

**Kyiv University of Trade and Economics**  
**Faculty of Restaurant, hotel and Tourism Business**

**EDUCATIONAL PROGRAM**  
**European Credit Transfer System (ECTS)**

<b>Field of Study</b>	<b>24 «Service Industry»</b>
<b>Specialty</b>	<b>241 «HOTEL AND RESTAURANT BUSINESS»</b>
<b>Specialization</b>	<b>«International Hotel Business»</b>
<b>Academic Degree</b>	<b>«Master's degree»</b>

**Kyiv 2021**

### 3. Educational Program

**Head of Project Group (Guarantee of Educational Program)**

**Bojko M.G., Head of Department of Hotel and Restaurant Business,  
Doctor of Science, Economics, Prof.**

<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 Hotel and Restaurant Business
<b>Academic degree and qualification title in the original</b>	Academic degree Master's degree specialty «Hotel and restaurant Business specialization «International Hotel Business»
<b>Educational Program Title</b>	«International Hotel Business»
<b>Qualification Title (Degree), program credits and duration</b>	Diploma type – individual. 90 ECTS credits.
<b>Accreditation</b>	Ministry of Education and Science of Ukraine, Ukraine, 01.07.2022.
<b>Cycle/Level</b>	EQF of Ukraine – 7 level, FQ-EHEA- second cycle, EQF-LLL- 7 level
<b>Academic Background</b>	Existance of Bachelor's Degree.
<b>Language(s) of instruction</b>	Ukrainian /English
<b>Program duration</b>	01.07.2022.
<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, organizational and managerial, project-oriented, engineering and manufacturing activity in the sphere of tourism, recreation and resort business. 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 241 «Hotel and Restaurant Business», Specialization «International Hotel Business»
<b>Educational program orientation</b>	Academic, training, applied program
<b>Educational program and specialization goals and objectives</b>	Focusing on the implementation of educational locus with applied, research, scientific-practical and scientific-pedagogical directions. Special education and professional and scientific problems in the economic activity of hotel business entities in the international context with the possibility of acquiring the necessary research skills in the development and implementation of international projects. Key words: international hotel and restaurant chains, income management, corporations management, international economic relations, international tourism, foreign economic activity, international settlements, international marketing, international

