

Educational program

Project team leader (Head of Educational Program) –
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1. Profile of the educational program in the specialty 073 "Management" (Specialization "Luxury Management and Marketing")

1 – General information	
Full name of IHE and structural unit	State 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 "Luxury Management and Marketing"
The official title of the educational program	"Luxury Management and Marketing"
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
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, <i>in particular management of premium business entities in the Luxury services market</i>	
3 - Educational program general information	
Subject area (field of study, specialty, and specialization)	Field of study 07 "Management and administration" Specialty 073 "Management" Specialization "Luxury Management and Marketing"
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 solving professional and scientific problems of management of economic Luxury-subjects and their activity, providing services and goods of premium level to VIP-consumers on the basis of acquaintance with fundamental and interfunctional processes forming market Luxury consumer segment in Ukraine and abroad. Acquisition of experience in forming management decisions to

	<p>develop and implement a strategy for the development of luxury businesses and the formation of VIP-customer service to meet the demand for luxury hospitality services and luxury goods, the ability to analyze, synthesize and critically interpret information about luxury real estate, the ability to demonstrate creativity when developing the concepts of haute cuisine on the basis of complex scientific methods, acquiring the necessary research skills for a scientific career.</p> <p>Keywords: luxury, management, marketing, luxury-management, luxury-marketing, service, hotel, restaurant, retail, tourism, luxury goods, luxury real estate, VIP-consumer, Lux-service, premium segments, concept, investment, design, architecture, staff, business, economy, efficiency.</p>
Specific requirements	<p>Interdisciplinary and multidisciplinary training of management professionals, in particular in the field of service Luxury consumer segments based on the results of mastering managerial, marketing, service, technological, commodity, economic, skills of substantiation and mobilization of resources to meet the needs of VIP-consumers in compliance with the commercial interests of service participants and business entities.</p> <p>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</p>
4 – Career opportunities and further learning	
Career opportunities	<p>SC 003:2010 National classifier of Ukraine. Classification of 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>248. Professionals in the field of tourism, hotel, restaurant, sanatorium and resort business:</p> <p>2482 Professionals in the hotel and restaurant business</p> <p>2483 Professionals in the field of sanatorium and resort business:</p> <p>2483.1 Researchers (recreation)</p> <p>2483.2 Sanatorium and resort professionals</p> <p>2471 Quality control professionals</p> <p>2482.2 Hospitality specialist in hotels (hotels, tourist complexes, etc.)</p> <p>2482.2 Hotel specialist</p> <p>2482.2 Restaurant specialist</p> <p>3414 Tourist service specialist</p> <p>3414 Leisure specialist</p>

	<p>3414 Specialist in rural tourism development 2320 Teachers of secondary schools 2310.2 Other teachers of universities and institutions of higher education 2351.1 Researchers (teaching methods) 2359.1 Other researchers in the field of education 2359.2 Other specialists in the field of education 0739.1 Researchers (marketing, business efficiency, rationalization of production). <i>Head of enterprises, institutions, organizations, departments (boutique hotel, design hotel, elite Resort hotel, premium hotel, club, premium restaurant, restaurant of author's cuisine, enterprises for the organization of VIP-trips (VIP-charters, cruises Premium and Lux class, yacht tourism, limousine service, golf clubs, equestrian clubs, VIP-Health service), a subject in the field of Premium retail, delicatessen market, premium-class retail chains, salons of elite goods, salons of elite interiors, high fashion boutiques, premium car showrooms, premium jewelry stores), manager (administrator) of enterprises, institutions, organizations and their divisions in the field of Luxury service, manager (administrator) of food security systems, manager (commercial consultant); manager (administrator) for marketing, public relations, manager (administrator) for foreign economic activity, manager (administrator) for personnel, manager (administrator) in the field of labor and employment, efficiency entrepreneurship. 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 <i>and in the field of Luxury management and marketing, development of organizations and business, in particular, entities providing services and sales of premium goods to VIP-consumers</i> or in the process of training involving research and / or implementation of innovations under uncertain conditions and requirements, <i>in particular in the field of tourism, hotel and restaurant business and retail</i>
General competences	GC 1. Ability to conduct research at the appropriate level

