

3. EDUCATIONAL PROGRAM

Project team leader (guarantor of the educational program) - **Rasulova A.**,
Ph.D.in Economics, Associate Professor of Hotel and Restaurant Business
Department, Docent

1. PROFILE OF THE EDUCATIONAL PROGRAM IN THE SPECIALTY 241 "HOTEL AND RESTAURANT BUSINESS" (SPECIALIZATION "HOTEL AND RESTAURANT BUSINESS")

1 –General information	
Full name of IHE and structural unit	State University of Trade and Economics Faculty of Restaurant, Hotel and Tourism Business Department of Hotel and Restaurant Business
Academic degree and qualification title in the original	Bachelor's degree in higher education specialty "Hotel and Restaurant business" educational program "Hotel and Restaurant business"
Educational Program Title	«Hotel and Restaurant Business»
Diploma type and volume of the program	Bachelor's degree , 240 credits ECTS, Training period 3 year 10 months
Accreditation	Ministry of Education and Science of Ukraine, Ukraine
Cycle/Level	NFQ of Ukraine – level 6, FQ-EHEA – first cycle, EQF-LLL – level 6
Preconditions	Availability of complete general secondary education / educational qualification level of junior specialist, educational degree of junior bachelor and educational-professional level of professional junior bachelor
Language(s) of instruction	Ukrainian
Duration	01.07.26
Educational Program Link	https://knute.edu.ua
2 – Educational program aim	
Formation of general and professional competencies sufficient for the successful solution of specialized complex problems and practical problems, characterized by the complexity and uncertainty of conditions in the hotel and restaurant business.	
3 - Educational Program General Information	
Subject Area (Field of study, speciality, and educational program)	Field of study 24 “Sphere of service” Specialty 241 "Hotel and Restaurant Business Educational program "Hotel and Restaurant Business "
Educational Program Orientation	Educational-professional, academic program

Main focus of the educational program and specialization	<p>Focusing on the implementation of educational trajectories with an applied bias.</p> <p>Special education and training to solve professional problems in the service, production, technological activities of the hotel and restaurant business entities.</p> <p>Keywords: hotel business, restaurant business, service, tourism, management, marketing, commodity science, information systems and technologies</p>
Specific Requirements	<p>Interdisciplinary and multidisciplinary training of specialists in management of organizations and their units. Attracting of foreign scientists and practitioners of the hotel and restaurant business in the educational process. Annual internships and internships abroad with obtaining certificates. Interactive field practical exercises. Acquisition of practical skills in the use of information technologies in management of the hotel and restaurant business. Acquisition of practical skills in modeling of operating and financial activities at the business training center based on a virtual enterprise of hotel and restaurant industry.</p>
4 – Career Opportunities and Further Learning	
Career Opportunities	<p>National Classifier of Ukraine. Classifier of professions, DK 003: 2010</p> <p>2482.1 Specialist in Hospitality (hotels, tourist complexes, etc.)</p> <p>2482.2 Specialist in Hospitality Service (hotels, tourist complexes, etc.)</p> <p>2482.2 Specialist in Hotel Business</p> <p>2482.2 Specialist in Restaurant Business</p> <p>3414 Specialist in Tourism Service</p> <p>3414 Specialist in Leisure Management</p> <p>3414 Rural Tourism Development Specialist</p> <p>3414 Organizer of Tourism and Hotel Activities</p> <p>3414 Specialist in Hotel Service</p> <p>3414 Specialized Service Specialist</p> <p>3414 Leisure organization specialist</p> <p>3414 Organizer of Tourism and Hotel Activities</p> <p>3414 Conference Service Specialist</p> <p>3414 Travel Consultants and Organizers</p> <p>13 Small Businesses Managers</p> <p>Obtaining of professional certificates based on the results of practical training</p>
Further Learning	<p>Possibility of learning the program of the second cycle FQ-EHEA, 7 level EQF-LLL and the 7 level of NFQ of Ukraine</p>
5 – Training and Assessment	
Teaching and Learning	<p>Student-centered learning, self-learning, problem-oriented learning.</p> <p>Lectures, practical classes, independent work on the basis of textbooks, manuals and lecture notes, training through vocational training, consultations with teachers, preparation for the qualification exam and protection of qualification work.</p>
Assessment	<p>Written exams, practice; essay, presentations, scientific presentations, current</p>