	business, international finance.
<b>Specific requirements</b>	<p>Interdisciplinary and multidisciplinary training of specialists in the organization of hotel business entities, including international capital in the services market of Ukraine, etc. organization of the activity of hotel business entities on international markets.</p> <p>Forming of general and professional competences for successful implementation of scientific-research and education activity in the sphere of international event management in tourism.</p>
<b>4 – Career opportunities and further learning</b>	
<b>Career opportunities</b>	<p><i>National classifier of Ukraine “Classification of Types of Business Activities SC 009:2010»</i></p> <p>248 Professionals in the sphere of tourism, hotel, restaurant and sanatorium-and health-resort business:</p> <p>2482 Experts of hospitality and restaurant business</p> <p>2483 Professionals in recreation sphere:</p> <p>2483.1 Scientific researchers (recreation)</p> <p>2483.2 Professionals in recreation business</p> <p>2471 Professionals of quality control</p> <p>2482.2 Experts of hospitality in the places of locations (hotels, tourist complexes and so on)</p> <p>2482.2 Specialist in hotel business</p> <p>2482.2 Specialist in restaurant business</p> <p>3414 Specialist in tourism services</p> <p>3414 Specialist in leisure activities</p> <p>3414 Specialist in development of country tourism</p> <p>1225 Managers of manufacturing departments in the establishments of food and beverage business, hotels and other lodging establishments</p> <p>2320 Teachers of secondary educational institutions</p> <p>2310.2 Other teachers of universities and higher educational institutions</p> <p>2351.1 Scientific researchers (methodologists)</p> <p>2359.1 Other scientific researchers in educational field</p> <p>2359.2 Other specialists in educational field</p> <p>2419.1 Scientific researchers (marketing, efficiency of business undertaking, simplification of operation)</p> <p><i>Obtaining of professional certificates according to results of practical training</i></p>
<b>Further learning</b>	<p>Graduates of Master’s degree can continue training on the educational and scientific degree, improve their qualification and take additional graduate classes</p>
<b>5 – Training and assessment</b>	
<b>Teaching and learning</b>	<p>Problem-based learning, students-centralized training, self-education. Lectures, practical classes, individual study with books, course-books and specialized literature, training by means of practical training, traineeship, tutorials with teachers, preparation of graduation thesis.</p>
<b>Assessment</b>	<p>Written exams, credit of entrepreneurial (undergraduate) practice, essay, presentations, graduation thesis and other activities are assessed by ECTS system.</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 to resolve complex tasks and problems in the sphere of hotel and restaurant business in international environment.
<b>General competence (GC)</b>	GC 1. To operate on the basis of ethical motives. GC 2. Ability to conduct research, process and analyze information from different sources. GC 3. Ability to analyze, estimate, produce and generate new ideas. GC 4. Ability to work in a team. GC 5. Ability to use information and communication technologies. GC 6. Ability to conduct research at the appropriate level. GC 7. Ability to make reasoned decisions GC 8. Ability to work in international context
<b>Professional competence (PC)</b>	PC 1. Ability to apply scientific, analytical, methodological tools, to use interdisciplinary research to analyze the state of development of global and local markets of hotel and restaurant services to solve complex problems of hotel and restaurant business development, in particular in the international environment. PC 2. Ability to systematize and synthesize information to take into account cross-cultural features of the hotel and restaurant business, in particular in the international environment. PC 3. Ability to plan and carry out resource provision of the hotel and restaurant business entities, in particular in the international environment. PC 4. Ability to create and implement product, service, organizational, social, managerial, infrastructural, marketing innovations in the economic activity of subjects of hotel and restaurant business, in particular in the international environment. PC 5. Ability to provide effective service, commercial, production, marketing, economic activity of subjects of hotel and restaurant business, in particular in the international environment. PC 6. Ability to coordinate and regulate relationships with partners and consumers, in particular taking into account national characteristics. PC 7. Ability to do business, particularly in an international environment. PC 8. Ability to develop anti-crisis programs of corporations, hotel and restaurant chains, hotel and restaurant business entities. PC 9. Ability to provide quality customer service. PC 10. Ability to apply the principles of social responsibility in the activities of hotel and restaurant business. PC 11. Ability to independently master new knowledge, to use innovative technologies in the field of hotel and restaurant business. PC 12. Ability to integrate knowledge and solve complex problems of hotel and restaurant business in multidisciplinary contexts, in new or unfamiliar environments with incomplete or limited information.
<b>7 – Program learning outcomes (PLO)</b>	
	1. Ability to develop and to make effective decisions on the development of hotel and restaurant business, taking into account the goals, resources, constraints and risks, to ensure their implementation, to analyze and to compare alternatives, to assess the risks and consequences of their impact. 2. Have excellent skills in national language and use it in professional

