

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
KYIV NATIONAL UNIVERSITY OF TRADE AND ECONOMICS**

**EDUCATIONAL PROGRAM**

**«International Event Management in Tourism»**

**Second Level of Higher Education  
Specialty 242 «Tourism»  
Field of study 24 «Service Industry»**

**Qualification: academic degree Master's degree  
Specialty «Tourism»  
Specialization «International Event Management in Tourism»**

**Kyiv 2019**

**1. Educational Program is specialty 242 «Tourism»  
(in specialty «International Event Management in Tourism»)**

<b>1 – General information</b>	
<b>Full name of IHE and structural unit</b>	Kyiv National University of Trade and Economics, Faculty of Restaurant, Hotel and Tourism Business, Department of Tourism and Recreation.
<b>Academic degree and qualification title in the original</b>	Academic degree Master's degree specialty «Tourism» specialization «International event management in tourism»
<b>Educational Program Title</b>	«International Tourism Business»
<b>Qualification Title (Degree), program credits and duration</b>	Diploma type – individual. 90 ECTS credits, Training Schedule - 1, 4.
<b>Accreditation</b>	Certificate of accreditation ND № 1192007 from 30.08.2017. Duration of up to 01.07.2022. Ministry of Education and Science of Ukraine, Ukraine
<b>Cycle/Level</b>	EQF of Ukraine – 8 level, FQ-EHEA- second cycle, EQF-LLL- 7 level
<b>Academic Background</b>	Existence of Bachelor's Degree. Requirements to access qualification: Certificate of bachelor's degree of any speciality. Graduating students can get into training according to the second level of education (Master's degree). Admissions to the program are regulated by the Admission policies to KNUTE (upon condition of international and national students' mobility).
<b>Language(s) of instruction</b>	Ukrainian /English
<b>Program duration</b>	Till 2022
<b>Educational Program Link</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 - Educational program aim</b>	
Forming of general and professional competences for successful implementation of economical, organisational and managerial, project-oriented, engineering and manufacturing activity in the sphere of tourism, recreation and resort business. <i>Extra for educational and scientific program:</i> Forming of general and professional competences for successful implementation of scientific-research and education activity in the sphere of international event management in tourism.	
<b>3 - Educational program general information</b>	
<b>Subject area (Field of study, speciality, and specialization)</b>	Field of study 24 «Service Industry» Specialty 242 «Tourism» Specialization «International Event Management in Tourism» Disciplines which form basic competences –75 %, among them are: discipline of general training – 13%; discipline of professional training – 52 %, practical training – 10 %. Elective courses of postgraduate students are – 25%, among them are: discipline of general training – 12%, professional training – 13 %.
<b>Educational program orientation</b>	Training program
<b>Educational program</b>	Special education in the sphere of tourism in specialty 242 «Tourism»

