

INFORMATION PACKAGE

European credit transfer system (ECTS)

FIELD OF STUDY	07 MANAGEMENT AND ADMINISTRATION
SPECIALTY	073 MANAGEMENT
SPECIALIZATION	“HOTEL AND RESTAURANT MANAGEMENT”
EDUCATIONAL PROGRAM	“HOTEL AND RESTAURANT MANAGEMENT”
EDUCATIONAL DEGREE	MASTER’S DEGREE

Kyiv 2021

3. Educational Program.

Project team leader (Head of Educational Program) –

Melnichenko S.V., Professor., Doctor of Economics, Vice-Rector for scientific work of KNTEU

1 – General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics Faculty of Restaurant, Hotel and Tourist Business Department of Hotel and Restaurant Business
Academic degree and qualification title in the original	Master's degree Specialty "Management" Specialization "Hotel and Restaurant Management"
Educational Program Title	"Hotel and Restaurant Management"
Qualification Title (Degree), program credits and duration	Master's degree single, 90 ECTS credits, term of study 1 year 4 months
Accreditation	Ministry of Education and Science of Ukraine, Ukraine, up to 01.07.2024.
Cycle/Level	NQF of Ukraine – 7 th level, FQ-EHEA – 2 nd cycle, EQF-LLL – 7 th level.
Academic Background	Bachelor's degree
Language(s) of instruction	Ukrainian, English
Program duration	up to 01.07. 2024.
Educational Program Link	https://knute.edu.ua
2 – Educational program aim	
Training of specialists capable of identifying and solving complex tasks and problems in the field of management or in the learning process, involving research and / or innovation and characterized by uncertainty of conditions and requirements, in particular in the hotel and restaurant business	
3 - Educational program general information	
Subject area (Field of study, speciality, and specialization)	Field of study 07 «Management and administration», specialty 073 «Management», specialization «Hotel and restaurant management»
Educational program orientation	Academic, educational, professional, applied
Educational program and specialization goals and objectives	Focusing on the implementation of educational vectors with an applied, research, scientific, practical and pedagogical incline. Special education and professional training to solve professional and scientific problems in the management activities of hotel and restaurant business entities Keywords: HR management, revenue management, corporate management, service quality management, strategic marketing, project management
Specific requirements	Interdisciplinary and multidisciplinary training of specialists in the management of organizations and their divisions. Annual work-based learning and internship abroad with obtaining certificates. Interactive mobile practical classes. Involvement of foreign scholars and practitioners of the hotel and restaurant business in the educational process
4 – Career opportunities and further learning	
Career opportunities	SC 003:2010 National classifier of Ukraine. Classification of

	<p>occupations.</p> <p>12 Heads of enterprises, institutions and organizations</p> <p>13 Managers of small businesses without management</p> <p>14 Managers (Administrators) of enterprises, institutions, organizations and their divisions</p> <p>1455 Managers (Administrators) in hotels and other accommodation</p> <p>1456 Manager (Administrator) of food security systems</p> <p>1456.1 Managers (Administrators) in restaurants</p> <p>1456.2 Managers (Administrators) in cafes, bars, canteens</p> <p>1456.3 Managers (Administrators) at enterprises that prepare and deliver ready-made meals</p> <p>1225 Heads of production divisions in restaurants, hotels and other accommodation</p> <p>2320 Teachers of secondary educational institutions</p> <p>2310.2 Other teachers of universities and higher educational institutions</p> <p>2351.1 Research staff (teaching methods)</p> <p>2359.1 Other research staff in the field of teaching</p> <p>2359.2 Other teaching specialists</p> <p>2412.1 Researcher staff (labor, employment)</p> <p>2419.1 Research staff (marketing, entrepreneurship efficiency, production rationalization)</p> <p>2441.2 Economists</p> <p>Territory brand manager</p> <p>SMM manager</p> <p><i>Obtaining professional certificates based on the results of work-based learning</i></p>
Further learning	The master's degree can continue studies at the educational and scientific level, improve skills and receive additional postgraduate education
5 – Training and assessment	
Teaching and learning	Student-centered learning, self-study, problem-oriented learning Lectures, practical classes, independent work based on textbooks, manuals and lecture notes, training through work-based learning and professional internships, consultations with teachers, preparation for certification and defense of qualification work
Assessment	Written exams, work-based learning; essays, presentations, scientific presentations, current control, defense of qualification work, etc. According to the Regulations on the organization of the educational process of students, the Regulations on the evaluation of learning outcomes of students and postgraduate students.
6 – Program competences	
Integral competences (IC)	Ability to solve complex tasks and problems in the field of management or in the learning process, involving research and / or innovation under uncertainty of conditions and requirements, <i>in particular in the hotel and restaurant business, which involves the use of management theories and methods.</i>

