

3. Educational program

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3.1. Profile of the educational program in the specialty

241 "Hotel and restaurant business"

(specialization "Hotel and restaurant development")

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
Level of higher education and qualification name in the original language	Master's degree specialty " Hotel and Restaurant Business " educational program "Hotel and Restaurant Development"
Official name of the educational program	Hotel and Restaurant Development
Diploma type and volume of the educational program	Master's degree, 90 credits ECTS, Training period 1 year 4 months
Accreditation	accredited by the Ministry of Education and Science of Ukraine, Ukraine, till 01.07 2027
Cycle/Level	NRC of Ukraine – level 7, FQ-EHEA – second cycle, EQF-LLL – level 7
Preconditions	Bachelor's degree
Language(s) of instruction	Ukrainian
Duration	01.07 2027
Educational Program Link	https:// knute.edu.ua
2 –Educational program aim	
Formation of general and professional competencies for the successful implementation of economic, service and productive, productive and technological, organizational and managerial, project activities in the hotel and restaurant business, which involves the implementation of research and innovation activities and is characterized by uncertainty of conditions and requirements.	

3 - Educational program general information	
Subject area (field of study, speciality, and specialization)	Field of study 24 Service Sector Specialty 241 «Hotel Restaurant Business» Educational program «Hotel and Restaurant Development»
Educational program orientation	Educational and Professional Master's Program of Academic and Applied Orientation
The main focus of the educational program and specialization	<p>Focusing on the implementation of educational trajectories with applied, scientific research, scientific-practical and scientific-pedagogical bias.</p> <p>Special education and professional training to solve professional and scientific tasks of business planning of a hotel business subject on the basis of familiarization with the fundamental processes that shape the hospitality market in Ukraine and abroad. Acquisition of experience in designing, planning, equipping and commissioning of the facility, recruitment and training of personnel, risk assessment of various investment decisions, construction and real estate management in the hotel business, acquiring the necessary research skills for a scientific career.</p> <p>Keywords: hotel, restaurant, development, developer, concept, investments, property valuation, hotel / restaurant real estate, design, project, architecture, quality of services.</p>
Specific requirements	<p>Interdisciplinary and multidisciplinary training of hotel development professionals based on the acquisition of economic substantiation skills and resource mobilization to meet the needs and observance of the commercial interests of participants in the development process.</p> <p>Annual passing of practice and internship abroad with obtaining certificates. Interactive outsourced practical classes. Involvement of foreign scientists and practitioners of hotel business in the educational process.</p>
4 – Career opportunities and further learning	
Career	

opportunities	<p>SC 003: 2010 National Classifier of Ukraine. Classifier of professions</p> <p>248. Specialists in the tourism industry, hotel, restaurant, sanatorium and resort business:</p> <p>2482 Specialists in the hotel and restaurant business</p> <p>2483 Specialists in the sanatorium and resort business:</p> <p>2483.1 Scientific staff (recreology)</p> <p>2483.2 Specialists for sanatorium and resort affairs</p> <p>2471 Quality control specialists</p> <p>2482.2 Specialist in hospitality (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 tourist services</p> <p>3414 Specialist in leisure activities</p> <p>3414 Specialist in rural tourism development</p> <p>1225 Heads of production units in restaurants, hotels and other places of accommodation</p> <p>2320 Teachers of secondary schools</p> <p>2310.2 Other teachers of universities and higher educational institutions</p> <p>2351.1 Scientific staff (teaching methods)</p> <p>2359.1 Other research staff in the sphere of education</p> <p>2359.2 Other specialists in education</p> <p>2419.1 Researchers (marketing, business efficiency, rationalization of production)</p> <p><i>Obtaining of professional certificates on the results of industrial (pre-diploma) practice</i></p>
Further learning	<p>The Master can continue to study at the educational and scientific degree of the Ph.D., to improve his qualifications and receive additional postgraduate education</p>
5 – Training and assessment	
Teaching and learning	<p>Student-centered learning, self-study, problem-oriented learning.</p> <p>Lectures, practical classes, independent work on the basis of textbooks, manuals and reference notes of lectures, training through production (undergraduate practice) and professional internship, consultations with teachers, preparation of graduating qualification project</p>
Assessment	<p>Written examinations, practice; essays, case studies, presentations, scientific presentations, current control, defense of the final qualification project, etc.</p>

