3. Educational Programme

Head of the project group (Director of the Master's degree programme) – **Boiko M.G.,** Head of the Department of Hotel and Restaurant Business, PhD in Economics, Professor

1 – General information	
Full name of HEI and structural unit	State University of Trade and Economics Faculty of Technologies and Business Department of Hotel and Restaurant Business
Higher education degree and title of qualification in the original language	Master's degree Subject Area «Hotel and Restaurant Business»
Official title of the educational programme	«International Hotel and Restaurant Business»
Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine	Meets the standard of higher education of the Ministry of Education and Science of Ukraine
Type of diploma and scope of educational programme	Master's degree, single, 90 ECTS credits, duration of study 1 year 4 months
Availability of accreditation	The Ministry of Education and Science of Ukraine, Ukraine, until July 01, 2023
Cycle / level	NQF of Ukraine - level 7, FQ-ENEA - second cycle, EQF-LLL - level 7
Prerequisites	Bachelor's degree
Language(s) of instruction	Ukrainian, English
Duration of the educational programme	1 year 4 months
Internet address for the permanent placement of the educational programme description	https://knute.edu.ua
2 – Educational programme aim	
Training of highly qualified specialists who have thorough knowledge in the field of international hotel and restaurant business, have practical skills and competences to solve complex tasks of a research and/or innovative nature in the hotel and restaurant business in the conditions of internationalization of economic activity and are able to carry out research and teaching activity.	
3 - Educational programme characteristics	
Subject area	**Objects of study:** hotel and restaurant business as a field of professional activity, formation and coordination of organizational, service, management, production, technological, economic, marketing processes of subjects of the hotel and restaurant business at the operational and strategic levels, methodologies and methods of their research **Learning goals:**

	getting the ability to solve complex tasks of a research and/or innovative nature in the hotel and restaurant business **Theoretical content of the subject area:** Hotel business, restaurant business, economics of hotels and restaurants, principles of business planning of hotel and restaurant enterprises, technology of hotel services and restaurant products **Methods, techniques and technologies:** quality and safety assurance methods; service methods (interactive, service), digital technologies **Tools and equipment:** production and research equipment, measuring instruments, universal and specialized information systems (information-communication, information retrieval, information-analytical) specialized software products used in the activities of hotel and restaurant business entities.
Orientation of the educational programme	Professional, applied programme
The main focus of the educational programme	Special education and professional training for solving professional and scientific tasks in the economic activity of hotel and restaurant business entities in the conditions of globalization and internationalization, with a focus on interdisciplinary relationships in the field of international activity of hotel and restaurant business entities. **Keywords:** international hotel and restaurant chains, international business, revenue management, corporate management, international economic relations, international tourism, international marketing
Programme features	Interdisciplinary and multidisciplinary training of specialists in the organization of the activities of hotel and restaurant business entities, including those ones with international capital in the service market of Ukraine and the organization of the activities of hotel and restaurant business entities in international markets. Practical training and internship abroad with obtaining international certificates. Interactive on-site practical classes. Involvement of foreign scientists and practical workers of the hotel and restaurant business in the educational process. Expansion of the variable component at the expense of applied disciplines that ensure the formation of abilities and skills for work in the field of international hotel and restaurant business.
4 – Graduate employability and further learnability	
Employment suitability	DK 003: 2010 "National Classifier of Ukraine. Classification of Professions". 231 Teachers of universities and institutions of higher education 248 Professionals in the field of tourism, hotel, restaurant and sanatorium-resort business: 2482 Professionals in the field of hotel and restaurant business 2483 Professionals in the field of sanatorium-resort business: 2483.1 Research staff (recreation) 2483.2 Professionals in the sanatorium-resort business 2471 Quality control professionals 2482.2 Hospitality specialist in places of accommodation (hotels, tourist complexes, etc.) 2482.2 Specialist in the hotel business