<p>General competences (GC)</p>	<p>GC 1. Ability to conduct research at the appropriate level GC 2. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity) GC 3. Skills to use information and communication technologies GC 4. Ability to motivate people and move towards a common goal GC 5. Ability to act on the basis of ethical considerations (motives) GC 6. Ability to generate new ideas (creativity) GC 7. Ability to abstract thinking, analysis and synthesis</p>
<p>Professional competences (PC)</p>	<p>PC 1. Ability to choose and use management concepts, methods and tools, particularly in accordance with certain goals and international standards PC 2. Ability to set values, vision, mission, goals and criteria by which the organization determines further development directions, develop and implement appropriate strategies and plans, <i>particularly in the field of hotel and restaurant business</i> PC 3. Ability for self-development, lifelong learning and effective self-management PC 4. Ability to effective usage and development of human resources in the organization PC 5. Ability to create and organize effective communications in the management process PC 6. Ability to form leadership qualities and demonstrate them in the process of managing people PC 7. Ability to develop projects, manage them, show initiative and enterprise PC 8. Ability to use psychological technologies of working with personnel. PC 9. Ability to analyze and structure the organization's problems, make effective management decisions and ensure their implementation PC 10. Ability to manage the organization and its development, <i>particularly in accordance with the trends of the hotel and restaurant business</i> PC 11. <i>Ability to formulate modeling problems, create and research mathematical and computer models, apply statistical methods and models to analyze objects and processes in the field of management</i></p>
<p>7 – Program learning outcomes</p>	
	<ol style="list-style-type: none"> 1. Critically comprehend, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions 2. Identify problems in the organization and justify solving methods 3. Design effective organization management systems 4. Justify and manage projects, generate entrepreneurial ideas 5. Plan the organization's activities in strategic and tactical terms; 6. Have skills to make, justify and ensure the implementation of managerial decisions in unpredictable conditions, taking into account the requirements of current legislation, ethical considerations and social responsibility 7. Organize and implement effective communications within the team, with representatives of various professional groups and in an

	<p>international context;</p> <p>8. Apply specialized software and information systems to solve organization management tasks;</p> <p>9. Be able to communicate in professional and scientific circles in the state and foreign languages;</p> <p>10. Demonstrate leadership skills and the ability to work in a team, interact with people, influence their behavior to solve professional problems</p> <p>11. Ensure personal professional development and planning of your own time.</p> <p>12. Be able to delegate authority and management of the organization (division)</p> <p>13. Be able to plan and implement information, methodological, material, financial and personnel support of the organization (division)</p> <p><i>14. Ability to manage innovative, commercial, marketing activities and develop anti-crisis programs</i></p> <p><i>15. Ability to influence consumer behavior and form segments of loyal consumers.</i></p>
8 – Resource support for program implementation	
Academic staff	95% of the teaching staff involved in teaching professionally-oriented disciplines have degrees in the specialty. Foreign specialists from the professional environment of the hotel and restaurant business are invited to conduct problematic lectures
Facilities	<p>Hotel computer class</p> <p>Computer class on tourism organization</p> <p>Computer design class</p> <p>Laboratory of Food Technology</p> <p>Laboratory for the organization of service in restaurants</p> <p>Laboratory of bar business and oenology</p> <p>Laboratory of computer automated design systems</p> <p>Laboratory of integrated business process management systems</p> <p>Laboratory of heating and refrigeration equipment</p> <p>Business training center</p> <p>VR-library</p>
Informational, teaching and learning materials	Use virtual learning environment of KNUTE, software: innovative hotel management system Fidelio V8; program complex "Parus-Hotel", program complex "Parus-Restaurant"; Iiko system for automation works of restaurants or restaurant chains; global booking system Amadeus. Author's programs of the teaching staff.
9 – Academic mobility	
National credit mobility	On general grounds within Ukraine. Short-term education of students on a predetermined course in other institutions of higher education
International credit mobility	Under the EU Erasmus + program based on bilateral agreements between KNUTE and higher education institutions of partner countries
Training of foreign students	Training of foreign citizens is possible