6 – Program competences	
Integral Competence (IC)	Ability to solve complex research and / or innovative problems of hotel and restaurant business
General Competence (GC)	<p>GC 1. Ability to act on the basis of ethical considerations (motives)</p> <p>GC 2. Ability to search, process and analyze information from various sources</p> <p>GC 3. Ability to analyze, evaluate, synthesize, generate new ideas</p> <p>GC 4. Ability to work in a team</p> <p>GC 5. Ability to use information and communication technologies</p> <p>GC 6. Ability to conduct research at the appropriate level</p> <p>GC 7. Ability to make well-founded decisions.</p> <p>GC 8. Ability to work in an international context</p>
Professional Competence (PC)	<p>PC 1. Ability to apply scientific, analytical, methodological tools, use interdisciplinary research to analyze the state of development of global and local markets for hotel and restaurant services to solve complex problems of hotel and restaurant business</p> <p>PC 2. Ability to systematize and synthesize information to take into account the cross-cultural features of the hotel and restaurant business functioning</p> <p>PC 3. Ability to plan and implement resource allocation of hotel and restaurant business entities</p> <p>PC4. Ability to create and implement product, service, organizational, social, managerial, infrastructural, marketing innovations in the economic activity of hotel and restaurant business entities, in particular to develop business plans for the creation and development of activities, services</p> <p>PC 5. Ability to provide effective service, commercial, production, marketing, economic activities of hotel and restaurant business</p> <p>PC 6. Ability to coordinate and regulate relationships with partners and consumers</p> <p>PC 7. Ability to do business</p> <p>PC 8. Ability to develop anti-crisis programs of corporations, hotel and restaurant chains, hotel and restaurant businesses.</p> <p>PC 9. Ability to provide quality customer service for hotel and restaurant services.</p>

	<p>PC 10. Ability to apply the principles of social responsibility in the activities of hotel and restaurant businesses.</p> <p>PC 11. Ability to independently acquire new knowledge, use of innovative technologies in the hotel and restaurant business, in particular for the development and adoption of effective design decisions, implementation of the development process of the object.</p> <p>PC 12. Ability to integrate knowledge and solve complex problems of hotel and restaurant business in multidisciplinary contexts, in new or unfamiliar environments in the presence of incomplete or limited information.</p>
7 – Program learning outcomes (PLO)	
	<p>PLO 1. Develop and make effective decisions on the development of hotel and restaurant businesses, taking into account the goals, resources, constraints and risks, ensure their implementation, analyze and compare alternatives, assess the risks and likely consequences of their impact.</p> <p>PLO 2. Fluently communicate orally and in written form in Ukrainian and English when discussing professional issues, research and innovation in the hotel and restaurant business</p> <p>PLO 3. Develop, implement and apply modern methods for evaluating the effectiveness of innovation into hotel and restaurant business</p> <p>PLO 4. Monitor the market situation of hotel and restaurant services, in particular for the implementation of projects in the field of hospitality</p> <p>PLO 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</p> <p>PLO 6. Search for the necessary data in the scientific literature, databases and other sources, analyze and evaluate this data, systematize and organize information to solve complex problems of professional activity</p> <p>PLO 7. Investigate the models of development of international and national hotel and restaurant chains (corporations)</p> <p>PLO 8. Initiate, develop and manage projects for the</p>

	<p>development of hotel and restaurant businesses, taking into account informational, material, financial and personnel support.</p> <p>PLO 9. Use specialized software to solve problems of management of basic and auxiliary business processes of hotel and restaurant business entities</p> <p>PLO 10. Be responsible for the formation of an effective personnel policy of the hotel and restaurant business, organizational communications, development of professional knowledge, evaluation of strategic development of the team, selection and motivation of staff to solve professional problems effectively</p> <p>PLO 11. Carry out research and / or conduct innovative activities in order to obtain new knowledge and create new technologies and types of services (products) in the hotel and restaurant business and in broader multidisciplinary contexts</p> <p>PLO 12. Convey one's own knowledge, conclusions and arguments clearly and unambiguously to specialists and non-specialists, in particular to students</p>
8 – Resource support for program implementation	
Academic staff	95% of the faculty members involved in teaching of professionally oriented disciplines have academic degrees in their specialty. Domestic and foreign specialists are invited from the hotel business professional environment for having problem lectures.
Facilities	<p>Digital cabinet in the hotel and restaurant business</p> <p>Educational and scientific laboratory for food production technology</p> <p>Educational and scientific laboratory for restaurant technology</p> <p>Educational and scientific laboratory of service organization in the restaurant industry</p> <p>Laboratory of enology and bar business</p> <p>Sensory analysis laboratory</p> <p>HoReCa design laboratory</p> <p>Laboratory of design and engineering</p> <p>Laboratory of automated design systems</p> <p>Laboratory of integrated business process management systems</p> <p>Tourism business management office</p> <p>Educational and scientific center of business simulation</p> <p>VR- library, SMART- library</p>
Informational,	Using the Virtual Learning Environment of SUTE,