	2482.2 Restaurant specialist 3414 Tourist service specialist 3414 Leisure organization specialist 3414 Specialist in the development of rural tourism 1225 Heads of production units in restaurants, hotels and other places of accommodation 2320 Teachers of secondary educational institutions 2310.2 Other teachers of universities and higher educational institutions 2351.1 Research staff (learning methods) 2359.1 Other research workers in the field of education 2359.2 Other specialists in the field of education 2419.1 Research staff (marketing, business efficiency, rationalization of production) *Obtaining professional certificates based on the results of practical training*
Further learning opportunities	The possibility of obtaining a doctor of philosophy degree in economics, management, marketing; access to research scholarships for participation in postgraduate education cycle programs; acquisition of additional qualifications of the same NQF level.
5 – Teaching and assessment	
Teaching and learning	Student-centered learning, self-learning, problem-oriented learning. A balanced combination of classroom and independent work using modern educational and information technologies and teaching methods (trainings, round tables, discussion clubs, distance learning, applied software packages, data processing and analysis systems.
Assessment	Written exams, practical training; essays, presentations, scientific presentations, current control, certification exam, graduate qualification work, etc. Assessment is carried out in accordance with the "Regulations on the organization of the educational process of students" and "Regulations on the assessment of learning outcomes of students and graduate students of SUTE".
6 – Programme competencies	
Integral competence	The ability to solve complex tasks of a research and/or innovative nature of the hotel and restaurant business, in particular, taking into account *the internationalization and globalization of the hospitality industry*.
General competencies (GCs)	GC1. The ability to act on the basis of ethical considerations (motives). GC2. The ability to search, process and analyze information from various sources. GC3. The ability to analyze, evaluate, synthesize, generate new ideas. GC4. The ability to work in a team. GC5. The ability to use information and communication technologies. GC6. The ability to conduct research at the appropriate level. GC7. The ability to make informed decisions. GC8. The ability to work in an international context.

Special (professional, subject) competences (SCs)	SC 1. The ability to apply scientific, analytical, methodical tools, to use interdisciplinary research on the analysis of 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.* SC 2. The ability to systematize and synthesize information to take into account the cross-cultural features of the functioning of hotel and restaurant business entities, in particular *in the international environment.* SC 3. The ability to plan and implement resource support for the activities of hotel and restaurant business entities, in particular *in the international environment.* SC 4. The ability to create and implement product, service, organizational, social, managerial, infrastructural, and marketing innovations in the economic activity of hotel and restaurant business entities, particularly *in the international environment.* SC 5. The ability to ensure effective service, commercial, production, marketing, economic activity of hotel and restaurant business entities, in particular *in the international environment.* SC 6. The ability to coordinate and regulate relations with partners and consumers, in particular, taking into account *national characteristics*. SC 7. The ability to do business, in particular *in the international environment.* SC 8. The ability to develop anti-crisis programs of corporations, hotel and restaurant chains, subjects of the hotel and restaurant business. SC 9. The ability to ensure the quality of service to consumers of hotel and restaurant services. SC 10. The ability to apply the principles of social responsibility in the activities of hotel and restaurant business entities. SC 11. The ability to independently acquire new knowledge, use innovative technologies in the field of hotel and restaurant business. SC 12. The ability to integrate knowledge and solve complex problems of the hotel and restaurant business in multidisciplinary contexts, in new or unfamiliar environments in the presence of incomplete or limited information.
7 – Programme learning outcomes (PLOs)	
	1. Elaborate and make effective decisions on the development of hotel and restaurant business entities, taking into account goals, resources, limitations and risks, ensure their implementation, analyze and compare alternatives, assess risks and potential consequences of their influence. 2. Communicate freely orally and in writing in Ukrainian and English when discussing professional issues, research and innovations in the field of hotel and restaurant business. 3. Develop, implement and apply modern methods of evaluating the effectiveness of the implementation of innovations in the hotel and restaurant business. 4. Monitor the market conditions of hotel and restaurant services. 5. 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. 6. Search for the necessary data in scientific literature, databases and