2. List of Educational Program Components and their Logical Order

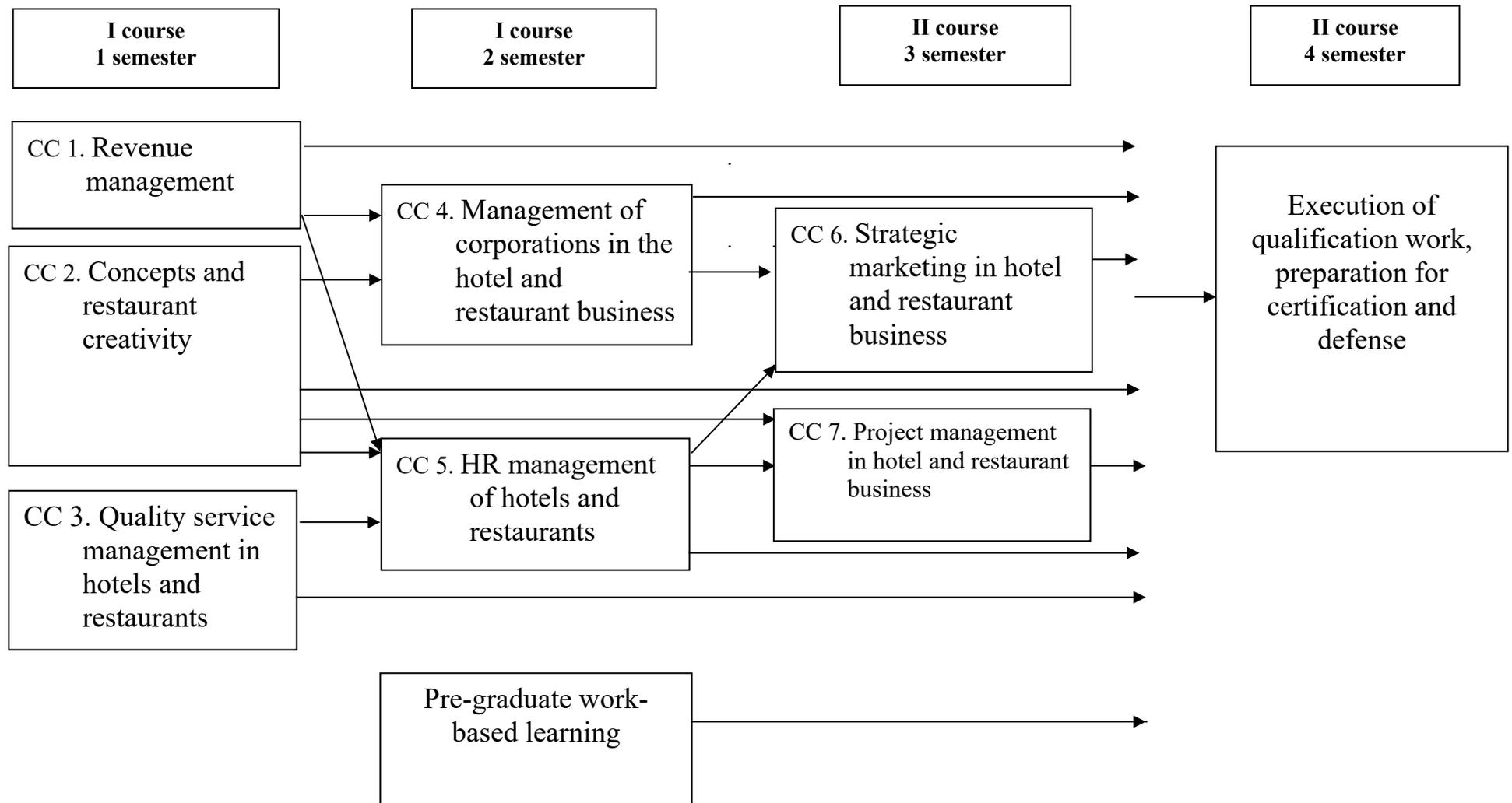
2.1. List of Educational Program Components

No	Educational Program Components (educational disciplines, term projects (papers), work-based learning, qualification exam, graduate paper)	Number of credits
1	2	3
Compulsory Components of EP		
CC 1.	Revenue management	6
CC 2.	Concepts and restaurant creativity	6
CC 3.	Quality service management in hotels and restaurants	6
CC 4.	Management of corporations in hotel and restaurant business	7,5
CC 5.	HR management of hotels and restaurants	7,5
CC 6.	Strategic marketing in hotel and restaurant business	6
CC 7.	Project management in hotel and restaurant business	6
Total credits for compulsory components:		45
Optional components of EP		
OC 1.	Anti-crisis psychology	6
OC 2.	Brand management	6
OC 3.	Hotel business	6
OC 4.	Business protocol and etiquette	6
OC 5.	Contract law	6
OC 6.	Innovative restaurant technologies	6
OC 7.	Intellectual property	6
OC 8.	Consumer law	6
OC 9.	Corporate law	6

