

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

EDUCATIONAL PROGRAM

European Credit Transfer System (ECTS)

Field of Study	24 «Service Industry»
Specialty	242 «Tourism»
Specialization	«International Event Management in Tourism »
Academic Degree	«Master's degree»

Kyiv 2021

3. Educational Program

Head of Project Group (Guarantee of Educational Program)

Yu.B. Zabaldina, PhD.

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

1 – General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics, Faculty of Restaurant, Hotel and Tourism Business, Department of Tourism and Recreation.
Academic degree and qualification title in the original	Academic degree: Master's degree Specialty «Tourism» Specialization «International Event Management in Tourism»
Educational Program Title	«International Event Management in Tourism»
Qualification Title (Degree), program credits and duration	Diploma type – individual. 90 ECTS credits, Training Schedule - 1, 4.
Accreditation	Primary accreditation is planned for 2024
Cycle/ Level	EQF of Ukraine – 7 level, FQ-EHEA- second cycle, EQF-LLL- 7 level
Academic Background	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).
Language(s) of instruction	Ukrainian
Program duration	2020
Educational Program Link	https://knute.edu.ua
2 – Educational program aim	
Forming of general and professional competences for successful implementation of service, organisational and managerial, economical, project-oriented, engineering and manufacturing activity in the sphere of International Event Management in Tourism.	
3 – Educational program general information	
Subject area (Field of study, speciality, and specialization) (as available)	Field of study 24 «Service Industry» Specialty 242 «Tourism» Specialization «International Event Management in Tourism»
Educational program orientation	Training program. Educational and professional. Emphasis on the readiness to work and develop skills in designing, organisation of International events and their management.
Educational program and specialization goals and objectives	Special education in the sphere of tourism in specialty 242 «Tourism» specialization «International Event Management in Tourism». <i>Key words:</i> event management, MICE tourism, event marketing, project management in tourism, Project management in tourism,

	quality control in tourism.
Specific requirements	<p>Practical training, interactive visiting practical training; studying during the period of one semester in the range of International mobility program (including foreign countries), international internship.</p> <p>Program is realised by Ukrainian language of training.</p> <p>Program highlights loyalties that the Law of Ukraine “About Higher Education” in the context of academic autonomy provides.</p>
4 – Career opportunities and further learning	
Career opportunities	<p><i>Types and titles of economic activity to work to which holder of master’s degree is trained (according to National classifier of Ukraine “Classification of Types of Business Activities SC 009:2010»):</i></p> <p>79. Activity of travel agencies and tour operators, providing of reservation service and related activity. 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, and other activities, related with travel services, such as reservation. Tourist guides activity and providing of tourist facilities belong to this section.</p> <p>79.1. Activity of travel agencies and tour operators</p> <p>79.9. Providing of reservation service and related activity</p> <p>93. Activity in sport sector, recreation and entertainment</p> <p>93.2. Recreation and Entertainment. Establishments’ management and providing services for various recreational clients’ satisfaction, activities and entertainment, activities of theme parks, fun-fairs and territories for picnics and so on.</p> <p>93.21. Functioning of recreation facilities and theme parks</p> <p>93.29. Organisation of other sites of recreation and entertainment.</p> <p><i>Positions that graduate of Master’s degree able to have (according to National classification of Ukraine “Occupational Classification SC 003:2010»):</i></p> <p>1229.6 Divisional managers in the field of culture, recreation and sport.</p> <p>1229.7 Managers of other main divisions in other fields of activities.</p> <p>1238 Managers of projects and programs</p> <p>1317 Managers of small businesses without managerial apparatus in commercial service.</p> <p>1448 Managers of tourist and tourism agencies.</p> <p>1492 Managers in the field of culture, recreation and sport.</p> <p>2481 Professionals in tourism sphere</p> <p>2481.1 Research scientist-consultant (tourism science, tourism guidance)</p> <p>2481.2 Specialists in Tourism</p> <p>3474 Event planner of culture and entertainment activities</p> <p>1474 Managers in Communication Technologies</p> <p>1475.4 Managers in Public Relations</p> <p>1476.1 Manager in Advertising; Event-manager</p>