(GC)	<p>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)</p> <p>GC 3. Skills to use information and communication technologies</p> <p>GC 4. Ability to motivate people and move towards a common goal</p> <p>GC 5. Ability to act on the basis of ethical considerations (motives)</p> <p>GC 6. Ability to generate new ideas (creativity)</p> <p>GC 7. Ability to abstract thinking, analysis and synthesis</p>
Professional competences (PC)	<p>PC 1. Ability to choose and use management concepts, methods and tools, in accordance with certain goals and international standards, <i>in particular for the premium segment of consumers and businesses of the Luxury format</i></p> <p>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>in particular for Luxury businesses and in the field of service of Luxury consumer segments in Ukraine and abroad.</i></p> <p>PC 3. Ability for self-development, lifelong learning and effective self-management</p> <p>PC 4. Ability to effective usage and development of human resources in the organization, <i>particularly in the Luxury business format or in providing services and goods to consumers in the premium segments</i></p> <p>PC 5. Ability to create and organize effective communications in the management process, <i>including Luxury businesses</i></p> <p>PC 6. Ability to form leadership qualities and demonstrate them in the process of managing people, <i>in particular, working in the market of VIP services and luxury goods.</i></p> <p>PC 7. Ability to develop projects, manage them, show initiative and enterprise, <i>in particular for the development of Luxury hotel and restaurant business, VIP-tourism, premium retail, luxury real estate and for other consumer luxury segments.</i></p> <p>PC 8. Ability to use psychological technologies of working with personnel, <i>in particular, operating in the field of Luxury business and service</i></p> <p>PC 9. Ability to analyze and structure the organization's problems, make effective management decisions and ensure their implementation, <i>particularly in Luxury hotels, in the organizations providing, premium rest, realization of elite goods and management of elite real estate</i></p> <p>PC 10. Ability to manage the organization and its development, <i>in particular at the strategic and tactical levels that operate in the market of Luxury services and luxury goods</i></p> <p>PC 11. Ability to form a vision, mission, research the Luxury consumer market, justify strategic goals, develop strategic directions for the development of enterprises and corporations, <i>in particular in the premium segments</i></p> <p>PC 12. Ability to formulate and implement personnel policy and HR-strategy in accordance with the corporate strategy and life cycle of the organization, to carry out the process of recruitment, selection, hiring, adaptation, evaluation, dismissal, to develop effective systems of staff development, motivation and</p>

	<p><i>compensation, to form corporate culture of subjects of hotel and restaurant business, tourism, retail, real estate in the field of luxury business</i></p> <p><i>PC 13. Ability to apply models of relationships with VIP-consumers; to form loyalty programs, to investigate the quality of elite goods, including jewelry and antiques, cultural values, conducting commodity and cost expertise; knowledge of the main types of regulatory and technical documents; information requirements for VIP-consumers</i></p> <p><i>PC 14. Ability to form and implement elite, premium and luxury recreation, exclusive program tourism and a comprehensive approach to the organization of VIP-class travel</i></p>
7 – Program learning outcomes	
	<ol style="list-style-type: none"> 1. Critically comprehend, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions, <i>in particular, operating in the market of VIP- services and luxury goods</i> 2. Identify problems in the organization and justify solving methods, <i>particularly in Luxury hotels, in the organizations providing, premium rest, realization of elite goods and management of elite real estate</i> 3. Design effective organization management systems, <i>in particular, business entities operating in the market of VIP-services and luxury goods.</i> 4. Justify and manage projects, generate entrepreneurial ideas, <i>in particular regarding managerial, service, commercial, marketing, commodity, economic processes, particularly in the field of Luxury business</i> 5. Plan the organization's activities in strategic and tactical terms, <i>in particular, operating in the market of VIP-services and luxury goods</i> 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, <i>particularly in the field of Luxury-business, taking into account the factors of development of global, regional and local VIP-services and luxury goods;</i> 7. Organize and implement effective communications within the team, with representatives of various professional groups and in an international context 8 Apply specialized software and information systems to solve organization management tasks, <i>particularly in the field of Luxury business; use of communication information technologies and methods to form a network of relationships with VIP-consumers and other stakeholders at the professional and social levels</i> 9 Be able to communicate in professional and scientific circles in the state and foreign languages; 10. Demonstrate leadership skills and the ability to work in a team, interact with people, influence their behavior to solve professional problems; 11. Ensure personal professional development and planning of your own time.