<b>and specialization goals and objectives</b>	specialization «International Event Management in Tourism». <i>Key words:</i> event management, MICE tourism, catering, event marketing, project management in tourism, quality control in tourism, strategic marketing in tourism.																										
<b>Specific requirements</b>	At least 35% of educational program volume must be focused on providing general and special (professional) competences in specialty “Tourism” in specialization “International Event Management in Tourism”. Requirements to minimum scope of practice is at least 10% from the gross volume of education program. Necessity to take traineeship, learning of several foreign languages, is recommended to training for one semester within the frameworks of international mobility, international internship. Program is realised by Ukrainian and English languages of training. Program highlights loyalties that the Law of Ukraine “About Higher Education” in the context of academic autonomy provides.																										
<b>4 - Career opportunities and further learning</b>																											
<b>Career opportunities</b>	<p><b><i>Types and titles of economic activity to work to which holder of master’s degree is trained (SICC):</i></b></p> <table border="1" data-bbox="555 853 1481 1682"> <tr> <td data-bbox="555 853 667 1196"><a href="#">79</a></td> <td data-bbox="667 853 1481 1196">Activity of travel agencies and tour operators, providing of reservation service and related activity This section includes activities of travel agencies, transportation and placement in temporary accommodation of tourists and travellers, tours organisation, that travel agencies sell or direct agents as tour operators. This section involves other kinds of activities, related with travel services, such as reservation. Tourist guides activity and providing of tourist facilities belong to this section.</td> </tr> <tr> <td data-bbox="555 1196 667 1249"><a href="#">79.1</a></td> <td data-bbox="667 1196 1481 1249">Activity of travel agencies and tour operators</td> </tr> <tr> <td data-bbox="555 1249 667 1303"><a href="#">79.9</a></td> <td data-bbox="667 1249 1481 1303">Providing of reservation service and related activity</td> </tr> <tr> <td data-bbox="555 1303 667 1357"><a href="#">93</a></td> <td data-bbox="667 1303 1481 1357">Activity in sport sector, recreation and entertainment</td> </tr> <tr> <td data-bbox="555 1357 667 1585"><a href="#">93.2</a></td> <td data-bbox="667 1357 1481 1585">Recreation and Entertainment This section involves establishments’ management and providing services for various recreational clients’ satisfaction. Also it includes recreation activities and entertainment, such as theme parks, fun-fairs and territories for picnics and so on:</td> </tr> <tr> <td data-bbox="555 1585 667 1639"><a href="#">93.21</a></td> <td data-bbox="667 1585 1481 1639">Functioning of recreation facilities and theme parks</td> </tr> <tr> <td data-bbox="555 1639 667 1682"><a href="#">93.29</a></td> <td data-bbox="667 1639 1481 1682">Organisation of other sites of recreation and entertainment.</td> </tr> </table> <p><b><i>And professional titles of jobs ( on OC)</i></b></p> <table border="1" data-bbox="571 1756 1481 2045"> <thead> <tr> <th data-bbox="571 1756 1358 1832"><b>Professional titles of jobs</b></th> <th data-bbox="1358 1756 1481 1832"><b>OC code</b></th> </tr> </thead> <tbody> <tr> <td data-bbox="571 1832 1358 1865"><b>Professionals in the sphere of tourism</b></td> <td data-bbox="1358 1832 1481 1865"><b>2481</b></td> </tr> <tr> <td data-bbox="571 1865 1358 1906">Staff scientist (tourism science, tourist guidance)</td> <td data-bbox="1358 1865 1481 1906">2481.1</td> </tr> <tr> <td data-bbox="571 1906 1358 1977">Research scientist-consultant (tourism science, tourism guidance)</td> <td data-bbox="1358 1906 1481 1977">2481.1</td> </tr> <tr> <td data-bbox="571 1977 1358 2018">Specialist in Tourism</td> <td data-bbox="1358 1977 1481 2018">2481.2</td> </tr> <tr> <td data-bbox="571 2018 1358 2045">Specialist in excursions</td> <td data-bbox="1358 2018 1481 2045">2481.2</td> </tr> </tbody> </table>	<a href="#">79</a>	Activity of travel agencies and tour operators, providing of reservation service and related activity This section includes activities of travel agencies, transportation and placement in temporary accommodation of tourists and travellers, tours organisation, that travel agencies sell or direct agents as tour operators. This section involves other kinds of activities, related with travel services, such as reservation. Tourist guides activity and providing of tourist facilities belong to this section.	<a href="#">79.1</a>	Activity of travel agencies and tour operators	<a href="#">79.9</a>	Providing of reservation service and related activity	<a href="#">93</a>	Activity in sport sector, recreation and entertainment	<a href="#">93.2</a>	Recreation and Entertainment This section involves establishments’ management and providing services for various recreational clients’ satisfaction. Also it includes recreation activities and entertainment, such as theme parks, fun-fairs and territories for picnics and so on:	<a href="#">93.21</a>	Functioning of recreation facilities and theme parks	<a href="#">93.29</a>	Organisation of other sites of recreation and entertainment.	<b>Professional titles of jobs</b>	<b>OC code</b>	<b>Professionals in the sphere of tourism</b>	<b>2481</b>	Staff scientist (tourism science, tourist guidance)	2481.1	Research scientist-consultant (tourism science, tourism guidance)	2481.1	Specialist in Tourism	2481.2	Specialist in excursions	2481.2
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	Research staff member (recreation)	2483.1
	Research scientist-consultant (recreation)	2483.1
	Professionals in sanatorium-and-health resort	2483.2
	Guide-interpreter	2444.2
	Faculty member	2310
<b>Further learning</b>	<p>Graduates of Master's degree in specialty «International event Management in Tourism» specialization «International tourism Business» students can get into training according to the third level of education (Graduate study) in specialties 242 «Tourism», 075 «Marketing», 073 «Management», 051 «Economics», 281 «Public management and Administration», 076 «Business, Trade and Exchange Activities».</p> <p>Admissions to the program are regulated by the Admission policies to KNUTE (upon condition of international and national students' mobility).</p>	
<b>5 - Training and assessment</b>		
<b>Teaching and learning</b>	Students-centralized training, self-education, problem-based learning, practical training and so on.	
<b>Assessment</b>	<p>Oral and written exams, credit of entrepreneurial (undergraduate) practice, essay, presentations, projects, graduation thesis and other activities are assessed by ECTS system.</p> <p>Evaluation criterion of students' knowledge of relevant discipline is specified in exam papers or credits.</p> <p><i>Grading scale</i> is used for simplification of marks conversion received by ECTS, national and on KNUTE 100 points system.</p>	
<b>6 - Program competences</b>		
<b>Integral competence (IC)</b>	Ability on the appropriate professional level make and decided scientific and practical tasks, summarise practices of international event management in tourism, predict directions of their development, resolve professional problems and practical tasks in the sphere of tourism and recreation as training process as well as working process.	
<b>General competence (GC)</b>	<p>GC1 To operate on the basis of understanding of civilization humanitarian values and global processes, priorities of national development;</p> <p>GC2. Ability for organization, planning, prognostications of activity's results;</p> <p>GC3. Ability to work in international and domestic professional environment;</p> <p>GC4. Language proficiency and ability to communicate business English and other foreign languages in professional activity;</p> <p>GC5. Ability to communicate with experts of other spheres of activity on the issues of tourism and recreation development;</p> <p>GC6. Ability to develop projects and manage them;</p> <p>GC7. Ability to motivate people and navigate towards a common goal;</p> <p>GC8. Ability to estimate and provide quality of executed work;</p> <p>GC9. Research skills and abilities;</p> <p>GC10. Ability to accept reasonable decisions and solve the problems;</p> <p>GC11. Ability for initiative, responsibility, preventive and emergency planning skills, management safety of professional activity, ability to make decision in difficult and unforeseen situations, leader qualities in manager position;</p>	

