3. Educational Programme

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

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 «Management»
Official title of the educational programme	«Luxury Management and Marketing»
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
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 specialists capable of identifying and solving complex tasks and problems in the field of management or in the learning process, which involve conducting research and/or implementing innovations and are characterized by the uncertainty of conditions and requirements, *in particular the management of premium level business entities in the Luxury services market.*	
3 - Educational programme characteristics	
Subject area	**Objects of study:** management of organizations and their units. **Learning goals:** training of specialists capable of identifying and solving complex

	tasks and problems in the field of management or in the learning process, which involve conducting research and/or implementing innovations and are characterized by uncertainty of conditions and requirements. **Theoretical content of the subject area:** - paradigms, laws, regularities, - principles, historical prerequisites of management development - concepts of systemic, situational, adaptive, anticipatory, anti-crisis, innovative, project management, etc.; - functions, methods, technologies and managerial decisions in management **Methods, techniques and technologies:** - general scientific and specific research methods (calculation-analytical, economic-statistical, economic-mathematical, expert assessment, factual, sociological, documentary, balance sheet, etc.); - methods of implementing management functions (marketing research methods; methods of economic diagnostics; methods of forecasting and planning; methods of designing organizational management structures; methods of motivation; methods of control; methods of evaluating social, organizational and economic efficiency in management, etc.). - management methods (administrative, economic, socio-psychological, technological); - technologies for justifying management decisions (economic analysis, simulation modeling, decision tree, etc.). **Tools and equipment:** modern information communication equipment, information systems and software products used in management.
Orientation of the educational programme	Academic, educational and professional, applied programme
The main focus of the educational programme	Focusing on the implementation of educational trajectories with an applied, scientific-research, scientific-practical and scientific-pedagogical bias. Special education and professional training to solve professional and scientific tasks related to solving professional and scientific tasks of managing luxury economic entities and their activities, providing services and premium goods to VIP consumers based on familiarization with the fundamental and cross-functional processes that form the market Luxury consumer segment in Ukraine and abroad. Gaining experience in the formation of management decisions regarding the implementation of a strategy for the development of luxury business entities and the formation of a VIP consumer service system to meet the demand for elite hospitality services and elite goods, the ability to analyze, synthesize and critically interpret information on elite real estate, the ability to demonstrate creativity in development of haute cuisine concepts based on complex scientific methods, acquisition of necessary research skills for a scientific career. **Keywords:** luxury, management, administration, marketing, luxury-management, luxury-marketing, maintenance, service, hotel,

	restaurant, retail, tourism, luxury goods, luxury real estate, VIP-consumer, *Luxury-service*, premium segments, concept, investment, design, architecture, personnel, business, economy, efficiency.
Programme features	Interdisciplinary and multidisciplinary training of professionals in the management of organizations, in particular in the field of luxury service of consumer segments, as a result of mastering managerial, marketing, service, technological, product research, economic, substantiation and resource mobilization skills to meet the needs of VIP consumers, while respecting the commercial interests of the participants in the service process and business entities. Annual certified practical training and internship abroad. Interactive on-site practical classes. Involvement of foreign scientists and practical employees of the hotel business in the educational process.
4 – Graduate employability and further learnability	
Employment suitability	DK 003: 2010 "National Classifier of Ukraine. Classification of Professions" 12 Heads of enterprises, institutions and organizations 13 Managers of small enterprises without management apparatus 14 Managers (administrators) of enterprises, institutions, organizations and their divisions 1455 Managers (administrators) in hotels and other places of accommodation 1456 Manager (administrators) of food safety systems 1456.1 Managers (administrators) in restaurants 1456.2 Managers (administrators) in cafes, bars, canteens 1456.3 Managers (administrators) at enterprises that prepare and supply ready meals 1225 Heads of production units in restaurants, hotels and other places of accommodation 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 2320 Teachers of secondary educational institutions 2310.2 Other teachers of universities and institutions of higher education 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 0739.1 Research staff (marketing, business efficiency, rationalization of production)