	Eventologist
Further learning	Graduates of Master's degree have the right to continue training on the third (educational and scientific) degree of Higher education – Doctor of Philosophy. Obtaining supplementary qualifications in the system of Postgraduate Education.
5 – Training and assessment	
Teaching and learning	Problem-based learning, students-centralized training, self-education. Lectures, practices, individual study with books, course-books and compendium of lectures, training by means of practical training, tutorials with teachers, preparation of graduation thesis.
Assessment	Process control, written exams, credit of entrepreneurial (undergraduate) practice, graduation thesis defense. Assessment is protected under the “Act about the assessment of training results of KNUTE students and postgraduate students” and “Act about the organisation of students’ educational process”.
6 – Program competences	
Integral competence	Ability to resolve complex tasks and problems in the sphere of management and/ or in the process of learning that envisage the research and/ or actualization of innovation and is characterised by uncertainty of conditions and requirements, such as in the sphere of tourism and event business.
General competence (GC)	<i>GC 1. To operate on the basis of understanding of civilization humanitarian values and global processes, priorities of national development;</i> <i>GC 2. Ability for organization, planning, prognostications of activity's results;</i> <i>GC 3. Ability to work in international and domestic professional environment;</i> <i>GC 4. Language proficiency and ability to communicate business English and other foreign languages in professional activity;</i> <i>GC 5. Ability to communicate with experts of other spheres of actions with current problems of tourism and recreation development;</i> <i>GC 6. Ability to develop the projects and manage them;</i> <i>GC 7. Enterprising spirit, creativity, with to make progress and engage in self-realization;</i> <i>GC 8. Ability to time-management;</i> <i>GC 9. Ability to motivate people and navigate towards a common goal</i> <i>GC 10. Ability to estimate and guarantee the services quality;</i> <i>GC 11. Investigatory skills and abilities;</i> <i>GC 12. Ability to make reasoned decisions and resolve the problems.</i>
Professional competence (PC)	<i>PC 13. Ability to define the main scientific conceptions and methodological tourism categories and organisation of public events (tourism) and applying them in professional activity;</i> <i>PC 14. Ability to utilize the methods of scientific studies in the sphere of tourism and organisation of international public events;</i> <i>PC 15. Ability to analyse geospatial event organisation and tourist processes and design its development on basis of invariability;</i>

	<p><i>PC 16. Understanding the problem of national and regional tourist policy and regulation mechanisms of tourism and event activities;</i></p> <p><i>PC 17. Ability to use theories and techniques of innovative and informative development at multiple levels of management;</i></p> <p><i>PC 18. Ability to organise and manage the tourism process in local and regional levels, in tourist destinations, at tourist agency;</i></p> <p><i>PC 19. Ability to design and promote the introduction of regional programs of sustainable tourist development;</i></p> <p><i>PC 20. Ability to put into practice international event experience and tourist activity;</i></p> <p><i>PC 21. Understanding of cooperation mechanisms of the subjects of international and national tourist markets and acts of sustainable business in tourism and international events;</i></p> <p><i>PC22. Ability to manage the risks in tourism and event business;</i></p> <p><i>PC 23. Ability to manage the information;</i></p> <p><i>PC 24. Ability to entrepreneurial activity on international and national and on event markets;</i></p> <p><i>PC 25. Ability to determine the strategic tasks in event and tourism business development;</i></p> <p><i>PC 26. Ability to social and academic mobility in the sphere of international events in tourism activity.</i></p>
7 – Program learning outcomes (PLO)	
	<p><i>PLO 1. Knowledge of leading concepts, scientific and research methods and professional activity close to tourism subject areas and event organisation;</i></p> <p><i>PLO 2. Ability to understand and apply in practice the theories and mythology of scientific system that form tourism service;</i></p> <p><i>PLO 3. Ability to use information methods and technologies in the sphere of tourism and event services;</i></p> <p><i>PLO 4. Knowledge of legitimacy and mechanisms of tourism market functioning;</i></p> <p><i>PLO 5. Ability to estimate the tourism market situation, interpret the results of research and predict the ways of subject development of entrepreneurial activity in the sphere of recreation and tourism;</i></p> <p><i>PLO 6. Ability to manage the enterprises of tourism and event industry;</i></p> <p><i>PLO 7. Ability to design and run the projects in the sphere of international events and tourism, hospitality;</i></p> <p><i>PLO 8. Ability to resolve the scientific challenges in the sphere of events and tourism;</i></p> <p><i>PLO 9. Have excellent skills in national language and use it in professional activity;</i></p> <p><i>PLO 10. Practice to use foreign language(s) in professional activity;</i></p> <p><i>PLO 11. Act in multicultural context;</i></p> <p><i>PLO 12. Use social skills and technologies, initiate the introduction of communicative management methods in practice of subject's activity of international event management in tourism;</i></p>