	GC12. Implementation of international law and legislation of Ukraine in the sphere of life safety of the population, safety management system and civil protection.
<b>Professional competence (PC)</b>	<p>PC 1. Ability to define the main definitions and categories of tourism and recreation methodology (tourism science) and apply them in professional activity;</p> <p>PC 2. Ability to employ the methods of scientific researches in the sphere of tourism and recreation and in event management;</p> <p>PC 3. Ability to analyse the geospatial organisation of tourist activities and planning its development;</p> <p>PC 4. Ability to high quality planning and carrying out the events of different types and levels;</p> <p>PC 5. Understanding of tasks of national and local tourism policy and regulation mechanisms of events in tourism industry;</p> <p>PC 6. Ability to use theory and innovative methods of development on the different management levels of the events in tourism;</p> <p>PC 7. Ability to use innovative approaches to the organisation and carrying out different types of events;</p> <p>PC 8. Ability to manage the process of international public events organisation in tourism destination and in tourism business;</p> <p>PC 9. Ability to realise economic estimation by the results of carrying out international events;</p> <p>PC 10. Ability to put into practice international experience of tourism events;</p> <p>PC 11. Ability to put in place program-strategies for different types of international public events at mega-, macro- and micro levels;</p> <p>PC 12. Ability critically evaluate carried out own public events, to evaluate their competitiveness;</p> <p>PC 13. Ability to create and organise event tours;</p> <p>PC 14. Ability to realise the evaluation and process optimization of international events creation;</p> <p>PC 15. Entrepreneurial skills at international and national market of event services;</p> <p>PC 16. Ability to educational work and organisation of teaching and educational process in tourism training;</p> <p>PC 17. Ability to intercultural exchange in the sphere of international tourism training and professional activity.</p>
<b>7 - Program learning outcomes (PLO)</b>	
	<p>PLO1. Knowledge of leading concepts, scientific research methods and professional activity on topic areas of tourism and recreation, event management;</p> <p>PLO2. Ability to understand and practice methodical thoughts and theories for forming tourism, recreation and event management as the science;</p> <p>PLO3. Ability to use innovative methods and technologies of international management in tourism;</p> <p>PLO4. Knowledge of regularities, principles and functioning mechanisms of international market of event services;</p> <p>PLO5. Ability to estimate the conditions in the international market of tourism and event services, interpret the researches' results and forecast the directions of growth of business entity in the sphere of recreation and tourism;</p>

