський В.В. Психологія управління в бізнесі. / Іпатів Е.Ф., Левківський К.М., Павловський В.В. - Х.; К.: НМЦВО, 2010. – 320 с.

2. Grant P. Business Psychology in Action/ P. Grant - Agency Publisher: The Assosiation for Business Psychology, 2016.-200 pp.

3. Biggs D. Management Consulting: A guide for students/ D. Biggs-London: Cengage Learning, 2012.-186 pp.

4. McKenna E. Business Psychology and Organizational Behaviour: A students handbook/E.Mckenna-Agency Publisher: Psychological Press, 2010.-698 pp.

5. Grant P. Business Psychology in Practice/ P. Grant - Agency Publisher: Whurr Publishers, 2011.-245 pp.

6. Passmore J. Top Business Pychoplogy models/ J. Passmore-London:Kogan Page, 2012.-224 pp.

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.

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)	35