	<p>control, qualification exam, etc.</p> <p>According to the Regulations on the organization of the educational process of students, the Regulations on the evaluation of learning outcomes of students and graduate students.</p>
6 – Program competencies	
Integral competence	Ability to solve complex specialized problems and practical problems of hotel and restaurant business entities, which involves the application of theories and methods of the science system, which form the concept of hospitality and is characterized by complexity and uncertainty of conditions
General competencies	<p>GC 01. Ability to preserve and multiply moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technique and technology, lead a healthy lifestyle.</p> <p>GC 02. The ability to act socially responsibly and consciously, exercise their rights and responsibilities as a member of society, realize the values of civil (free democratic) society, the rule of law, human and civil rights and freedoms in Ukraine.</p> <p>GC 03. Ability to learn and master modern knowledge.</p> <p>GC 04. Skills in the use of information and communication technologies.</p> <p>GC 05. Ability to work in a team.</p> <p>GC 06. Ability to communicate in the state language both orally and in writing.</p> <p>GC 07. Appreciation and respect for diversity and multiculturalism.</p> <p>GC 08. Skills for safe activities.</p> <p>GC 09. Ability to abstract thinking, analysis and synthesis.</p> <p>GC 10. Ability to apply knowledge in practical situations.</p> <p>GC 11. Ability to communicate in a foreign language</p>
Special (professional, subject) competencies	<p>SC 01. Understanding of the subject area and the specifics of professional activity.</p> <p>SC 02. Ability to organize the service and production process taking into account the requirements and needs of consumers and ensure its efficiency.</p> <p>SC 03. Ability to use in practice the basics of current legislation in the field of hotel and restaurant business and track changes.</p> <p>SC 04. Ability to form and implement effective external and internal communications in the hospitality industry, interaction skills.</p> <p>SC 05. Ability to manage the enterprise, make decisions in economic activity of subjects of hotel and restaurant business.</p> <p>SC 06. Ability to design the technological process of production and services and the service process of implementation of basic and additional services in enterprises (institutions) of hotel, restaurant and recreational facilities</p> <p>SC 07. Ability to develop new services (products) using innovative technologies of production and customer service.</p> <p>SC 08. Ability to develop, promote, sell and organize the consumption of hotel and restaurant services for different consumer segments</p> <p>SC 09. Ability to select technological equipment and facilities, to address issues of rational use of spatial and material resources.</p>

	<p>SC 10. Ability to work with technical, economic, technological and other documentation and to carry out settlement operations by hotel and restaurant business entity.</p> <p>SC 11. Ability to detect, identify and evaluate the characteristics, properties and quality indicators of products and services that affect the level of customer satisfaction in the field of hospitality.</p> <p>SC 12. Ability to initiate the concept of business development, formulate a business idea of development of hotel and restaurant business entities.</p> <p>SC 13. Ability to plan, manage and control the activities of hotel and restaurant businesses.</p> <p>SC 14. Ability to apply information technologies in management of hotel and restaurant businesses</p>
7 - Program learning outcomes	
	<p>LO 01. Know, understand and be able to use in practice the main provisions of legislation, national and international standards governing the activities of hotel and restaurant entities;</p> <p>LO 02. Know, understand and be able to use in practice the basic concepts of the theory of hotel and restaurant business, the organization of customer service and the activities of the market of hotel and restaurant services, as well as related sciences.</p> <p>LO 03. Communicate freely on professional issues in state and foreign languages orally and in writing.</p> <p>LO 04. Analyze current trends in the hospitality industry and recreational economy.</p> <p>LO 05. Understand the principles, processes and technologies of organizing the work of hotel and restaurant businesses.</p> <p>LO 06. Analyze, interpret and model service, production and organizational processes of hotel and restaurant business on the basis of existing scientific concepts.</p> <p>LO 07. Organize the process of customer service of hotel and restaurant services based on the use of modern information, communication and service technologies and compliance with quality standards and safety standards.</p> <p>LO 08. Apply the skills of productive communication with consumers of hotel and restaurant services</p> <p>LO 09. Carry out the selection of technological equipment and facilities, address issues of rational use of spatial and material resources.</p> <p>LO 10. Develop new services (products) using modern technologies of production and customer service.</p> <p>LO 11. Apply modern information technologies for work organization of establishments in hotel and restaurant economy.</p> <p>LO 12. Carry out effective quality control of products and services of hotel and restaurant institutions.</p> <p>LO 13. Define and form the organizational structure of units, coordinate their activities, determine their tasks and staff schedule, staff qualification requirements.</p> <p>LO 14. Organize work in hotel and restaurant facilities, in accordance with the requirements of labor protection and fire safety</p> <p>LO 15. Understand economic processes and plan, manage and control the</p>