	<p>PLO6. Ability to provide management of the enterprises of event industry;</p> <p>PLO7. Ability to develop, provide and realise event management in the sphere of recreation, tourism and hospitality;</p> <p>PLO8. Ability to solve scientific problems in the sphere of international event in tourism;</p> <p>PLO9. Knowledge of regularities and principles of development of even tour organisation, ability to manage effectively by functional organisational subdivision, public events in tourism, hotel and resorts, manage the (event) agencies of subjects of small enterprises in event industry;</p> <p>PLO10. Ability to economic analysis and planning of enterprise's activity in event industry;</p> <p>PLO11. Have excellent skills in national language and use it in professional activity;</p> <p>PLO12. Practice to use foreign language(s) in professional activity;</p> <p>PLO13. Act in multicultural context;</p> <p>PLO14. Use social skills and technologies, initiate the introduction of communicative management methods in practice of subject's activity of international event management in tourism;</p> <p>PLO15. Satisfy the communicative requirements in interactive regime with wide scientific community in international event management in tourism;</p> <p>PLO16. Demonstrate social accountability for the results of strategic decision making;</p> <p>PLO17. Make decisions in complex and unpredictable conditions that indicate new approaches and prediction techniques;</p> <p>PLO18. Hold responsibility for the development of professional knowledge and practice, estimation of team's strategic development, formation of effective personnel policy;</p> <p>PLO19. Demonstrate aptitude for self-development and self-improving throughout life;</p> <p>IPPH20. Activate innovative comprehensive projects; demonstrate leadership qualities in the process of their realization.</p>
<b>8 - Resource support for program implementation</b>	
<b>Academic staff</b>	Specific features of human resourcing is eventual participation of foreign specialists and practitioners during the training process, teaching.
<b>Facilities</b>	In the educational process software packages and laboratory's articles "Management of tourism business" (classroom 532), materials, and assets of "Tourism Studies" (classroom 540). Specific features of equipment and material procurement provide the usage of laboratories of KNUTE manufacturing complex, specialized laboratories and classrooms.
<b>Informational, teaching and learning materials</b>	<p>Scientific and specialized researches or recreation and tourist information, curricular and monographic literature, source maps, IT technologies and frameworks and other.</p> <p>Determined by licence provisions of actualization education activity of education establishments, approved by Act of the Cabinet of Ministers of Ukraine № 1187 from 30.12.2015: Doctors and Candidates and Science in tourism industry.</p> <p>Availability of educational program of Master's degree training in</p>