1	2	3
OC 10.	Methodology and organization of scientific research	6
OC 11.	Health food	6
OC 12.	Consumer Behavior hospitality services	6
OC 13.	Psychology of business	6
OC 14.	Psychology of image	6
OC 15.	Psychology of self-determination	6
OC 16.	Restaurant business	6
OC 17.	Digital marketing technologies	6
OC 18.	Business process management	6
OC 19.	Luxury service management	6
OC 20.	Financial management	6
OC 21.	Financial technologies	6
OC 22.	Value-oriented management	6
Total credits for optional components:		24
Practical Training		
	Pre-graduate work-based learning	9
Qualification procedure		
	Execution of qualification work, preparation for certification and defense	12
TOTAL NUMBER OF CREDITS FOR EDUCATIONAL PROGRAM		90

For all components of the educational program the form of final control is an exam.

2.2. Structural and Logical Scheme of EP



3. Forms of Assessment of Higher Education Students

Certification is carried out in the form of public defense of the qualification work. The final qualification work should involve solving a complex task or problem in the field of management that requires research and / or innovation and is characterized by complexity and uncertainty of conditions, using theories and methods of economics.

The final qualification work should not contain academic plagiarism, falsification and fabrication.

The final qualification work must be published on the official website of the higher education institution or its subdivision, or in the repository of the higher education institution.

4.1. Program Competences and Educational Program Compulsory Components Matrix

Components	Competences						
	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
GC 1	+	+	+	+	+	+	+
GC 2					+		
GC 3	+		+		+	+	
GC 4					+		
GC 5			+		+	+	+
GC 6		+	+		+	+	+
GC 7	+	+	+	+		+	+
PC 1	+	+	+	+	+	+	+
PC 2			+		+		
PC 3	+	+	+	+	+	+	+
PC 4					+		
PC 5			+		+		+
PC 6			+	+	+		
PC 7				+			+
PC 8					+		
PC 9	+		+	+	+	+	+
PC 10	+	+	+	+	+	+	+
PC 11			+	+	+		

4.2. Program Competences and Educational Program Optional Components Matrix

Components	OC1.	OC2.	OC3.	OC4.	OC5.	OC6.	OC7.	OC8.	OC9.	OC10.	OC11.	OC12.	OC13.	OC14.	OC15.	OC16.	OC17.	OC18.	OC19.	OC20.	OC21.	OC22.	
Competences																							
GC 1		*							*		*						*				*		
GC 2	*	*	*	*	*		*	*	*		*	*	*		*			*			*	*	
GC 3																*				*			
GC 4	*										*	*	*	*								*	
GC 5	*			*		*					*	*	*	*									
GC 6		*				*										*				*			
GC 7										*													*
PC 1	*	*								*	*	*						*	*	*	*	*	
PC 2		*									*	*						*	*		*	*	
PC 3													*	*	*							*	
PC 4	*												*		*							*	
PC 5																		*				*	
PC 6														*	*								
PC 7		*																*				*	
PC 8	*			*							*	*	*	*									
PC 9				*													*	*				*	
PC 10				*		*					*	*				*	*	*	*	*		*	
PC 11		*											*										*

5.1. Program Learning Outcomes (PLO) and EP Compulsory Components Matrix

PLO	Components	CC1	CC2	CC3	CC4	CC5	CC6	CC7
1		+		+	+	+	+	+
2		+			+	+	+	
3			+	+		+		+
4								+
5		+			+	+	+	+
6				+	+	+		+
7		+		+		+	+	+
8		+		+	+		+	
9		+	+	+	+	+	+	+
10				+	+	+	+	+
11					+	+		+
12						+		+
13		+	+	+	+	+	+	+
14		+	+	+	+	+	+	+
15		+	+					

5.2. Program Learning Outcomes (PLO) and EP Optional Components Matrix

Components	PLO																					
	OC1.	OC2.	OC3.	OC4.	OC5.	OC6.	OC7.	OC8.	OC9.	OC10.	OC11.	OC12.	OC13.	OC14.	OC15.	OC16.	OC17.	OC18.	OC19.	OC20.	OC21.	OC22.
1									*							*	*			*		
2		*	*								*				*							*
3																	*			*	*	
4		*			*												*				*	
5		*																		*	*	
6	*			*		*	*	*				*	*	*								
7				*															*			
8																*			*			
9		*		*	*	*	*	*	*	*	*				*			*			*	
10	*			*								*	*	*								
11	*											*	*	*								
12																	*			*	*	
13			*												*	*	*	*		*	*	
14	*	*														*						
15											*					*		*				