	<p>activities of hotel and restaurant businesses.</p> <p>LO 16. Perform tasks independently, solve tasks and problems, apply them in different professional situations and be responsible for the results of their activities.</p> <p>LO 17. Argue credibly their views in solving professional problems in the organization of effective communication with consumers and entities of hotel and restaurant business.</p> <p>LO 18. Present own projects and developments, argue the proposals for business development.</p> <p>LO 19. Act in accordance with the principles of social responsibility and civic consciousness</p> <p>LO 20. Understand the requirements for activities in the specialty, due to the need to ensure sustainable development of Ukraine, its strengthening as a democratic, social, legal state.</p> <p>LO 21. Understand and realize their rights and responsibilities as a member of society, realize the values of a free democratic society, the rule of law, human and civil rights and freedoms in Ukraine.</p> <p>LO 22. Preserve and increase the achievements and values of society based on understanding the place of the subject area in the general system of knowledge, use different types and forms of physical activity for leading a healthy lifestyle.</p>
8 – Resource Support for Program Implementation	
Academic staff	95% of the teaching staff of the faculty involved in the teaching of professionally-oriented disciplines have academic degrees in their speciality. Foreign experts from the professional environment of hotel and restaurant business are invited to conduct problem lectures.
Facilities	<p>Cabinet of Digital Technologies in the hotel and restaurant business;</p> <p>Educational and scientific laboratory for food production technology;</p> <p>Educational and scientific laboratory for technology of restaurant products;</p> <p>Educational and scientific laboratory of service organization in the restaurant industry;</p> <p>Laboratory of Bar Business and Enology;</p> <p>Sensory Analysis Laboratory;</p> <p>HoReCa Design Laboratory;</p> <p>Design and Engineering Laboratory;</p> <p>Laboratory of Computer Aided Design Systems;</p> <p>Laboratory of Integrated Systems of Business Process Management;</p> <p>Tourism Business Management Office;</p> <p>Educational and Research Center of Business Simulation;</p> <p>VR-library, SMART library</p>
Informational, Teaching and Learning Materials	The use of virtual educational environment SUTE, software: innovative hotel management system Fidelio V8; Parus-Hotel software complex, Parus-Restaurant software complex; Iiko system for automating the operation of restaurants or a chain of restaurants; Amadeus global reservation system. 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

	evaluation of the educational process participants. Author's developments of the teaching staff. The program is equipped with textbooks, educational and methodological publications, an information base and access to closed sources of information, in particular scientometric databases
--	---

9 – Academic Mobility

National Credit Mobility	On a general basis within Ukraine. Short-term student training on a pre-planned course in other institutions of higher education
International Credit mobility	Within the framework of the EU Erasmus + program on the basis of bilateral agreements between KNTEU and universities of partner countries
Training of Foreign Students	Possibility to teach foreign nationals