	Head of enterprises, institutions, organizations, departments (boutique hotel, designer hotel, luxury resort hotel, premium hotel, club, premium restaurant, author's cuisine restaurant, VIP travel organization company (VIP charters, Premium and Luxury class cruises, yacht tourism, limousine service, golf clubs, horse clubs, VIP-Health service), an entity in the field of Premium retail (delicacy market, premium-class retail chains, salons of elite goods, salons of elite interiors , high-end fashion boutiques, premium jewelry salons); manager (administrator) of enterprises, organizations and their divisions in the field of luxury service; manager (administrator) of commercial activities; manager (administrator) of marketing, public relations manager (administrator) of personnel, manager (administrator) of business efficiency. *Obtaining professional certificates based on the results of practical training*
Further learning opportunities	Master can continue education at the educational and educational-scientific level, improve qualification and receive additional postgraduate education.
5 – Teaching and assessment	
Teaching and learning	Student-centered learning, self-learning, problem-oriented learning. Lectures, practical classes, independent work based on coursebooks, study guides and lecture notes, learning through practical training and professional internship, consultations with teachers, preparation for the certification exam and public defense of the qualifying paper.
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 and problems in the field of management as well as in the field of Luxury management and marketing, development of organizations and business, *in particular entities that provide services and sell premium-level goods to VIP consumers or in the process of training*, which involves conducting research and /or implementation of innovations due to the uncertainty of conditions and requirements, *in particular in the field of tourism, hotel and restaurant business and retail area.*
General competencies (GCs)	GC 1. The ability to conduct research at the appropriate level GC 2. The ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity) GC 3. The ability to use information and communication technologies GC 4. The ability to motivate people and move towards a common goal GC 5. The ability to act on the basis of ethical considerations (motives)

	GC 6. The ability to generate new ideas (creativity) GC 7. The ability to abstract thinking, analysis and synthesis.
Special (professional, subject) competences (SCs)	SC 1. The ability to choose and use concepts, methods and tools of management and *marketing*, including in accordance with the defined goals and international standards, *in particular for the premium segment of consumers and business entities of the Luxury format.* SC 2. The ability to establish values, vision, mission, goals and criteria by which the organization determines further directions of development, to implement appropriate strategies and plans, *in particular for business subjects of the Luxury format and in the field of serving Luxury segments of consumers in Ukraine and abroad* . SC 3. The ability to self-development, lifelong learning and effective self-management. SC 4. The ability to effectively use and develop resources in the organization, *in particular in the Luxury business format or in the provision of services and goods to consumers of premium segments.* SC 5 The ability to create and organize effective communications in the process of management, *in particular of Luxury business entities.* SC 6. The ability to form leadership qualities and demonstrate them in the process of managing people, *in particular those working in the market of VIP services and elite goods.* SC 7. The ability to develop projects, manage them, show initiative and entrepreneurship, *in particular for the development of the Luxury hotel and restaurant business, VIP tourism, premium retail services, elite real estate and other consumer luxury segments.* SC 8. The ability to use psychological technologies for working with the personnel of organizations, *in particular, operating in the field of Luxury business and service.* SC 9. The ability to analyze and structure the problems of the organization, make effective management decisions and ensure their implementation, *in particular in Luxury hotels, in organizations that provide premium rest, the sale of luxury goods and the management of luxury real estate.* SC 10. The ability to manage the organization and its development, *in particular at the strategic and tactical levels, which operate in the market of Luxury services and elite goods.* *SC 11. The ability to form a vision, a mission, research the luxury consumer market, substantiate strategic goals, develop strategic directions for the extention of enterprises and corporations, in particular in the premium segments.* *SC 12. The ability to form and implement personnel policy and HR strategy in accordance with the corporate strategy and the life cycle of the organization, to carry out the process of recruitment, selection, hiring, adaptation, evaluation, dismissal of personnel, to work out effective systems of personnel development, motivation and labor compensation, to form a corporate culture subjects of the hotel and restaurant business, tourism, retail, real estate in the sphere of luxury business.* *SC 13. The ability to apply models of relationships with VIP consumers; form loyalty programs, research the quality of elite*