Teaching and Learning Materials	software: Innovative Hotel Management System Fidelio V8; software complex "Parus-Hotel", software complex "Parus-Restaurant"; Iiko system for automation of restaurant or restaurant network operation; Amadeus global booking 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 external and distance forms of education 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	It is on the usual terms within Ukraine. Short-term training of students for a pre-determined course in other higher education institutions
International Credit Mobility	It is within the framework of 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. Educational Program components

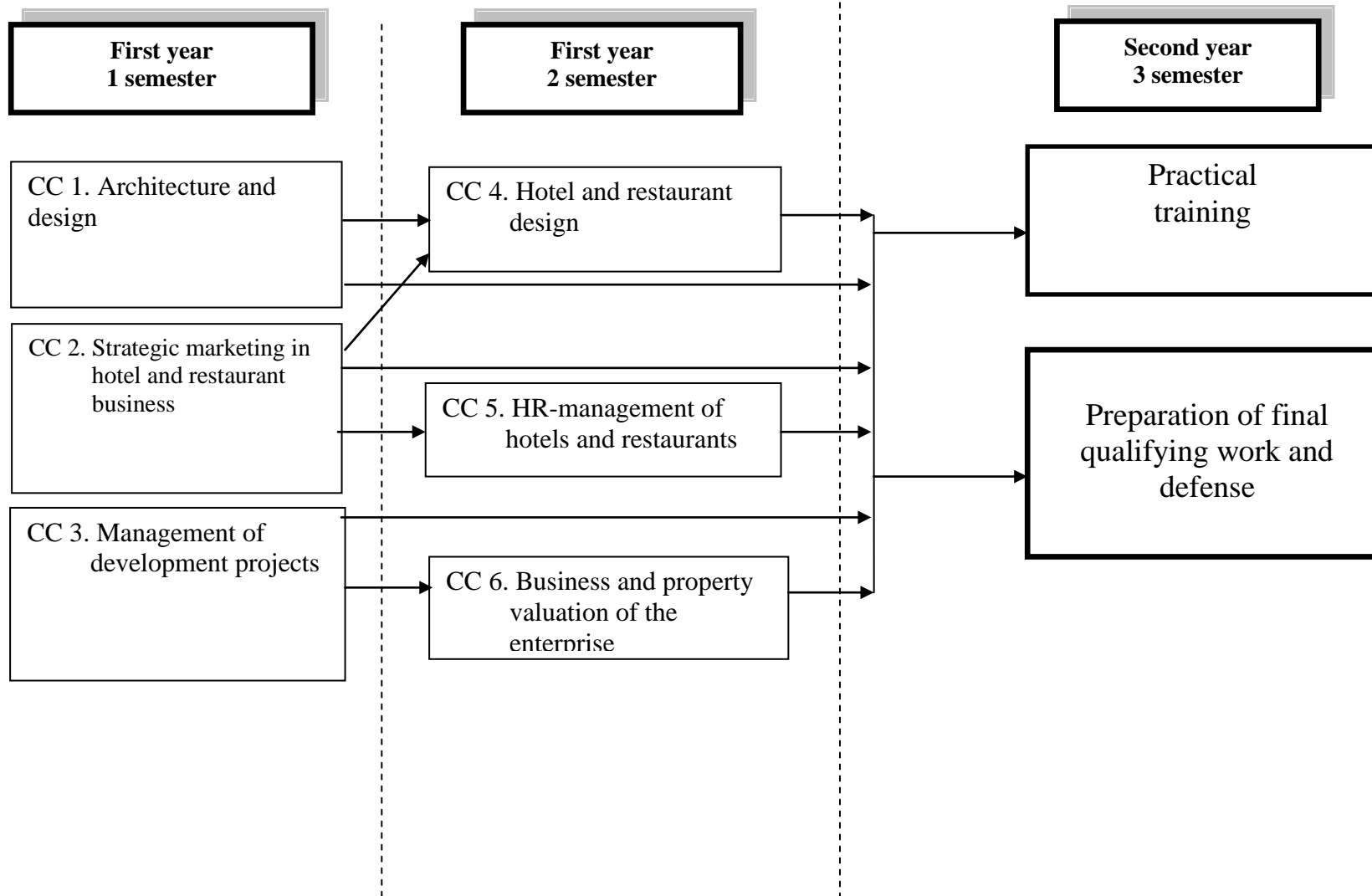
№	Educational Program components (disciplines, term projects (papers), work-based learning, qualification exam, graduate paper)	Total credits
1	2	3
Compulsory components of EP		
CC 1.	Architecture and design	6
CC 2.	Strategic marketing in hotel and restaurant business	6
CC 3.	Management of development projects	6
CC 4.	Hotel and restaurant design	6
CC 5.	HR-management of hotels and restaurants	6