	other sources, analyze and evaluate these data, systematize and organize information to solve complex tasks of professional activity. 7. Research the development models of international and national hotel and restaurant chains (corporations). 8. Initiate, develop and manage development projects of hotel and restaurant business entities, taking into account information, material, financial and personnel support. 9. Apply specialized software to solve the problems of managing the main and auxiliary business processes of hotel and restaurant business entities. 10. Be responsible for the formation of an effective personnel policy of hotel and restaurant business entities, organizational communications, development of professional knowledge, evaluation of the strategic development of the team, selection and motivation of personnel to effectively solve professional tasks. 11. Conduct research and/or carry out innovative activities in order to obtain new knowledge and create new technologies and types of services (products) in the field of hotel and restaurant business and in wider multidisciplinary contexts. 12. Clearly and unambiguously communicate own knowledge, conclusions and arguments to specialists and non-specialists, in particular to persons who are studying.
8 – Resource support for programme implementation	
Staffing support	100% of scientific and pedagogical workers involved in teaching professionally oriented disciplines have scientific degrees in their specialty. Leading specialists from the professional environment of the hotel and restaurant business are involved in conducting problematic lectures. In order to increase their professional level, all scientific and pedagogical workers undergo an internship once every five years.
Material and technical support	Classroom of Digital technologies in the hotel and restaurant business Educational and scientific laboratory for food production technology Educational and scientific laboratory for technology of restaurant products Educational and scientific laboratory of service organization in the restaurant business Laboratory of enology and bar education Sensory analysis laboratory HoReCa design laboratory Design and Engineering laboratory Laboratory of computer-aided engineering systems Laboratory of integrated business process management systems Tourism business management office Educational and scientific center of business simulation VR library, SMART library Availability of social and household infrastructure of SUTE
Informational support, teaching and learning materials	Use of the virtual educational environment of SUTE, software: hotel management systems Opera, Hotel Matrix and Price Inspector; the Iiko system for automating the operation of restaurants or a chain of restaurants; global reservation system Amadeus. The current MOODLE distance learning system provides independent and individual training, the educational platform "MIA Education" provides the organization of the educational process in face-to-face and distance forms with the possibility of comprehensive evaluation of

	the participants of the educational process. Author's developments of the teaching staff. The programme is equipped with coursebooks, educational and methodological publications, an information base and access to foreign and domestic electronic resources of open access sources of information, scientometric databases, licensed abstract and full-text databases (WILEY, BENTHAM SCIENCE, PRESSREADER, FINANCIAL TIMES, ASTM COMPASS COMPLETE)
9 – Academic mobility	
National credit mobility	On the general grounds within Ukraine. Short-term education of students on a predetermined course in other institutions of higher education.
International credit mobility	Within the framework of the EU Erasmus+ programme on the basis of bilateral agreements between SUTE and higher education institutions of partner countries.
Training of foreign applicants for higher education	Training of foreign citizens is possible.

2. List of educational programme components and their logical sequence

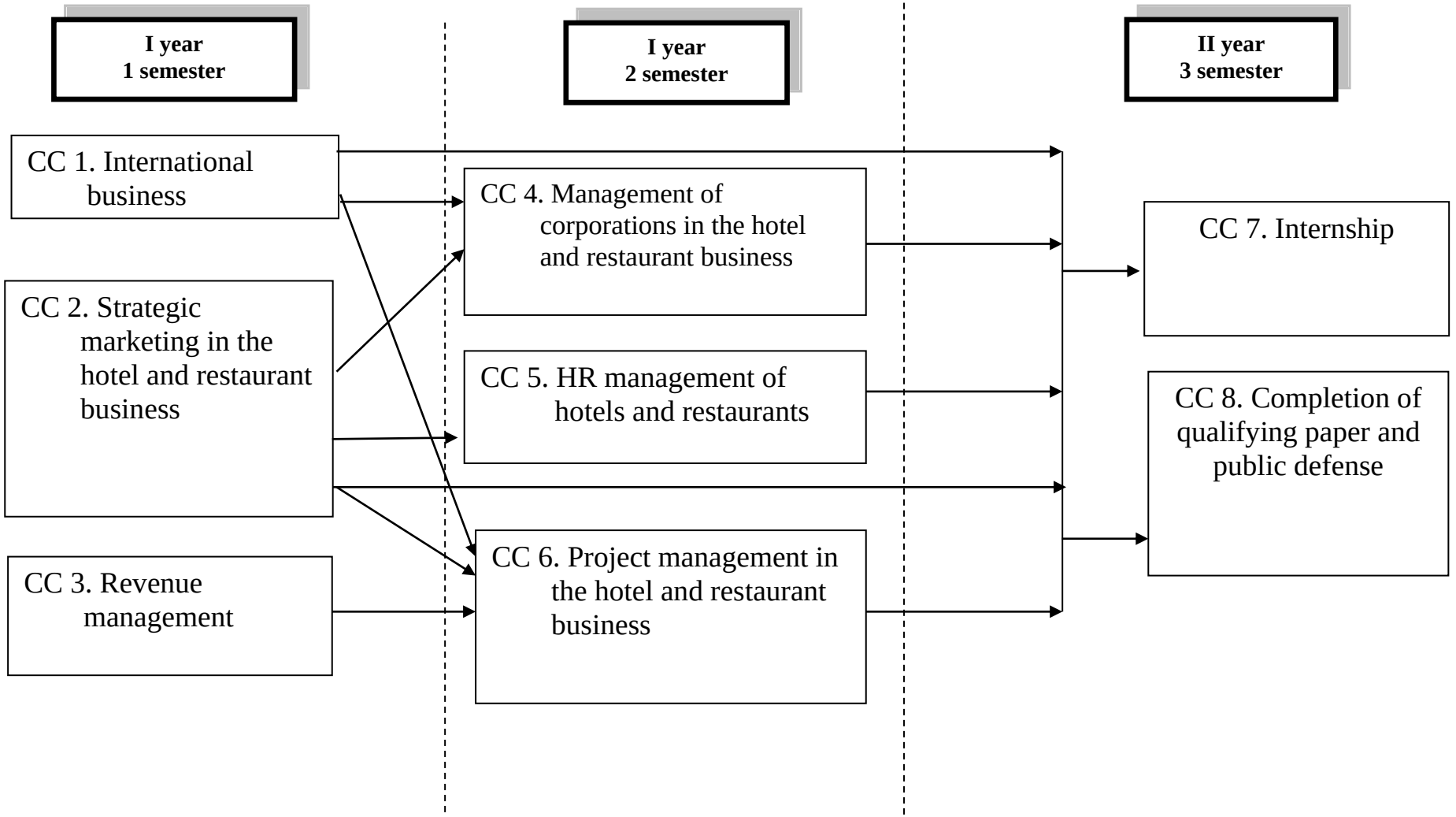
2.1. List of educational programme components