	goods, including jewelry and antiques, cultural values, conducting commodity and value expertise; knowledge of the main types of regulatory and technical documents; requirements for information for VIP consumers. *SC 14. The ability to form and implement elite, premium and luxury vacations, exclusive program tourism and a comprehensive approach to the organization of VIP-class travel.*
7 – Programme learning outcomes (PLOs)	
	1. Critically consider, select and use the necessary scientific, methodical and analytical tools for managing unpredictable conditions, *in particular those operating in the market of Luxury services and elite goods.* 2. Identify problems in the organization and justify methods of solving them, *in particular in luxury hotels, premium restaurants, in organizations that provide elite hospitality services, premium recreation, work in the field of retail, elite real estate.* 3. Design effective management systems for organizations, *in particular business entities operating in the market of VIP services and luxury goods.* 4. Justify and manage projects, generate business ideas, in particular regarding management, service, commercial, marketing, merchandising, economic processes *in the field of Luxury business.* 5. Plan the activities of the organization in strategic and tactical sections, *in particular those ones operating in the market of VIP services and elite goods.* 6. Have the skills to make, substantiate and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of current legislation, ethical considerations and social responsibility, *in particular in the field of Luxury business*, taking into account the factors of development of global, regional and local VIP services and elite goods. 7. Organize and carry out 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 organizational management problems, *in particular in the field of Luxury business;* the use of communication information technologies and methods for forming a network of relationships with VIP consumers and other stakeholders at the professional and social levels. 9. Be able to communicate in professional and scientific circles in national and foreign languages. 10. Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional tasks. 11. Ensure personal professional development and planning of own time. 12. Be able to delegate authority and management of the organization (subdivision), *in particular in Luxury hotels, premium restaurants, in organizations providing elite hospitality services, premium recreation (subdivisions) and premium retail products.*

	13. Be able to plan and carry out informational, methodical, material, financial and personnel support of the organization (unit), *in particular, business entities operating in the market of VIP services and elite goods.* 14. *Be able 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.* 15. *Be able 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; demonstrate the psychological ability to interact with a VIP consumer; critically analyze, evaluate, synthesize new ideas regarding the introduction of innovative forms of VIP consumer service and implement creative technologies.* 16. *Be able to assess the impact of the mega-, macro-, meta-, and micro-environment and implement the development strategy of corporations operating in the market of VIP services and elite goods.* 17. *Be able to develop and implement HR strategies, carry out recruitment, selection, assessment, hiring and firing, placement, development of personnel, develop effective motivation and remuneration systems.* 18. *Be able to manage elite real estate in the primary and secondary real estate market; to form judgments about the attractiveness of an object of elite real estate, taking into account the goals and prospects of the development of the Luxury segment of consumers.* 19. *Be able to form package and individual programs of elite, premium and luxury service* 20. *Be able to determine the quality indicators of luxury goods, to develop directions for the development of business entities operating in the market of luxury goods.* 21. *Be able to demonstrate research skills, manifested in the originality of research, to produce new scientific hypotheses in the chosen field, to choose appropriate directions and appropriate methods for their implementation; interpret the results of the conducted research, be able to present them and predict the future consequences of the decisions made.*
8 – Resource support for programme implementation	
Staffing support	95% of the teaching staff involved in teaching professionally oriented disciplines have scientific degrees in their specialty. Domestic and foreign specialists from the professional environment of tourism, hotel and restaurant business, as well as the field of retail services are invited to conduct problem lectures.
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: innovative hotel management system Servio, Profit, Trio; the Pos Sector, Servio Pos 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 "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 participants of the educational process. Author's developments of the teaching staff. The program is equipped with coursebooks, 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 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