	<p>activity. Practice to use foreign language(s) in professional activity.</p> <p>3. Ability to develop, implement and apply modern methods for evaluating the effectiveness of innovation in the hotel and restaurant business.</p> <p>4. Ability to monitor the situation in the market of hotel and restaurant services.</p> <p>5. Ability to assess new market opportunities, formulate business ideas and develop marketing measures under uncertain conditions and requirements that require the application of new approaches, methods and tools of socio-economic research.</p> <p>6. Ability to search for the necessary data in the scientific literature, databases and other sources, to analyze and evaluate this data, to systematize and organize information to solve complex problems of professional activity.</p> <p>7. Ability to investigate models of development of international and national hotel and restaurant chains (corporations).</p> <p>8. Ability to Initiate, develop and manage projects for the development of hotel and restaurant business entities, taking into account information, material, financial and personnel support.</p> <p>9. Ability to use specialized software to solve problems of management of basic and auxiliary business processes of hotel and restaurant business entities.</p> <p>10. Be responsible for the formation of effective personnel policy of hotel and restaurant business entities, organizational communications, development of professional knowledge, assessment of strategic team development, selection and motivation of staff to effectively solve professional problems.</p> <p>11. Ability to carry out research and / or conduct innovative activities in order to obtain new knowledge and create new technologies and types of services (products) in the hotel and restaurant business and in broader multidisciplinary contexts.</p> <p>12. Ability to clear and unambiguous to convey one's own knowledge, conclusions and arguments to specialists and non-specialists, in particular to students.</p>
<b>8 – Resource support for program implementation</b>	
<b>Academic staff</b>	95 % of professionals who realize the training of Masters’ degree students in Educational program “International Tourism Business” must have Scientific Diploma Degree in Specialty. Foreign specialists and practitioners can take part in teaching the cycle of professional training.
<b>Facilities</b>	<p>Computer class of hotel business</p> <p>Computer class of tourist business management</p> <p>Computer class of design</p> <p>Laboratory of service organization in restaurant business establishments</p> <p>Laboratory of bar business enology</p> <p>Laboratory of computer-aided design systems</p> <p>Laboratory of integrated business process management systems</p> <p>Laboratory of heating and refrigeration equipment</p> <p>VR-library</p>
<b>Informational, teaching and learning</b>	Using the virtual of KNUTE teaching environment and specialist software: innovative system of hotel management Fidelio V8;Program

<b>materials</b>	complexes Amadeus selling platform, “Parus”: Enterprise, system Liko. Authors’ development results of teaching staff.
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	National credit mobility is carried out according to concluded agreements about academic mobility.
<b>International credit mobility</b>	International credit mobility is realized 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 language knowledge on the level no less than B1.

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

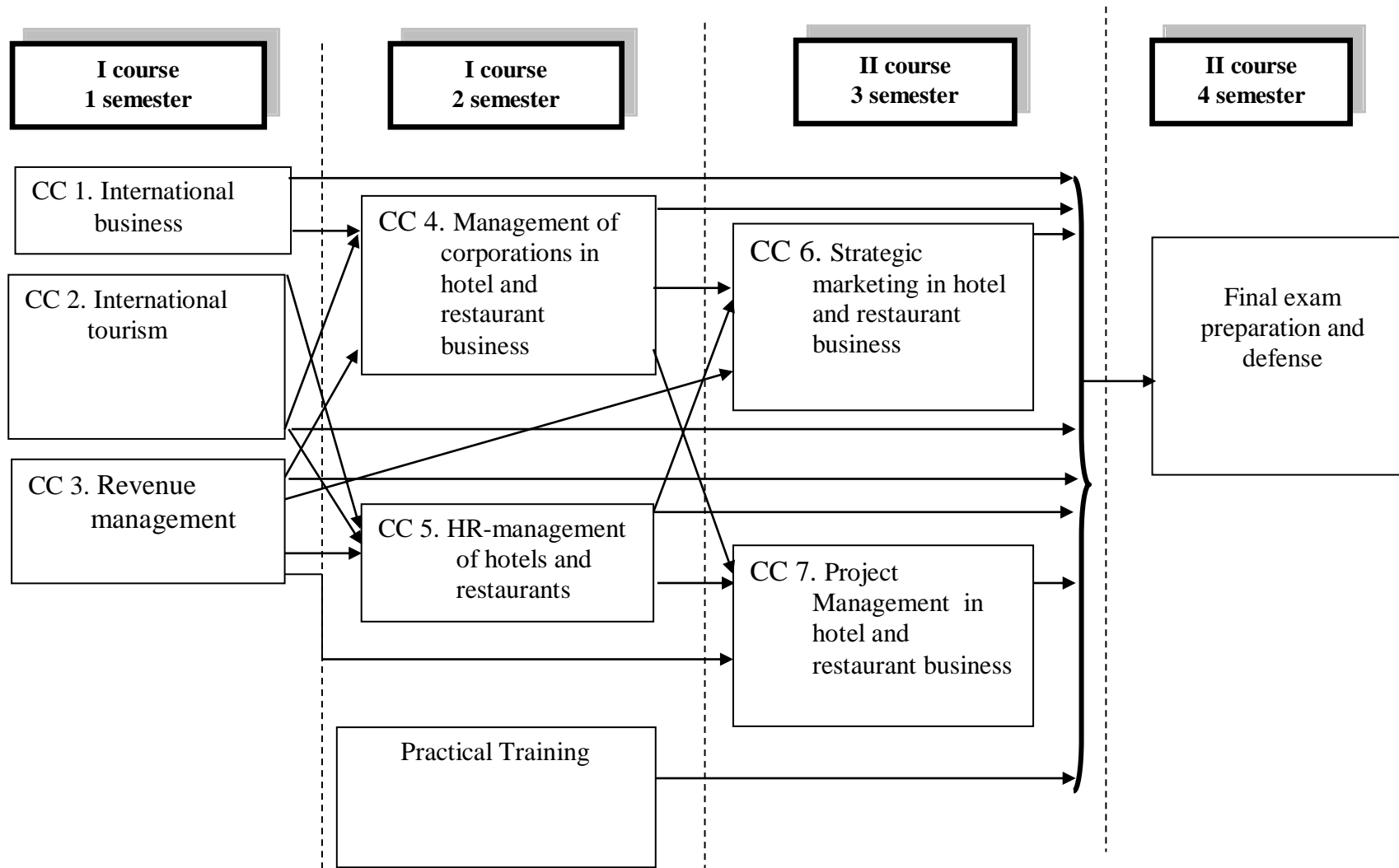
### 2.1. List of educational program components