	<p><i>PLO 13. Satisfy the communicative requirements in interactive regime with wide scientific community in international event management in tourism;</i></p> <p><i>PLO 14. Demonstrate social accountability for the results of strategic decision making;</i></p> <p><i>PLO 15. Make decisions in complex and unpredictable conditions that indicate new approaches and prediction techniques;</i></p> <p><i>PLO 16. Hold responsibility for the development of professional knowledge and practice, estimation of team's strategic development, formation of effective personnel policy;</i></p> <p><i>PLO 17. Demonstrate aptitude for self-development and self-improving throughout life;</i></p> <p><i>PLO 18. Activate innovative comprehensive projects; demonstrate leadership qualities in the process of their realization.</i></p>
8 – Resource support for program implementation	
Academic staff	<p>Professionals who realise the training of Masters' degree students in Educational program "International Event Management in Tourism" must have professional knowledge and occupational skills in the field of tourism, event technologies, project management.</p> <p>For undertaking challenging lectures, domestic and foreign professionals from event technologies and MICE tourism are invited.</p> <p>Foreign specialists and practitioners can take part in teaching the cycle of professional training.</p>
Facilities	<p>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, SMART and VR library.</p>
Informational, teaching and learning materials	<p>Scientific and specialized researches or recreation and tourist information, curricular and monographic literature, source maps, IT technologies and platforms and other.</p> <p>Program complexes Amadeus selling platform, "Parus": Enterprise, "Samo-Tur", Google Earth, Statistica, Surfer Golden Software, Microcal Origin, MapInfo Pro 12.3</p>
9 – Academic mobility	
National credit mobility	<p>National credit mobility is carried out according to concluded agreements about academic mobility.</p>
International credit mobility	<p>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.</p>
Training of foreign students	<p>Requirements and particularities of education program in the case of foreign citizens' training are Ukrainian language knowledge on the level no less than B1.</p>

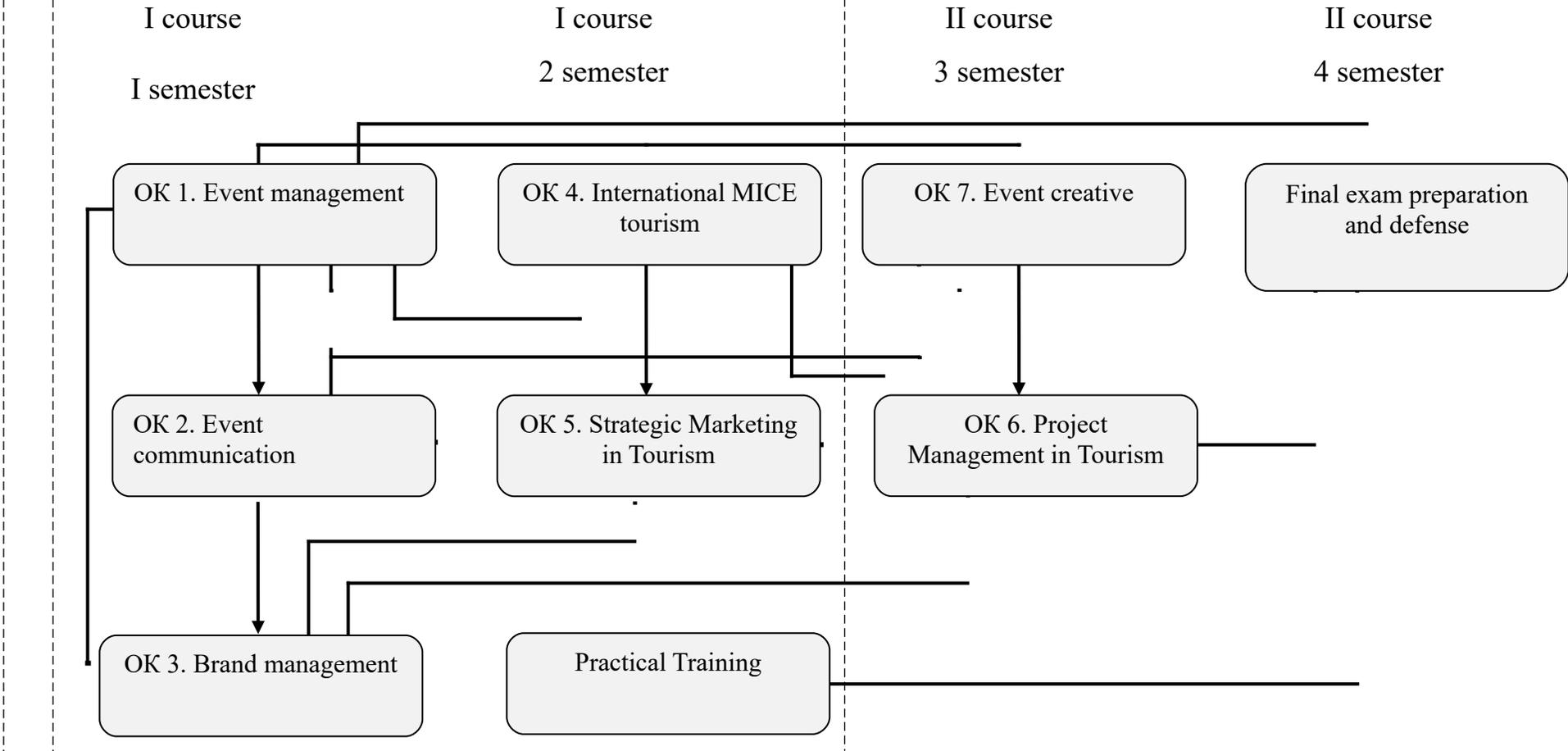
2.1. List of educational program components and their logical order

