

Ministry of Education and Science of Ukraine
Kyiv National University of Trade and Economics
Educational Program

«Restaurant Technologies and Business»

Second Educational Level

Specialty 181 «Food Technologies»

Sphere of knowledge 18 «Production and Technologies»

Educational level: Master

Specialty «Food Technologies»

Specialization «Restaurant technologies and Business»

Kyiv 2019

1. Educational Program

Educational program in specialty 181 «Food Technologies»

(Specialization «Restaurant Technologies and Business»)

1 – General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics, Faculty of Restaurant, Hospitality and Tourism Business, Department of Hotel and Restaurant Business
Level of higher education and qualification name in the original language	Level of higher education Master Specialty «Food Technologies» Specialization «Restaurant Technologies and Business»
Educational program official name	«Restaurant Technologies and Business»
Diploma type and volume of the program	Diploma of Master, unitary, 90 credits ECTS, term of education 1 year 4 months
Accreditation	<ul style="list-style-type: none"> • Ministry of Education and Science of Ukraine • country: Ukraine • period of accreditation 2016 – 2024 pp.
Cycle/Level	HPK Ukraine – 8 level, FQ-EHEA – second cycle, EQF-LLL – 7 level
Preconditions	Bachelor level
Languages of instruction	Ukrainian
Duration period	July, 1 2024 року
Internet address for permanent placement of the program description	https://knute.edu.ua
2 – Educational program aim	
Training of socially mobile, competitive highly qualified specialists capable to solve complex specialized tasks related to the implementation of organizational, service, technological, marketing, management technologies in the activities of restaurant business subjects on the basis of mastering the system of competencies (general and special (professional)).	
3 – Educational program characteristics	

Subject area (sphere of knowledge, specialty and specialization)	Sphere of knowledge 18 « <u>Production</u> and Technologies» Specialty 181 «Food Technologies» Specialization «Restaurant Technologies and Business» Volume of compulsory components EP60%. Volume of professional training cycle 86,7% EP, Cycle volume of humanitarian-professional training – 13,3% from total volume EP
Educational program orientation	Academic, educational-professional, applied
Main focus of the educational program and specialization	The educational program is aimed to solve professional problems of restaurant business development through application of innovative restaurant technologies. Focusing educational trajectories on mastering theoretical knowledge and practical skills in developing new formats and concepts of restaurant business, solving professional and scientific problems with the ability to acquire the necessary entrepreneurial and research skills. Keywords: business idea, gastronomic brand, concepts, restaurant creativity, engineering, restaurant technologies, craft production, food quality, business process, project.
Features of the program	Interdisciplinary and multi-disciplinary training for restaurant business professionals. Annual passing of practice and internship abroad with obtaining certificates. Interactive outpatient practical and laboratory classes. Involvement of foreign scientists and practical specialists of restaurant business in the educational process. Ability to demonstrate practical skills in international competitions and olympiads in restaurant technologies.
4 – Graduate employability and further learning	
Employability	248. Professionals in the field of tourism, hotel, restaurant and sanatorium and resort business: 2482 Professionals in the field of hotel and restaurant business 2471 Quality control professionals 2482.2 Specialist in restaurant business 1225 Heads of production units in restaurants, hotels and other places of accommodation 1315 Restaurateur Restaurant manager (cafe, dining room, etc.) Head of the restaurant section (cafe, dining room, etc.) 2320 Teachers of secondary schools 2310.2 Other teachers of universities and higher education institutions 2351.1 Scientific staff (teaching methods) 2359.1 Other research staff 2359.2 Other education specialists 2419.1 Researchers (marketing, business efficiency, rationalization of production) Obtaining of professional certificates on the results of passing of the industrial practice