2. List of Educational Program Components and Their Logical Order

2.1. Educational Program Components

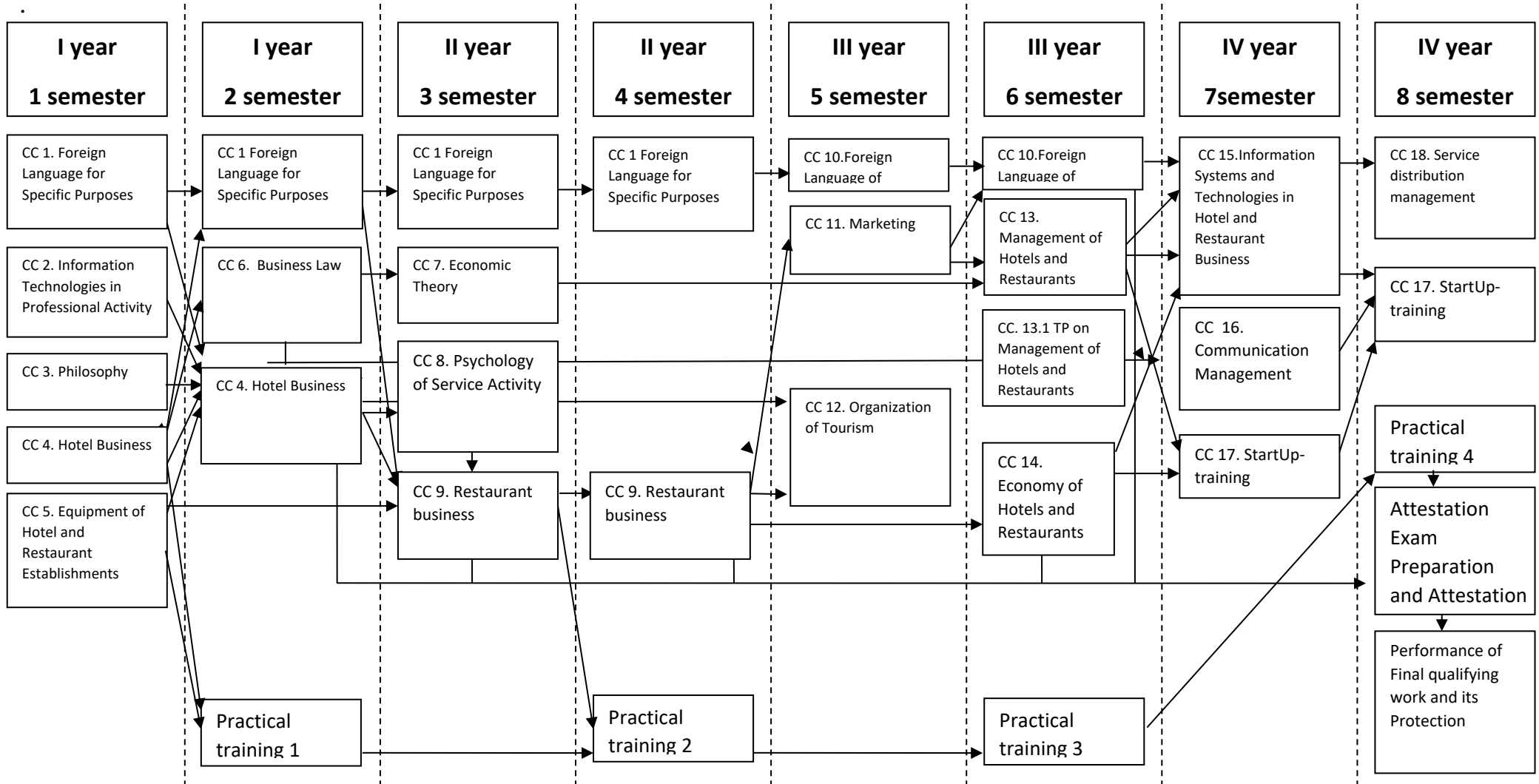
Code of discipline	Educational Program Components (disciplines, term projects (papers), practical training, qualifying exam, graduate paper)	Total credits
1	2	3
(CC) Compulsory Components of EP		
CC 1.	Foreign Language for Specific Purposes	24
CC 2.	Information Technologies in Professional Activity	6
CC 3.	Philosophy	6
CC 4.	Hotel Business	12
CC 5.	Equipment of Hotel and Restaurant Establishments	6
CC 6.	Business Law	6
CC 7.	Economic Theory	6
CC 8.	Psychology of Service Activity	6
CC 9.	Restaurant Business	12
CC 10.	Foreign Language of Specialty	12
CC 11.	Marketing	6
CC 12.	Organization of Tourism	6
CC 13.	Management of Hotels and Restaurants	6
CC 13.1	TP on Management of Hotels and Restaurants	6
CC 14.	Economy of Hotels and Restaurants	6
CC 15.	Information Systems and Technologies in Hotel	6