	<p>accordance with the conditions of licensing (Act of the Cabinet of Ministers of Ukraine from 30.12.2015 №1187) and accreditation of Higher Education Establishment, in a point of fact, existence of:</p> <ul style="list-style-type: none"> <li>- methodological disciplines' packages (including on-line versions); IT laboratories; professional classrooms/ laboratories (university option); package of specialized applied licensed programs, library stock of specialized, as well International, periodical publications and Internet resources.</li> </ul>
<b>9 - Academic mobility</b>	
<b>National credit mobility</b>	National credit mobility is carried out according to concluded agreements about academic mobility, about double certification and so on.
<b>International credit mobility</b>	International credit mobility is realised as a result of conclusion of agreements about international academic mobility (Erasmus+ K1), about double certification, about longtime international projects that provide training of foreign students and receiving dual degree and so on.
<b>Training of foreign students</b>	Requirements and particularities of education program in the case of foreign citizens' training are Ukrainian and English languages knowledge on the level no less than B1.

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

### 2.1. List of educational program components

<b>№</b>	<b>Educational Program components</b>	<b>Total credits</b>	<b>Final assessment</b>
1	2	3	4
<b>CC (compulsory component)</b>			
<b>CC 1</b>	Event management	6	Exam
<b>CC 2</b>	Event communication	6	Exam
<b>CC 3</b>	Brand-management	6	Exam
<b>CC 4</b>	International MICE tourism	7,5	Exam
<b>CC 5</b>	Strategic Marketing in Tourism	7,5	Exam
<b>CC 6</b>	Project Management in Tourism	6	Exam
<b>CC 7</b>	Event creative	6	Exam
<b>Total credits for compulsory components:</b>		<b>45</b>	
<b>OB (optional block of courses)</b>			
<b>OB 1.1</b>	Contractual Law	6	Exam
<b>OB 1.2</b>	Intellectual Property	6	Exam
<b>OB 1.3</b>	Consumer Law	6	Exam
<b>OB 1.4</b>	Corporate Law	6	Exam
<b>OB 2.1</b>	Anti-crisis psychology	6	Exam
<b>OB 2.2</b>	International Etiquette	6	Exam
<b>OB 2.3</b>	Professional interaction of foreign language	6	Exam
<b>OB 2.4</b>	Psychology of Business	6	Exam
<b>OB 3.1</b>	Teambuilding	6	Exam
<b>OB 3.2</b>	Conceptions and restraint creative	6	Exam
<b>OB 3.3</b>	International Competition	6	Exam
<b>OB 3.4</b>	International Marketing	6	Exam
<b>OB 4.1</b>	Tourism organisation	6	Exam
<b>OB 4.2</b>	Consumer behaviour of hospitality services	6	Exam
<b>OB 4.3</b>	Risk-management	6	Exam
<b>OB 4.4</b>	Event marketing	6	Exam
<b>OB 4.5</b>	HR-management of hotels and restaurants	6	Exam
<b>OB 4.6</b>	Event tour operating	6	Exam
<b>Sum total of disciplines at graduates' options</b>		<b>24</b>	
<i>Practical Training</i>			
<b>Entrepreneurial (undergraduate) training</b>		<b>9</b>	<b>Credit</b>
<i>Competency Test</i>			
<b>Accomplishment of graduation thesis and its defence</b>		<b>12</b>	
<b>TOTAL VOLUME OF EDUCATION PROGRAM</b>		<b>90</b>	



### **3. Form of competence assessment of graduates**

Graduates' competence assessment of educational program «International Event Management in Tourism» specialty 242 «Tourism» takes place in form of graduation thesis' defence and is accomplished by issuance of standard-issue documents about awarding him/ her Master's degree with certification of qualification: academic degree Master's degree in specialty «Tourism» specialization «International Event management in Tourism».

Competence assessment is carried out in public.