№	Educational Program components (disciplines, term projects (papers), work-based learning, qualification exam, graduate paper)	Total credits
CC 6.	Business and property valuation of the enterprise	6
Total credits for compulsory components:		36
Optional components of EP		
OC 1.	Anti-crisis psychology	6
OC 2.	Investment projects audit	6
OC 3.	Hotel business	6
OC 4.	Business protocol and etiquette	6
OC 5.	Contract law	6
OC 6.	Investment management	6
OC 7.	Innovative and startup management in the hospitality field	6
OC 8.	Innovative restaurant technologies	6
OC 9.	Intellectual property	6
OC 10.	Information wars	6
OC 11.	Economic security of enterprise	6
OC 12.	Consumer law	6
OC 13.	Corporate law	6
OC 14.	Methodology and organization of scientific research	6
OC 15.	Hospitality services consumers' behavior	6
OC 16.	Legal security of corporate business	6
OC 17.	Business psychology	6
OC 18.	Image psychology	6
OC 19.	Self-determination psychology	6
OC 20.	Restaurant business	6
OC 21.	Startup management in the restaurant business	6
OC 22.	Digital marketing technologies	6
OC 23.	Management of business processes	6
OC 24.	Management of corporations in the hotel and restaurant business	6
OC 25.	Luxury service management	

№	Educational Program components (disciplines, term projects (papers), work-based learning, qualification exam, graduate paper)	Total credits
OC 26.	Enterprise risk management	
OC 27.	Management and economics of luxury real estate	
OC 28.	Quality management of services in hotels and restaurants	
OC 29.	Revenue management	
The total amount of optional components:		29
Practical training		
	Practical training	21
Attestation		
	Preparation of final qualification work and defense	9
THE TOTAL AMOUNT OF EDUCATIONAL PROGRAM		90

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

2.2. Structural and logical scheme of EP



3. Final Assessment

Certification is carried out in the form of public defense of the final qualifying work.

The final qualifying work should involve solving a complex problem 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. The final qualifying work should not contain academic plagiarism, fabrication, falsification.

The final qualifying 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 EP Components Matrix

Components Competences	CC1	CC2	CC3	CC4	CC5	CC6
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. Program Competences and 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.	OC 28.	OC 29.
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	+	+		+	+	+	+			+	+			+						+		+			+	+	+	+	

5.1. Program learning outcomes (PLO) and Compulsory Components Matrix of EP

PLO \ Components	CC1	CC2	CC3	CC4	CC5	CC6
1		+	+		+	+
2		+		+	+	+
3	+		+	+		+
4		+				+
5		+	+	+		+
6	+	+	+	+	+	+
7		+	+		+	
8		+	+	+	+	+
9	+		+	+		+
10		+			+	
11	+	+	+		+	+
12		+	+	+	+	+

5.2. Program learning outcomes (PLO) and Optional Components Matrix of EP

PLO	Components																												
	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.
1	+	+			+	+	+		+		+	+	+			+					+		+		+	+	+		+
2			+	+	+			+		+		+	+			+	+	+		+	+		+		+		+		
3		+	+			+	+	+						+						+		+			+		+		
4			+			+	+								+		+			+		+			+		+	+	+
5		+				+	+	+			+			+	+							+					+		
6		+			+		+		+	+	+	+	+	+		+					+		+	+		+	+		+
7			+				+													+	+		+		+				
8		+				+	+															+				+	+		+
9		+	+				+				+									+		+				+	+		+
10	+		+			+	+											+	+	+				+					
11		+	+	+		+	+	+	+					+	+					+	+		+		+		+	+	
12	+			+	+					+	+	+				+	+	+	+		+		+				+		