	and Restaurant Business	
CC 16.	Communication Management	6
CC 17.	StartUp-training	9
CC 18.	Service distribution management	6
Total Credits for Compulsory Components:		150
(OC) Optional Components of EP		
OC 1.	Business Security	6
OC 2.	Life Safety	6
OC 3.	Business Planning	6
OC 4.	Accounting Security of Information Systems and Networks	6
OC 5.	Commercial Law	6
OC 6.	Digital Marketing	
OC 7.	Design	6
OC 8.	Diplomatic and Business Protocol and Etiquette	6
OC 9.	Second Foreign Language	42
OC 10.	Economic Analysis	6
OC 11.	Electronic Document Management	6
OC 11.	Excursion Business	6
OC 12.	Oenology	
OC 13.	Business Ethics	6
OC 14.	Ethnic Cooking	6
OC 15.	Event Marketing	6
OC 16.	Event Management	6
OC 17.	Engineering and Computer Graphics	6
OC 18.	Building Engineering	6
OC 19.	Internet Technologies in Business	6
OC 20.	Information Wars	
OC 21.	Information Systems and Technologies in Tourism	6
OC 22.	Confectionery and Baking Art	6
OC 23.	Conflictology and Psychology of Business Communication	6
OC 24.	Critical Thinking	6
OC 25.	Cryptocurrency Market	6
OC 26.	Cultural Heritage of Ukraine	6
OC 27.	Resort Business	6
OC 28.	Logic	6
OC 29.	International Economic Relations	6
OC 30.	Public Speaking	6

OC 31.	Basics of Cybersecurity	6
OC 32.	Politology	6
OC 33.	Law	6
OC 34.	Digital Behavior Prediction	6
OC 35.	Psychology	6
OC 36.	Psychology of Leadership and Career	6
OC 37.	Management Psychology	6
OC 38.	Drawing and Painting	6
OC 39.	Business Social Responsibility	
OC 40.	Social Psychology	6
OC 41.	Sociology	6
OC 42.	Specialized Tourism	6
OC 43.	Startup Management in Tourism	6
OC 44.	Statistics	6
OC 45.	Marketing Strategy and Planning	6
OC 46.	Mobile Application Development Technologies	6
OC 47.	Merchandising	6
OC 48.	Labor Law	6
OC 49.	Career Management	
OC 50.	Finance, Money and Credit	6
OC 51.	Event Technology in Tourism	6
OC 52.	Web-design and Web-programming	6
Total Credits for Optional Components:		60
Work-based learning		
	Practical training 1	6
	Practical training 2	6
	Practical training 3	6
	Practical training 4	3
Assessment		
	Attestation Exam Preparation and Attestation	3
	Performance of Final Qualifying Work and its Protection	6
TOTAL SCOPE OF THE EDUCATIONAL PROGRAM		240

An exam is the form of final control for all components of the educational program.

2.2. Structural and logical scheme of the EP



3. Form of attestation of applicants for higher education

Attestation of applicants is carried out in the form of an attestation examination and public defense of Final qualifying work.

Final qualifying work should involve solving a complex specialized problem or a practical problem in the activities of hotel and restaurant business, which involves the application of theories and methods of hotel and restaurant business and is characterized by complexity and uncertainty of conditions.

Final qualifying work should not contain academic plagiarism, falsification or fabrication.

Final qualifying work should be posted on the website of the higher education institution or its structural unit, or in the repository of the higher education institution.

The attestation exam should check the achievement of the learning outcomes defined by the standard of higher education and the educational program.