2.2. List of educational program components

№	Educational Program components	Total credits
1	2	3
CC (compulsory component)		
CC 1.	Event management	6
CC 2.	Event communication	6
CC 3.	Brand-management	6
CC 4.	International MICE tourism	7,5
CC 5.	Strategic Marketing in Tourism	7,5
CC 6.	Project Management in Tourism	6
CC 7.	Event creative	6
Total credits for compulsory components:		45
OB (optional block of courses)		
OB 1.	Anti-crisis psychology	6
OB 2.	Global marketing	6
OB 3.	Contract Law	6
OB 4.	Intellectual Property	6
OB 5.	Teambuilding	6
OB 6.	Consumer Law	6
OB 7.	Conceptions and restraint creative	6
OB 8.	Corporate Law	6
OB 9.	International Competition	6
OB 10.	Consumer behaviour of hospitality services	
OB 11.	Psychology of Business	6
OB 12.	Risk-management	6
OB 13.	Event marketing	6
OB 14.	Event tour operating	6
Total credits for compulsory components		24
Practical Training		
Practical training		9
Total		9
Assessment		
Final exam preparation and defense		12
Total		12
Optional components of Educational Program		90

The final assessment for all educational program components is exam.

2.3. Structural and logical scheme of Educational Program



3. Final assessment

Final assessment of students majoring in educational program «International Event Management in Tourism» specialty 242 «Tourism» is carried out in the form of final qualification work defense and results in getting diploma on obtaining qualification: higher educational level “Master”, specialty «Tourism» specialization «International Event management in Tourism».

Assessment is carried out openly and publicly.

4.1. Program Competences and EP Components Matrix

Компоненти Компетентності		OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7
		Загальні компетентності	K1	•	•	•	•	•
K2	•		•	•		•	•	•
K3	•		•	•	•	•	•	•
K4					•			
K5	•		•		•			•
K6	•		•	•			•	
K7	•		•	•	•	•	•	•
K8	•		•	•	•	•	•	•
K9	•							•
K10	•		•	•		•	•	•
K11								
K12	•		•	•	•	•	•	•
Фахові компетентності спеціальності	K13	•	•	•	•	•	•	•
	K14	•	•	•	•	•	•	•
	K15	•			•	•	•	
	K16	•			•		•	
	K17	•	•	•	•	•	•	•
	K18	•			•		•	
	K19	•			•			
	K20	•	•	•	•	•	•	•
	K21	•	•		•		•	
	K22	•	•	•		•	•	
	K23	•	•	•	•	•	•	•
	K24	•	•	•	•	•	•	
	K25	•	•	•	•	•	•	•
	K26	•	•	•	•	•	•	•

5.1. Program learning outcomes and EP components Matrix

Компоненти	ОК 1	ОК 2	ОК 3	ОК 4	ОК 5	ОК 6	ОК 7
Програмні результати навчання							
ПР1	•	•	•	•	•	•	•
ПР2	•	•	•	•	•	•	•
ПР3	•	•	•	•	•	•	•
ПР4				•			
ПР5	•			•	•	•	
ПР6	•	•	•	•	•	•	•
ПР7	•	•				•	
ПР8	•	•	•	•	•	•	•
ПР9	•	•	•	•	•	•	•
ПР10				•			
ПР11		•	•	•			
ПР12	•	•	•				
ПР13	•	•	•	•	•	•	•
ПР14	•	•	•		•	•	
ПР15	•	•	•		•	•	
ПР16	•					•	
ПР17	•	•	•	•	•	•	•
ПР18	•	•	•	•	•	•	•

5.2. Program learning outcomes and EP components Matrix

Компоненти Програмні результати навчання	ВК 1	ВК 2	ВК 3	ВК 4	ВК 5	ВК 6	ВК 7	ВК 8	ВК 9	ВК 10	ВК 11	ВК 12	ВК 13	ВК 14
ПР1							•						•	•
ПР2							•						•	•
ПР3													•	•
ПР4		•							•	•			•	•
ПР5		•							•				•	•
ПР6	•		•	•	•	•	•	•			•	•	•	•
ПР7	•		•	•	•	•	•	•			•	•	•	•
ПР8													•	•
ПР9													•	•
ПР10														
ПР11		•								•			•	•
ПР12	•				•						•		•	•
ПР13											•		•	•
ПР14	•	•	•	•	•	•	•	•	•	•	•	•	•	•
ПР15	•	•							•			•	•	•
ПР16	•										•		•	•
ПР17													•	•
ПР18		•										•	•	•