Further learning	Post graduate school
5 – Training and assessment	
Teaching and learning	Student-centered learning, self-study, problem-oriented learning Lectures, practical classes, self-study work on the basis of textbooks, tutorials and lecture notes, training through professional practice and professional internship, consultations with teachers, preparation of graduation work
Assessment	Written exams, case studies, essays, presentations, scientific presentations, current control, defense of final qualification work, etc.
6 –Program competence	
Integral competence	Ability to solve specialized tasks of different levels of complexity in the process of learning, using the basic theoretical knowledge, developed system of logical thinking, a complex of theories and methods of fundamental and applied sciences; ability to solve practical problems of organizational, innovative, technological and research character, aimed at development of restaurant business.
General competence (GC)	<p>GC 1 Ability to initiative, responsibility and skills for preventive and operational planning, management of occupational safety measures, ability to make decisions in complex and unpredictable situations, leadership qualities as the head of management. 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.</p> <p>GC 2 Ability to improve and develop his own intellectual and general cultural level, to adapt to new situations, to change the scientific production profile of his professional activities, socio-cultural and social conditions of activity, reassessment of experience.</p> <p>GC3 Readiness to take responsibility for the decisions within the framework of professional competence, ability to make non-standard decisions, solve problems situations</p> <p>GC 4 Ability to apply modern methods and methodology of research, conduct research at the appropriate level.</p> <p>GC 5 Ability to communicate with representatives of various professional groups and in an international context.</p> <p>GC 6 Skills in using information and communication technologies to search, process, analyze information from different sources and making decisions.</p> <p>GC 7 Ability to organize and motivate people to move towards a common goal, to work in a team.</p> <p>GC 8 Ability to act on ethical grounds, socially responsibly and consciously.</p> <p>GC 9 Ability to identify and solve problems, generate new ideas.</p>

	<p>GC 10 Ability to abstract thinking, searching, processing, analysis, synthesis and establishing relationships between phenomena and processes.</p> <p>GC 11 Ability to innovative activities; the ability to set and solve promising research and applied tasks.</p> <p>GC12 Ability to prepare analytical information for decision making.</p>
<p>Professional competence (PC)</p>	<p>PC 1. Ability to apply the concept of strategic marketing to make business decisions on the development of the subject of restaurant business.</p> <p>PC 2. Ability to develop creative concepts of restaurant business based on the latest trends in the hospitality market.</p> <p>PC3. Understanding of the theoretical bases of engineering of restaurant technologies, kraft production, business processes, project activities in the sphere of restaurant business.</p> <p>PC 4. Ability to justify indicators of investment attractiveness and business plan of the subject of restaurant business.</p> <p>PC 5. Ability to establish criteria by which the subjects of the restaurant business determine the directions of development, develop and implement relevant strategies and plans.</p> <p>PC 6. Ability to determine the quality of design decisions for the development of restaurant business, knowledge of the principles of work.</p> <p>PC 7 Ability to develop approaches to the definition of food products for the development and introduction of new types of production processes.</p> <p>PC 8. Ability to determine the rational technological modes of production of the subject of the restaurant business.</p> <p>PC 9. Ability to apply the methodological foundations of a comprehensive assessment of the efficiency of the use of innovative restaurant technologies.</p> <p>PC 10. Knowledge of innovative forms of service and provision of additional services for different segments of consumers of restaurant services.</p> <p>PC 11. Ability to find and evaluate new market opportunities, formulate a business idea and strategic measures for the development of restaurant business.</p> <p>PC 12. Ability to manage commercial, productive activities and develop anti-crisis programs.</p> <p>PC 13. Ability to ensure the adoption of effective design decisions.</p> <p>PC 14. Ability to assess the influence of factors of internal and business environment on the operation of the enterprise to substantiate business projects.</p> <p>PC 15. Understanding of psychological patterns of providing psychological support to business, definition of psychological methods of constructive solution of conflicts that arise in business.</p> <p>PC 16. Ability to self-development, lifelong learning and effective self-management.</p>