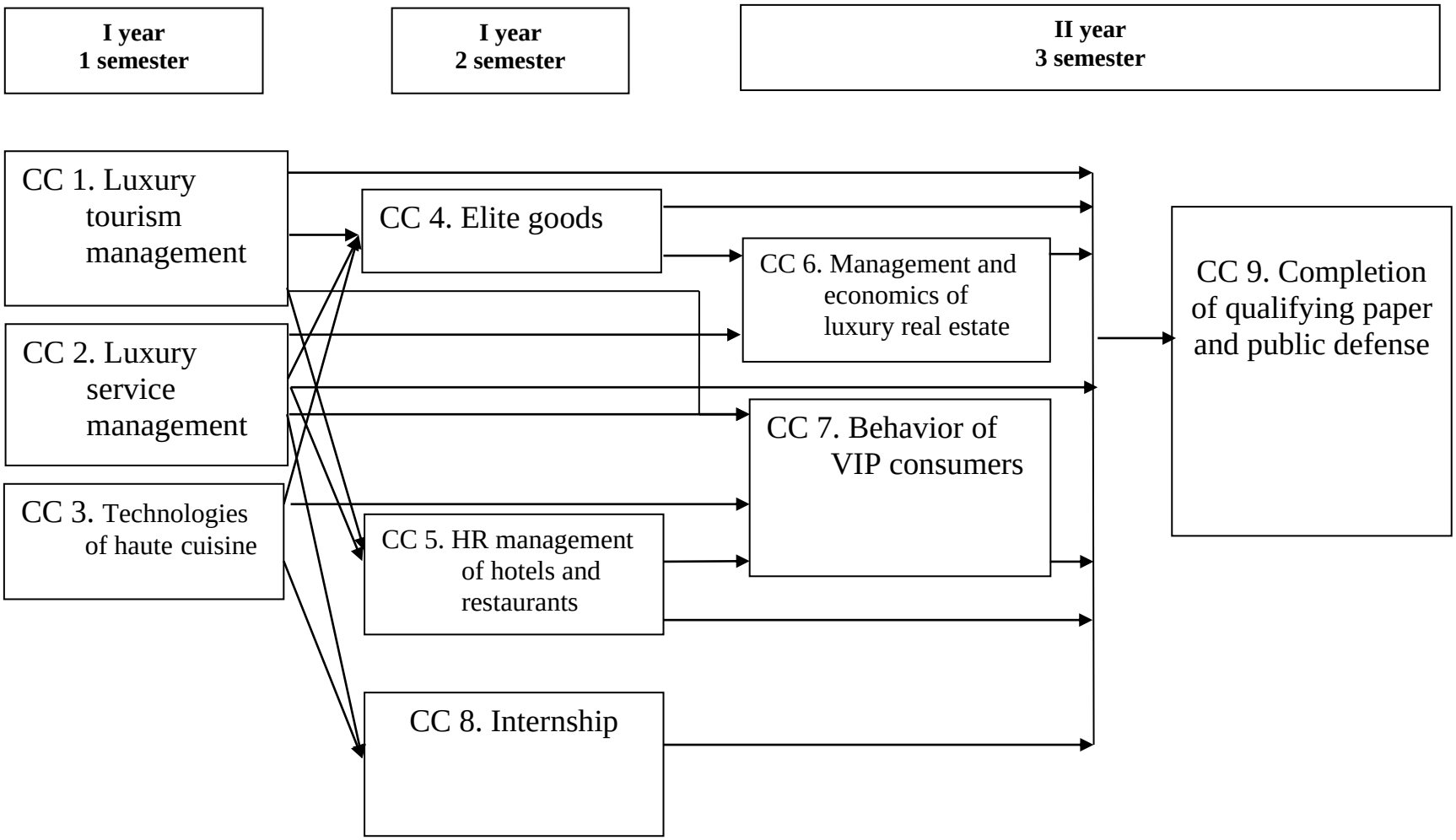
2.1. List of educational programme components