Course code	Components of the educational programme (academic disciplines, course projects (works), practical training, qualification examination, graduation thesis)	Amount of credits
	Compulsory Components (CCs)	
CC 1.	International business	6
CC 2.	Strategic marketing in the hotel and restaurant business	6
CC 3.	Revenue management	6
CC 4.	Management of corporations in the hotel and restaurant business	6
CC 5.	HR management of hotels and restaurants	6
CC 6.	Project management in the hotel and restaurant business	6
CC 7.	Internship	21
CC 8.	Completion of qualifying paper and public defense	9
Total amount of compulsory components:		**66**
	Optional Components (OCs)	
OC 1.	Anti-crisis psychology	6
OC 2.	Life safety	6
OC 3.	Brand management	6
OC 4.	Hotel business	6
OC 5.	Business protocol and etiquette	6
OC 6.	Contract law	6
OC 7.	Innovative and startup management in the field of hospitality	6
OC 8.	Intellectual property	6
OC 9.	Information wars	6
OC 10.	Consumer law	6

Course code	Components of the educational programme (academic disciplines, course projects (works), practical training, qualification examination, graduation thesis)	Amount of credits
OC 11.	Concepts and restaurant creativity	6
OC 12.	Corporate law	6
OC 13.	Methodology and organization of scientific research	6
OC 14.	International credit and settlement operations, currency transactions	6
OC 15.	International strategies of economic development	6
OC 16.	International tourism	6
OC 17.	International finance	6
OC 18.	International marketing	6
OC 19.	International MICE tourism	6
OC 20.	Fundamentals of cyber security	6
OC 21.	Accounting and financial reporting according to the international standards	6
OC 22.	Behavior of consumers of hospitality services	6
OC 23.	Business psychology	6
OC 24.	Psychology of image	6
OC 25.	Psychology of self-determination	6
OC 26.	Restaurant business	6
OC 27.	Digital marketing technologies	6
OC 28.	Management of business processes	6
OC 29.	Luxury service management	6
OC 30.	Luxury tourism management	6
OC 31.	Management of tourist destinations	6
OC 32.	Management of service quality in hotels and restaurants	6
OC 33.	Value-oriented management	6
	Total amount of optional components:	**24**
	TOTAL VOLUME OF THE EDUCATIONAL PROGRAMME	**90**

Exam is a form of final control for all components of the educational programme.

2.2. Structural and logical scheme of the Educational Programme (EP)



3. Form of attestation of higher education applicants

Attestation is carried out in the form of public defense of qualification work.

The qualification work should involve the solution of a complex task or problem in the field of hotel and restaurant business, which requires research and/or innovation and is characterized by complexity and uncertainty of conditions. There should be no academic plagiarism, falsification and fabrication in the qualification work.

The qualification work must be posted on the website of the institution of higher education or its structural unit, or in the repository of the higher education institution.