	<p>12. Be able to delegate authority and management of the organization (division), <i>particularly in Luxury hotels, premium restaurants, in the organizations providing elite hospitality services, premium rest (divisions) and premium retail.</i></p> <p>13. Be able to plan and implement information, methodological, material, financial and personnel support of the organization (division), <i>in particular, business entities operating in the market of VIP services and luxury goods.</i></p> <p>14. <i>Ability to manage innovative, commercial, marketing activities, develop anti-crisis programs, diagnose and improve business processes of organizations operating in the market of services and goods for VIP-consumers</i></p> <p>15. <i>Ability to influence the behavior of VIP-consumers at all stages of interaction and form segments of loyal consumers; identify the specifics of the Luxury segment, apply sales technologies of this level; show psychological ability to interact with the VIP-consumer; critically analyze, evaluate, synthesize new ideas for the introduction of innovative forms of VIP-customer service and implement creative technologies.</i></p> <p>16. <i>Ability to assess the impact of mega-, macro-, meta-, micro-environment and to form a strategy for the development of corporations operating in the market of VIP-services and luxury goods.</i></p> <p>17. <i>Ability to develop and implement HR-strategies, to carry out the process of recruitment, selection, evaluation, hiring and firing, placement, staff development, to develop effective systems of motivation and remuneration.</i></p> <p>18. <i>Ability to manage luxury real estate in the primary and secondary real estate market; to form judgments about the attractiveness of luxury real estate, taking into account the goals and prospects of development of the Luxury consumer segment.</i></p> <p>19. <i>Ability to form package and individual programs of elite, premium and luxury services</i></p> <p>20. <i>Ability to determine the quality indicators of luxury goods, to develop directions for the development of business entities operating in the market of luxury goods.</i></p> <p>21. <i>Ability to demonstrate research skills, manifested in the originality of research, the ability to produce new scientific hypotheses in the chosen field, to choose the appropriate areas and appropriate methods for their implementation; interpret the results of research, be able to present them and predict the future consequences of decisions.</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, restaurant business and retail services are invited to conduct problematic lectures.
Facilities	<p>Study room of Digital Technologies in the hotel and restaurant business</p> <p>Educational and scientific laboratory on food production technology</p> <p>Educational and scientific laboratory on restaurant technology</p>

	<p>Educational and scientific laboratory of restaurant service organization</p> <p>Laboratory of oenology and bar business</p> <p>Sensory analysis laboratory</p> <p>HoReCa design laboratory</p> <p>Laboratory of design and engineering</p> <p>Laboratory of computer-aided design systems</p> <p>Laboratory of integrated business process management systems</p> <p>Tourism business management study room</p> <p>Educational and research center of business simulation</p> <p>VR-library, SMART-library</p> <p>Availability of social and household infrastructure of SUTE.</p>
Informational, teaching and learning materials	<p>The usage of virtual learning environment of SUTE, 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. The current MOODLE distance learning system provides independent and individual training, the "MIA Education" educational platform provides the organization of the educational process in face-to-face and distance forms with the possibility of comprehensive assessment of the participants of the educational process. Author's developments of the teaching staff.</p> <p>The program is equipped with textbooks, educational and methodological publications, an information base and access to closed sources of information, in particular scientometric databases</p>
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 SUTE 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