	<p>PC 17. Ability to efficient use and development of human resources in entrepreneurial activity.</p> <p>PC18. Ability to create and organize effective communication in the process of economic activity.</p> <p>PC 19. Understanding the educational process. Ability to develop scientific and methodological support of educational process in educational institutions. Ability to teach and control and evaluate learning outcomes.</p>
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1. –Program learning outcomes

	<p>PLO1. Ability to determine the strategic objectives of the management of the subject of the restaurant business; the ability to conduct strategic diagnostics in the process of making appropriate decisions; the ability to build a competitive market map, to highlight key success factors, to develop the competitive advantages of a restaurant business entity; use income management models, analytical technologies to optimize and maximize the profitability of a restaurant business entity on the basis of predicting consumer behavior and stimulating demand.</p> <p>PLO2. Ability to demonstrate knowledge and understanding of the essence of strategic marketing; the peculiarities of approaches to the development of a general strategic doctrine in accordance with the specifics of the target markets of the subject of restaurant business; Ability to focus on the market among competitors; carry out: segmentation of target audiences of consumers, analysis of the structure of needs and capacities of target markets, analysis of mechanisms for the formation of different models of consumer behavior and modern methods of influencing it.</p> <p>PLO3. Ability to apply the methodological foundations of a comprehensive assessment of the effectiveness of innovations; knowledge of the main directions and methodical approaches to the development of innovative restaurant technologies; Ability to refine existing and develop innovative restaurant technologies; knowledge of the main directions and methodical approaches to the application of innovative food products; knowledge of scientific principles for the creation of innovative forms and methods of production and service activity of the subject of restaurant business</p> <p>PLO4. Ability to develop and implement exclusive technologies of restaurant products, service technologies in the subject of restaurant business in accordance with the adopted concept, which facilitate formation of creative formats of entrepreneurship and development of their basic concept in conditions of market uncertainty; knowledge of modern approaches to designing elements of the atmosphere to stimulate perception of the concept of restaurant business, development of an assortment of additional services, leisure and entertainment services, professional requirements and techniques of work of the staff in the conceptual subjects of the restaurant business.</p>
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PLO 5. Ability to create the attractiveness of gastronomic brands, promotion and entry into new markets, consulting on technology of cultivation and production.

PLO6.

Ability to determine the procedure for concluding contracts with the participation of bus inessentities; the procedure for execution of economic contracts; the ability to apply the foundations of legal regulation of contractual relations in the context of regulation of entrepreneurial activity in Ukraine.

PLO 7. Ability to develop a feasibility study for the project and assignments to the project of the subject of the restaurant business; determine the quality of design decisions; Apply ArchiCAD and Autodesk 3ds Max automated design.

PLO 8 Basic knowledge of the main provisions of the Law of Ukraine "On Occupational Safety", the system of management of labor protection (SOUP) at the sectoral and production level; the ability to use scientifically sound methods and means of ensuring safety, preserving the health and efficiency of a person in the labor process; knowledge of the factors that can cause occupational diseases; the ability to introduce measures and means to improve working conditions.

PLO 9. Ability to apply a system of knowledge on scientific approaches to the engineering of food products, flavor combinatorics of multicomponent food systems, application of methods of control and evaluation of the quality level of new developments.

PLO 10. Knowledge of the content and the psychological features of management, the different leadership styles and their effectiveness; knowledge of the laws of effective communication in the organization; conditions for ensuring positive motivation of employees; the ability to use different methods of constructive conflict resolution in the subject of restaurant business; the ability to exercise psychological impact and isolate motivational components to ensure the effectiveness of management activities.

PLO 11. Ability to provide protection of economic interests on the basis of the existing legal norms during the activity in the sphere of restaurant business; the ability to classify objects and subjects of intellectual property; knowledge of the order of protection of rights to intellectual property objects, intellectual property rights protection system.