4.1. Matrix of correspondence of programme competencies to EP compulsory components

Components / Competencies	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8
GC 1	+		+	+	+	+	+	+
GC 2	+	+	+	+	+	+	+	+
GC 3	+	+	+	+	+	+	+	+
GC 4		+		+	+	+	+	+
GC 5	+	+	+	+	+	+	+	+
GC 6	+	+	+	+	+	+	+	+
GC 7	+	+	+	+	+	+	+	+
GC 8	+	+	+	+	+	+	+	+
SC 1	+	+	+	+	+	+	+	+
SC 2	+	+			+	+	+	+
SC 3	+	+	+	+	+	+	+	+
SC 4	+	+	+	+	+	+	+	+
SC 5	+	+		+	+	+	+	+
SC 6	+	+	+	+	+	+	+	+
SC 7	+	+	+	+	+	+	+	+
SC 8		+		+		+	+	+
SC 9		+		+	+	+	+	+
SC 10	+	+		+	+			
SC 11	+	+	+	+	+	+	+	+
SC 12	+	+	+	+	+	+	+	+

4.2. Matrix of correspondence of programme competencies to EP optional components

Components / Competencies	OC 1.	OC 2.	OC 3.	OC 4.	OC 5.	OC 6.	OC 7.	OC 8.	OC 9.	OC 10.	OC 11.	OC 12.	OC 13.	OC 14.	OC 15.	OC 16.	OC 17.	OC 18.	OC 19.	OC 20.	OC 21.	OC 22.	OC 23.	OC 24.	OC 25.	OC 26.	OC 27.	OC 28.	OC 29.	OC 30.	OC 31.	OC 32.	OC 33.
GC 1	+	+					+		+	+			+									+	+	+	+	+			+		+		+
GC 2		+			+		+		+	+			+	+		+														+		+	
GC 3		+	+		+		+			+	+		+										+	+	+	+							
GC 4		+					+				+		+								+	+	+	+	+	+							
GC 5		+		+	+		+		+		+		+	+		+				+		+					+	++					
GC 6		+					+		+		+		+	+		+										+							
GC 7	+	+				+	+	+	+			+	+			+				+		+	+	+	+								
GC 8		+	+		+	+		+	+	+		+	+		+	+	+	+	+			+				+	+	+	+				
SC 1				+			+						+			+				+					+			+					
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SC 6			+	+	+	+	+	+	+		+	+	+	+	+	+	+	+	+		+	+	+			+	+	+	+	+	+	+	+
SC 7			+	+		+	+	+				+		+		+										+							
SC 8	+			+			+	+		+	+	+					+									+							
SC 9	+			+	+						+											+	+	+	+	+					+	+	+
SC 10	+		+	+			+						+	+	+		+	+	+		+	+	+			+	+	+	+	+	+	+	+
SC 11				+			+								+	+		+		+						+	+	+		+	+	+	+
SC 12	+	+	+	+		+	+	+	+	+		+	+	+	+	+	+	+	+							+		+					

5.1. Matrix for providing programme learning outcomes (PLOs) with EP compulsory components

Components / Programme learning outcomes	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8
1		+	+		+	+	+	+
2	+	+	+	+	+	+	+	+
3		+	+	+	+	+	+	+
4	+	+	+	+		+	+	+
5	+	+	+	+	+	+	+	+
6	+	+	+	+	+	+	+	+
7	+	+	+	+	+	+	+	+
8	+	+	+	+	+	+	+	+
9		+	+			+	+	+
10				+	+	+	+	+
11		+	+	+	+	+	+	+
12	+	+	+	+	+	+	+	+

5.2. Matrix for providing programme learning outcomes (PLOs) with EP optional components

Components / Programme learning outcomes	OC 1.	OC 2.	OC 3.	OC 4.	OC 5.	OC 6.	OC 7.	OC 8.	OC 9.	OC 10.	OC 11.	OC 12.	OC 13.	OC 14.	OC 15.	OC 16.	OC 17.	OC 18.	OC 19.	OC 20.	OC 21.	OC 22.	OC 23.	OC 24.	OC 25.	OC 26.	OC 27.	OC 28.	OC 29.	OC 30.	OC 31.	OC 32.	OC 33.
1		+		+	+		+									+				+							+	+	+	+	+		+
2	+		+	+	+	+		+	+	+	+	+	+	+	+	+	+		+		+	+	+	+	+		+		+	+	+	
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5			+	+	+		+							+	+	+		+			+						+	+	+		+		
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11	+			+		+	+					+				+							+	+	+	+		+		+	+	+	+
12	+								+			+				+						+	+	+									