№	Educational Program components	Total credits
<b>CC (compulsory component)</b>		
CC 1.	International business	6
CC 2.	International tourism	6
CC 3.	Revenue management	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
	<b>Total credits for compulsory components:</b>	<b>45</b>
<b>OB (optional block of courses)</b>		
OB 1.	Crisis psychology	6
OB 2.	Brand-management	6
OB 3.	Hotel business	6
OB 4.	Business etiquette	6
OB 5.	Contract Law	6
OB 6.	Intellectual property	6
OB 7.	Consumer Law	6
OB 8.	Corporate Law	6
OB 9.	Methodology and organization of scientific research	6
OB 10.	International credit settlement and currency transactions	6
OB 11.	International strategies of economic development	6
OB 12.	International Finance	6
OB 13.	International Marketing	6
OB 14.	International MICE-tourism	6
OB 15.	Accounting and financial reporting according to	6

No	Educational Program components	Total credits
	international standards	
OB 16.	Consumer behaviour of hospitality services	6
OB 17.	Psychology of Business	6
OB 18.	Psychology of image	6
OB 19.	Psychology of self-determination	6
OB 20.	Digital Marketing Technologies	6
OB 21.	Business Process Management	6
OB 22.	Management of luxury service	6
OB 23.	Management of luxury tourism	6
OB 24.	Management of tourism destinations	6
OB 25.	Management of service quality in hotels and restaurants	6
OB 26.	Price-oriented management	6
	<b>Total credits for compulsory components</b>	<b>24</b>
	<b>Practical Training</b>	
	<b>Practical (Pre-diploma) training</b>	9
	<b>Assessment</b>	
	<b>Final exam preparation and defense</b>	12
	<b>Optional components of EP</b>	<b>90</b>

The final assessment for all educational program components is exam.

## 2.2. Structural and logical scheme of Educational Program





### 3. Final assessment

Assessment is carried out openly and publicly of Graduation thesis.

Graduation thesis has to involve the complex problem solving or problems in the sphere of management that expect for researches and/ or innovations and is characterized by complexity and uncertainty conditions, with the use of theories and methods of economic science.

Graduation thesis cannot involve academic plagiarism, adulteration, fabrication.