PLO12. Basic knowledge and understanding: basic concepts and components of the consumer law system; general and special legislation of Ukraine in the field of consumer rights protection; the basic principles of the activity of state bodies on consumer rights protection and their powers; rights and obligations of consumers; ways to protect them; the specifics of the use of responsibility for the violation of consumer rights, as well as the ability to navigate the current consumer law, correctly interpret the current legislation and apply it in practice.

PLO13. Basic knowledge and understanding of the basic concepts of the diplomatic protocol, etiquette and ceremony, as well as a set of specific norms, rules and conventions for the implementation of diplomatic interactions between

	<p>official representatives of States and international organizations and in international business activities.</p> <p>PLO 14. Basic knowledge and understanding of the basics of the modern paradigm of nutrition of people of different age and professional groups, scientific approaches to nutrition organization and the development of innovative food products.</p> <p>PLO15. Ability to use advanced techniques, various didactic methods and intensive teaching technologies, taking into account the specifics of the contingent and the specifics of the disciplines; the formation of students a systematic, holistic view of the basic laws of a science aimed at the development of intelligence, and the culture of broadcasting the future specialist.</p> <p>PLO 16 Ability to take a direct part in organizing various forms of study at a higher educational establishment and at work, to receive teachers and instructors; the ability to provide education and training as a single integral pedagogical process, to create a professional culture of modern professionals from restaurant technologies and services.</p> <p>PLO17. Ability to strategic thinking, creativity, ability to determine the effect of the implementation of functions of entrepreneurship and its impact on organizational development of business.</p>
8 – Resource support for program implementation	
Staff support	95% of the faculty members involved in teaching a cycle of vocational training should have appropriate academic degrees in the disciplines they teach.
Material and technical support	Use of modern equipment of the specialized laboratories of the university, as well as restaurant business leaders.
Information and educational-methodical support	Use of the virtual learning environment of the Kyiv National University of Trade and Economics and the author's development of the teaching staff.
9 –Academic mobility	
National credit mobility	On the basis of bilateral agreements between KNTEU and Ukrainian universities.
International credit mobility	Within the framework of the EU Erasmus + program on the basis of bilateral agreements between KNTUU and educational institutions of partner countries.
Training of overseas students	Probably after studying the Ukrainian language course.

1. List of educational program components and their logical order

Code	Code components of educational program	Amount	Forms of
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a/d	(academic disciplines, term projects, placement, qualification exam, final qualification work)	of credits	final control
1	2	3	4
Compulsory components EP			
CC 1.	Concepts and restaurant creativity	6	W/E
CC 2.	Business engineering	6	W/E
CC 3.	Innovative Food Technology	6	W/E
CC 4.	Designing of restaurant business enterprises	7,5	W/E
CC 5.	HR-management of Hotels and Restaurants	7,5	W/E
CC 6.	Engineering of food technologies	6	W/E
CC 7.	Business Process Management in Restaurant Business	6	W/E
Total EP volume		45	
Optional components of EP			
SB 1.1.	ContractLaw	6	W/E
SB 1.2.	Intellectualproperty	6	W/E
SB 1.3.	Consumer Law	6	W/E
SB 1.4.	Corporate Law	6	W/E
SB 2.1.	Anti-crisispsychology	6	W/E
SB 2.2.	InternationalProtocolandEtiquette	6	W/E
SB 2.3.	Foreign language professional communication	6	W/E
SB 2.4.	Psychologyofbusiness	6	W/E
SB 2.5.	Theory and practice of psychological training	6	W/E
SB 3.1.	Brand - management	6	W/E
SB 3.2.	Methods and organization of sociological research	6	W/E
SB 3.3.	Healthy Nutrition	6	W/E
SB 3.4.	Business and Property Valuation	6	W/E
SB 3.5.	Consumer behavior of hospitality services	6	W/E
SB 3.6.	Taxmanagement	6	W/E
SB 4.1.	Restaurant Business	6	W/E
SB 4.2.	Risk Management	6	W/E