4.1. Program competencies and compulsory components matrix of the educational program (EP)

Components Competences	CC1.	CC2.	CC3.	CC4.	CC5.	CC6.	CC7.	CC8.	CC9.	CC10.	CC11.	CC12.	CC13.	CC14.	CC15.	CC16.	CC17.	CC18.
GC 01			+				+					+						
GC 02				+		+		+	+		+		+				+	
GC 03	+		+					+		+					+		+	
GC 04		+						+		+	+		+		+		+	
GC05				+				+	+		+		+			+	+	
GC 06		+	+	+	+	+			+			+	+	+	+	+	+	+
GC 07	+		+							+	+						+	
GC 08				+	+				+			+	+	+			+	
GC 09			+			+	+	+			+		+	+			+	+
GC 10	+	+		+	+	+	+		+	+	+	+	+	+	+	+	+	+
GC 11	+									+								
SC 01	+			+	+			+	+	+	+	+	+	+	+	+	+	+
SC 02				+				+	+			+				+	+	+
SC 03				+		+			+		+		+				+	
SC 04				+				+	+	+	+		+			+	+	+
SC 05							+	+					+	+		+	+	+
SC 06				+	+				+								+	
SC 07				+					+		+					+	+	+
SC08											+					+	+	+
SC 09				+	+				+								+	
SC 10		+		+					+		+		+	+	+		+	
SC 11				+					+		+	+	+			+	+	+
SC12							+				+		+				+	+
SC13				+							+		+	+	+		+	+
SC14				+							+		+	+	+		+	+

5.1. Program learning outcomes and compulsory components matrix of the educational program

Components Program learning outcomes	CC1.	CC2.	CC3.	CC4.	CC5.	CC6.	CC7.	CC8.	CC9.	CC10.	CC11.	CC12.	CC13.	CC14.	CC15.	CC16.	CC17.	CC18.
LO 01		+		+		+			+		+	+	+				+	
LO 02				+					+	+		+						+
LO 03	+			+						+						+	+	
LO 04				+					+	+	+	+	+			+	+	+
LO 05				+	+			+	+	+			+	+	+	+	+	+
LO 06				+					+		+		+		+	+	+	
LO 07				+					+						+	+	+	
LO 08				+				+	+	+	+	+	+			+	+	
LO 09				+	+				+			+					+	
LO 10				+	+				+		+	+	+			+	+	
LO 11				+							+		+	+	+		+	+
LO 12				+					+				+			+	+	
LO 13								+					+			+	+	+
LO 14				+	+				+									
LO 15				+			+		+		+		+	+	+	+	+	+
LO 16				+			+		+		+		+			+	+	+
LO 17				+				+	+		+	+	+			+	+	+
LO 18				+					+		+		+			+	+	
LO 19			+	+					+		+		+			+		
LO 20		+	+			+	+					+					+	
LO 21		+	+			+												
LO 22			+	+													+	

5.2. Program learning outcomes and optional components matrix of the educational program

Component	OC1.	OC2.	OC3.	OC4.	OC5.	OC6.	OC7.	OC8.	OC9.	OC10.	OC11.	OC12.	OC13.	OC14.	OC15.	OC16.	OC17.	OC18.	OC19.	OC20.	OC21.	OC22.	OC23.	OC24.	OC25.	OC26.	OC27.	OC28.	OC29.	OC30.	OC31.	OC32.	OC33.	OC34.	OC35.	OC36.	OC37.	OC38.	OC39.	OC40.	OC41.	OC42.	OC43.	OC44.	OC45.	OC46.	OC47.	OC48.	OC49.	OC50.	OC51.	OC52.					
LO 01					*																								*																												
LO 02												*		*							*																			*							*										
LO 03	*				*				*			*		*	*				*		*		*					*		*									*	*		*		*		*											
LO 04														*	*								*	*			*														*	*	*	*	*												
LO 05		*	+			*			*		*		*	*	*	*			*		*														*						*	*		*		*											
LO 06																		*	*																					*	*	*	*	*			*										
LO 07															*			*	*			*																*		*	*	*	*						*			*					
LO 08															*			*	*			*												*						*	*	*	*	*													
LO 09	*					*											*																																								
LO 10											*		*	*	*	*					*							*												*	*		*														
LO 11																*		*																																							
LO 12											*		*	*	*						*							*																													
LO 13																																				*		*																			
LO 14	*																*																																								
LO 15		*	+						*																																*	*		*		*		*									
LO 16						*					*		*	*									*					*	*												*	*		*		*		*									
LO 17							*										*						*					*	*	*						*	*		*	*		*	*		*		*		*								
LO 18																														*																				*							
LO 19																													*	*							*	*	*	*		*	*		*		*		*								
LO 20		*																										*	*										*	*		*		*		*		*		*							
LO 21	*				*							*		*														*																		*	*		*		*						
LO 22												*	*											*			*	*																		*		*		*							