Graduation thesis must be released to the public in the official website of Higher educational establishment or its subdivision or its repository.

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

Компоненти Компетентності	OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7
<b>ЗК 1</b>					+		
<b>ЗК 2</b>	+	+	+	+	+	+	+
<b>ЗК 3</b>					+		+
<b>ЗК 4</b>				+			+
<b>ЗК 5</b>	+	+	+	+	+	+	
<b>ЗК 6</b>	+	+	+	+	+	+	+
<b>ЗК 7</b>	+	+	+	+	+	+	+
<b>ЗК 8</b>	+	+	+	+			
<b>СК1</b>	+	+	+	+	+	+	+
<b>СК 2</b>	+	+			+	+	+
<b>СК 3</b>	+	+	+	+	+	+	+
<b>СК 4</b>	+	+	+	+	+	+	+
<b>СК 5</b>	+			+		+	+
<b>СК 6</b>	+	+		+	+	+	+
<b>СК 7</b>	+	+	+	+	+	+	+
<b>СК 8</b>				+			+
<b>СК 9</b>				+	+	+	+
<b>СК 10</b>	+			+	+		+
<b>СК 11</b>	+	+	+	+	+	+	+
<b>СК 12</b>	+	+	+	+	+	+	+

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

Компоненти Компетентності	БК 1.	БК 2.	БК 3.	БК 4.	БК 5.	БК 6.	БК 7.	БК 8.	БК 9.	БК 10.	БК 11.	БК 12.	БК 13.	БК 14.	БК 15.	БК 16.	БК 17.	БК 18.	БК 19.	БК 20.	БК 21.	БК 22.	БК 23.	БК 24.	БК 25.	БК 26.
<b>ЗК 1</b>	+																+	+	+					+		+
<b>ЗК 2</b>				+							+														+	
<b>ЗК 3</b>				+																						
<b>ЗК 4</b>																+										
<b>ЗК 5</b>			+	+																						
<b>ЗК 6</b>											+											+				
<b>ЗК 7</b>	+				+				+								+	+	+	+						
<b>ЗК 8</b>				+										+										+		
<b>СК 1</b>																				+						
<b>СК 2</b>				+										+								+			+	+
<b>СК 3</b>				+																		+			+	+
<b>СК 4</b>						+	+	+	+																	
<b>СК 5</b>												+				+										
<b>СК 6</b>		+	+							+	+	+	+	+	+	+	+				+	+	+	+	+	+
<b>СК 7</b>		+									+															
<b>СК 8</b>						+	+	+	+																	
<b>СК 9</b>	+																+	+	+	+						+
<b>СК 10</b>		+	+							+	+	+	+	+	+	+						+	+	+	+	+
<b>СК 11</b>												+		+								+	+		+	+
<b>СК 12</b>										+	+	+	+	+	+								+			

### 5.1. Program Competences and EP Components Matrix

Програмні результати навчання	Компоненти						
	OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7
<b>1</b>	+	+	+	+	+	+	+
<b>2</b>	+	+					
<b>3</b>			+	+	+	+	+
<b>4</b>	+	+	+	+		+	+
<b>5</b>	+	+	+	+		+	+
<b>6</b>	+	+	+	+	+	+	+
<b>7</b>	+	+		+			+
<b>8</b>	+	+	+			+	+
<b>9</b>	+	+	+	+	+	+	+
<b>10</b>				+	+	+	+
<b>11</b>	+	+	+	+	+	+	+
<b>12</b>	+	+	+	+	+	+	+

## 5.2. Program Competences and EP Components Matrix

Програмні результати навчання	Компоненти																											
	БК 1	БК 2	БК 3.	БК 4.	БК 5.	БК 6.	БК 7.	БК 8.	БК 9.	БК 10.	БК 11.	БК 12.	БК 13.	БК 14.	БК 15.	БК 16.	БК 17.	БК 18.	БК 19.	БК 20.	БК 21.	БК 22.	БК 23.	БК 24.	БК 25.	БК 26.		
<b>1</b>																												
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