Course code	Components of the educational programme (academic disciplines, course projects (works), practical training, qualification examination, graduation thesis)	Amount of credits
1	2	3
Compulsory Components (CCs)		
CC 1.	Luxury tourism management	6
CC 2.	Luxury service management	6
CC 3.	Technologies of haute cuisine	6
CC 4.	Elite goods	9
CC 5.	HR management of hotels and restaurants	6
CC 6.	Management and economics of luxury real estate	6
CC 7.	Behavior of VIP consumers	6
CC 8.	Internship	9
CC 9.	Completion of qualifying paper and public defense	12
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.	Business protocol and etiquette	6
OC 5.	Contract law	6
OC 6.	Hotel business	6
OC 7.	Event management	6
OC 8.	Innovative and startup management in the field of hospitality	6
OC 9.	Intellectual property	6
OC 10.	Information wars	6
OC 11.	Examination of jewelry and antiques	6
OC 12.	Cultural values assessment	6
OC 13.	Product aesthetics and design	6
OC 14.	Consumer law	6
OC 15.	Corporate law	6
OC 16.	Cryptocurrency market	6
OC 17.	Fundamentals of cyber security	6
OC 18.	Payment systems	6
OC 19.	Business psychology	6
OC 20.	Psychology of image	6
OC 21.	Psychology of self-determination	6
OC 22.	Insurance services	6
OC 23.	Digital marketing technologies	6

Course code	Components of the educational programme (academic disciplines, course projects (works), practical training, qualification examination, graduation thesis)	Amount of credits
OC 24.	Management of corporations in the hotel and restaurant business	6
OC 25.	Project management in the hotel and restaurant business	6
OC 26.	Management of tourist destinations	6
OC 27.	Quality service management in hotels and restaurants	6
OC 28.	Value-oriented management	6
OC 29.	Food design	6
OC 30.	Health tourism	6
OC 31.	Revenue 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. Структурно-логічна схема ОП



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 management that requires research and/or innovation and is characterized by the complexity and uncertainty of conditions, using theories and methods of economic science.

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	CC 9
GC 1	*	*	*	*		*		*	*
GC 2		*	*				*	*	
GC 3	*	*			*	*	*	*	*
GC 4					*			*	*
GC 5		*			*			*	*
GC 6	*	*					*	*	*
GC 7					*	*		*	*
SC 1	*	*			*	*	*	*	*
SC 2	*	*				*	*		*
SC 3	*	*	*			*	*	*	*
SC 4			*	*	*	*	*	*	*
SC 5	*	*				*		*	*
SC 6	*	*		*	*		*	*	*
SC 7					*		*	*	*
SC 8	*	*			*	*	*	*	*
SC 9	*	*			*	*		*	*
SC 10	*	*				*	*	*	*
SC 11		*			*		*		*
SC 12					*			*	*
SC 13			*	*			*	*	*
SC 14	*	*	*				*	*	*

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.
GC 1		*				*	*	*			*	*	*			*								*	*	*	*		*	*	*
GC 2	*		*	*	*	*	*		*	*				*	*	*		*	*			*						*	*		
GC 3	*		*	*		*				*							*		*	*			*			*	*			*	*
GC 4																					*			*	*						
GC 5				*	*	*	*		*					*	*					*								*			
GC 6			*			*	*	*								*				*			*	*	*	*				*	
GC 7					*			*	*					*	*	*								*	*			*			*
SC 1			*		*	*	*	*	*	*				*	*								*			*	*			*	
SC 2			*			*	*												*	*				*		*		*		*	
SC 3			*		*	*	*	*	*					*	*						*					*		*	*	*	
SC 4	*	*	*		*				*		*	*	*	*	*	*	*						*	*	*				*		*
SC 5	*			*	*	*	*		*	*				*	*		*		*	*	*		*			*	*			*	
SC 6			*			*					*	*	*								*				*	*		*		*	
SC 7			*													*									*						*
SC 8	*		*	*		*	*			*									*	*	*					*				*	
SC 9		*			*	*	*		*					*	*	*	*									*				*	*
SC 10			*			*	*	*								*		*				*		*	*	*				*	
SC 11			*			*														*	*		*	*	*			*			*
SC 12								*													*			*	*						
SC 13			*					*			*	*						*				*	*	*			*	*	*		
SC 14			*			*	*											*				*			*	*	*		*	*	

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

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