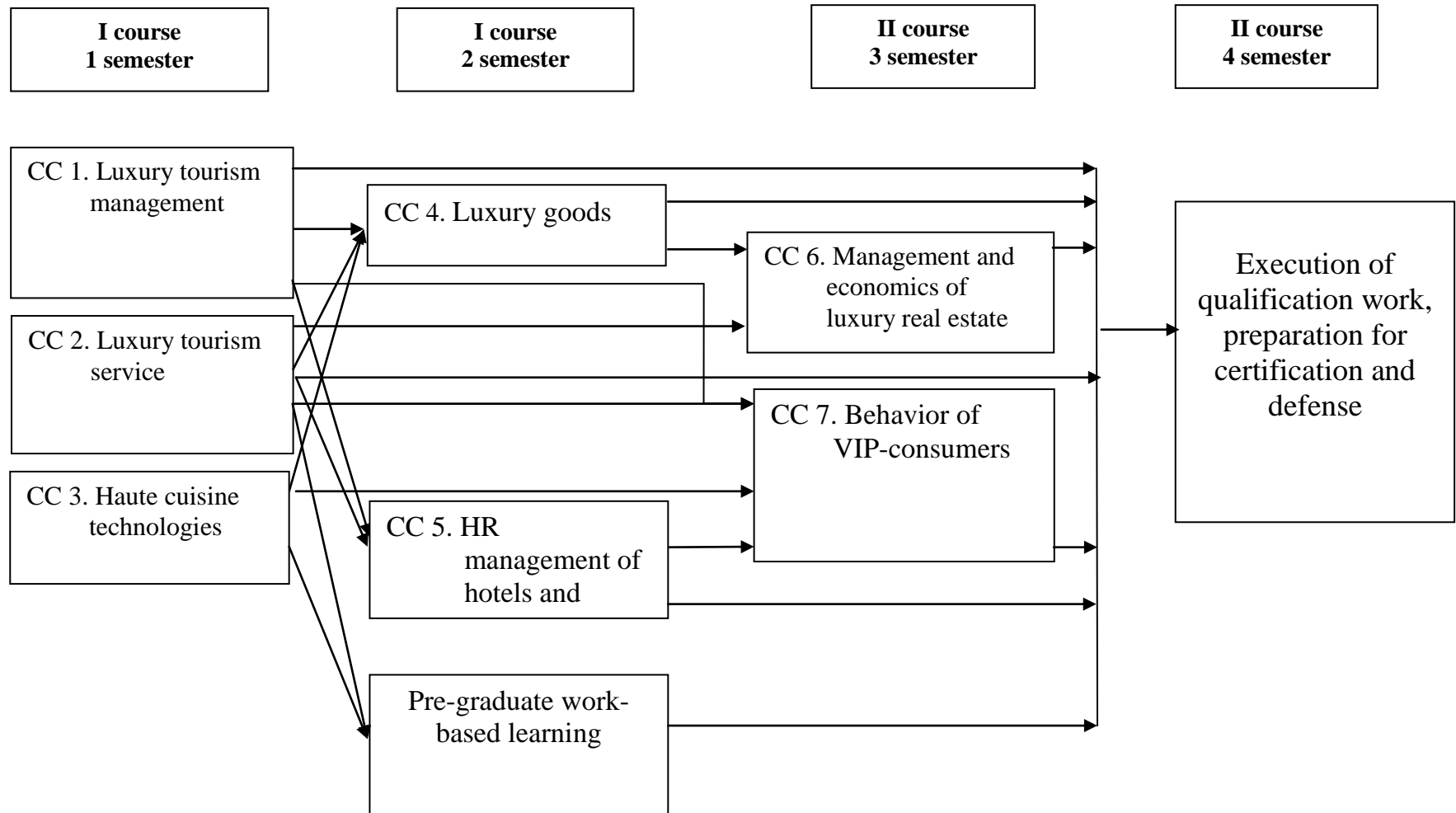
EP Code	Educational Program Components (educational disciplines, term projects (papers), work-based learning, qualification exam, graduate paper)	Number of credits
1	2	3
Compulsory Components of EP		
CC 1.	Luxury tourism management	6
CC 2.	Luxury service management	6
CC 3.	Haute cuisine technologies	6
CC 4.	Luxury goods	9
CC 5.	HR-management of hotels and restaurants	6
CC 6.	Management and economics of luxury real estate	6