#### 4. Program Competences and EP Components Matrix

	CC1	CC2	CC3	CC4	CC5	CC6	CC7	OB 1.1	OB 1.2	OB 1.3.	OB 1.4.	OB 2.1	OB 2.2	OB 2.3	OB 2.4	OB 3.1	OB 3.2	OB 3.3	OB 4.1	OB 4.2	OB 4.3	OB 4.4.	OB 4.5	OB 4.6.
GC1			•		•			•					•	•	•	•		•			•			
GC2		•		•			•		•	•							•						•	
GC3	•	•	•	•	•	•				•		•		•	•								•	•
GC4			•				•	•		•		•		•	•			•					•	
GC5			•				•						•	•	•	•		•				•	•	•
GC6	•		•	•		•	•					•												
GC7	•	•	•	•	•	•	•	•	•	•		•		•	•		•					•		
GC8	•		•			•		•	•	•	•	•	•		•	•		•					•	•
GC9.		•			•			•														•		
GC10.	•			•		•	•	•	•	•			•	•		•						•		
GC11.			•			•		•	•	•	•	•	•		•	•		•					•	
GC12.		•			•		•	•	•	•	•	•		•	•		•						•	•
PC1	•	•	•	•		•	•			•		•			•	•		•				•		•
PC2			•	•			•			•	•	•			•	•	•	•	•	•	•	•	•	•
PC3		•	•	•	•	•	•	•	•	•	•	•			•	•	•	•	•	•	•	•		
PC4	•		•	•	•	•	•	•	•	•	•	•	•	•			•	•	•	•	•			
PC5		•	•		•		•			•	•		•	•	•	•	•	•	•	•	•		•	
PC6										•			•	•	•	•	•	•	•	•			•	•
PC7	•		•	•			•						•	•	•	•		•				•		
PC8	•	•	•	•	•	•	•	•	•	•													•	
PC9			•	•	•	•	•	•	•	•	•	•	•		•	•		•				•		
PC10										•					•	•	•	•	•	•	•	•	•	•
PC11	•	•	•	•		•	•			•	•	•			•	•	•	•	•	•	•			
PC12	•	•	•	•		•	•			•	•	•					•						•	•
PC13									•	•		•	•		•	•		•	•					
PC14			•		•	•	•	•		•		•			•	•						•		
PC15	•	•			•			•	•		•	•	•			•		•	•					
PC16	•	•	•	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•				•	•
PC17	•	•	•	•	•	•	•	•	•			•	•	•	•	•	•	•	•			•	•	•

5. Program learning outcomes and EP components Matrix

	CC1	CC2	CC3	CC4	CC5	CC6	CC7	OB 1.1	OB 1.2	OB 1.3.	OB 1.4.	OB 2.1	OB 2.2	OB 2.3	OB 2.4	OB 3.1	OB 3.2	OB 3.3	OB 4.1	OB 4.2	OB 4.3	OB 4.4	OB 4.5	OB 4.6
PLO1			•				•	•			•		•	•	•	•		•			•		•	•
PLO2	•	•	•	•	•	•	•		•	•							•	•						
PLO3		•			•		•			•		•		•	•							•		
PLO4	•		•	•		•	•	•		•	•	•		•	•								•	•
PLO5		•			•								•	•	•	•		•			•	•		
PLO6	•			•	•	•	•	•	•					•	•								•	•
PLO7	•	•	•	•		•	•	•	•	•	•	•		•	•		•	•			•	•	•	•
PLO8	•	•	•	•	•	•	•	•	•	•	•	•	•		•	•		•					•	•
PLO9			•	•			•			•	•	•			•	•					•	•		
PLO10		•	•		•					•		•			•	•	•	•	•	•	•	•		
PLO11	•			•		•	•	•	•	•		•			•	•	•	•	•	•	•		•	•
PLO12		•				•		•	•	•	•	•	•	•			•		•	•			•	•
PLO13	•		•		•		•			•	•		•	•	•	•	•	•	•	•	•		•	
PLO14	•	•		•		•	•			•			•	•	•	•	•	•	•	•				
PLO15			•			•				•			•	•	•	•		•			•		•	•
PLO16	•	•	•	•	•	•	•					•	•		•	•	•	•	•			•		
PLO17				•				•	•	•		•	•		•	•					•		•	•
PLO18		•	•		•					•					•	•	•	•	•	•	•	•		
PLO19	•		•	•		•	•			•	•	•			•	•	•	•	•	•	•	•		
PLO20										•		•					•	•					•	•