EP Code	Educational Program Components (educational disciplines, term projects (papers), work-based learning, qualification exam, graduate paper)	Number of credits
CC 7.	Behavior of VIP consumers	6
Total number of credits for compulsory components:		45
Optional components of EP		
OC 1.	Anti-crisis psychology	6
OC 2.	Business protocol and etiquette	6
OC 3.	Contract law	6
OC 4.	Hotel business	6
OC 5.	Inventive management	6
OC 6.	Intellectual property	6
OC 7.	Examination of jewelry and antiques	6
OC 8.	Examination of cultural values	6
OC 9.	Aesthetics of goods and design	6
OC 10.	Consumer law	6
OC 11.	Corporate law	6
OC 12.	Cryptocurrency market	6
OC 13.	High fashion marketing	6
OC 14.	Payment systems	6
OC 15.	Business psychology	6
OC 16.	Psychology of image	6
OC 17.	Psychology of self-determination	6
OC 18.	Insurance services	6
OC 19.	Digital marketing technologies	6
OC 20.	Corporate management in the hotel and restaurant business	6
OC 21.	Project management in the hotel and restaurant business	6
OC 22.	Management of tourist destinations	6
OC 23.	Quality management of services in hotels and restaurants	6
OC 24.	Value-oriented management	6
OC 25.	Food design	6
OC 26.	Health tourism	6
OC 27.	Revenue management	6
OC 28.	Project management in the hotel and restaurant business	6
OC 29.	Management of tourist destinations	6
Total number of 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

EP Code	Educational Program Components (educational disciplines, term projects (papers), work-based learning, qualification exam, graduate paper)	Number of credits
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



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		*			*		*
PC 12					*		
PC 13			*	*			*
PC 14	*	*	*				*

4.2. Program Competences and Educational Program Optional Components Matrix

Components Competences	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.
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				*									*			*	*		*	*	*	*			*		*
PC 12																	*			*	*						
PC 13							*	*					*	*				*	*	*			*	*	*		
PC 14				*	*								*	*				*			*	*	*		*	*	

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	*	*					*
16		*			*		*
17					*		
18						*	*
19	*	*					
20				*			*
21	*	*	*	*	*	*	*

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

Components PLO	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.	
1	*					*				*					*	*				*	*	*					*	
2				*	*		*	*			*		*		*					*	*	*	*				*	
3				*									*						*	*	*		*	*				
4			*				*	*	*		*	*	*	*				*	*	*	*	*					*	
5				*																*	*	*			*		*	
6		*	*			*	*	*	*	*			*						*					*	*		*	
7		*	*	*	*	*				*	*				*				*						*			
8				*						*	*		*						*								*	
9		*	*	*											*	*	*		*	*		*		*				
10	*	*													*	*	*		*	*	*	*	*					
11	*	*													*	*	*		*	*	*	*	*					
12				*	*	*							*		*	*				*	*	*						
13				*		*	*	*	*	*		*		*				*	*	*	*	*			*	*	*	
14	*			*					*				*						*		*					*	*	*
15										*			*		*	*			*	*	*		*	*	*	*	*	
16				*					*			*											*				*	*
17				*																	*	*	*			*		
18				*									*		*	*	*		*	*	*				*			
19				*	*													*				*				*	*	
20				*			*	*		*			*	*	*	*		*	*			*	*		*	*		
21				*	*		*	*					*	*					*	*	*	*	*				*	

