3. Educational Programme

Head of the project group (Director of the Bachelor's degree programme) – **Tkachuk T.M.**, Associate Professor, PhD in Economics, Associate Professor of the Department of Hotel and Restaurant Business, Vice Dean of the Faculty of Technologies and 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	Bachelor's degree Subject Area «Management»
Official title of the educational programme	«Management of Tourism and Hotel&Restaurant Business»
Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine	Meets the standard of higher education of the Ministry of Education and Science of Ukraine
Type of diploma and scope of educational programme	Bachelor's degree, single, 240 ECTS credits, duration of study 3 years 10 months
Availability of accreditation	The Ministry of Education and Science of Ukraine, Ukraine, until July 01, 2024
Cycle / level	NQF of Ukraine - level 6, FQ-ENEA - first cycle, EQF-LLL – level 6
Prerequisites	Certificate of Complete General Secondary Education / Diploma of educational-proficiency level of a Junior Specialist
Language(s) of instruction	Ukrainian
Термін дії освітньої програми	July 01, 2024
Internet address for the permanent placement of the educational programme description	https://knute.edu.ua
2 – Educational programme aim	
Training of specialists capable of solving practical problems and complex specialized tasks, characterized by complexity and uncertainty of conditions, in the field of management of organizations and their divisions, *in particular in the field of tourism, hotel and restaurant business.*	
3 - Educational programme characteristics	
Subject area	- Object of study: management of organizations and their units. - Learning goals: training of specialists capable of solving practical problems and complex specialized tasks, characterized by complexity and uncertainty of conditions, in the field of management of organizations and their units.

	- 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, etc.); methods of implementing management functions (marketing research methods; economic diagnosis methods; forecasting and planning methods; methods of designing organizational management structures; methods motivation; control methods; methods of assessing social, organizational and economic efficiency in management, etc.). management methods (administrative, economic, socio-psychological, technological); technologies justification of 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	Educational and professional, academic programme
The main focus of the educational programme	Focusing on the implementation of educational trajectories with an applied bias. Special education and professional training is aimed at training specialists to solve professional tasks in managerial activities, *in particular subjects of tourism, hotel and restaurant business.* Keywords: management, psychology, tourism, hotel business, restaurant business, economy, marketing, equipment, information systems and technologies
Programme features	Interdisciplinary and multidisciplinary training of specialists in management of organizations and their units. Involvement of foreign scientists and practical workers of the tourist, hotel and restaurant business in the educational process. Annual certified practical training and internship abroad. Interactive on-site practical classes. Acquisition of practical skills in the use of information technologies in hotel and restaurant business management. Acquisition of practical skills of modeling operational and financial and economic activities in the center of business trainings based on virtual enterprises of the tourist, hotel and restaurant business.
4 – Graduate employability and further learnability	
Employment suitability	DK 003: 2010 "National Classifier of Ukraine. Classification of Professions". Specialist at the primary level of management of structural divisions, operating systems and processes in organizations 12 Heads of enterprises, institutions and organizations 1225 Heads of production units in restaurants, hotels and other places of accommodation 13 Managers of small enterprises without a management apparatus 1315 Managers of small enterprises-hotels and restaurants without a management apparatus

	14 Managers (executives) of enterprises, institutions, organizations and their divisions 1448.1. Managers (executives) of travel agencies and travel bureaus 1455 Managers (executives) in hotels and other places of accommodation 1455.1 Managers (executives) in the hotel industry 1456 Manager (an executive) of food safety systems 1456.1 Managers (executives) in restaurants 1456.2 Managers (executives) in cafes, bars, canteens 1456.3 Managers (executives) at enterprises that prepare and supply ready meals 1475 Managers (business consultant): 1475.4. Managers (executives) for commercial activity and administration 1475.4 Manager (an executive) for administrative activities; 1475.4 Logistics manager; 1475.4 Supply manager (an executive); 1475.4 Sales manager; 1475.4 Public relations manager; 1475.4 Manager (an executive) of foreign economic activity; 1477.1 Personnel manager; 1477 Managers (executives) for the selection, provision and use of personnel 1491 Managers (executives) in the housing and communal economy 2412.2 Specialists in the field of labor and employment 2419.2 Specialists in the field of marketing, business efficiency and rationalization of production 3414 Travel consultants and tour operators 3414 Organizer of tourist activities 3414 Organizer of travel (excursions) 3414 Tourist service specialist 3414 Leisure organization specialist 3414 Specialized service professional 3431 Secretaries of administrative bodies 3436.1. Assistant manager of the enterprise (institution, organization) 3439 Tourism inspector *Obtaining professional certificates based on the results of practical training.*
Further learning opportunities	Opportunity to study according to the program FQ-ENEA- second cycle, EQF-LLL - level 7, NQF of Ukraine – level 7
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 specialized tasks and practical problems,

	which are characterized by the complexity and uncertainty of conditions, in the field of management or in the learning process, which involves the application of theories and methods of social and behavioral sciences, *in particular in the field of tourism, hotel and restaurant business.*
General competencies (GCs)	**1.** The ability to realize your rights and responsibilities as a member of society, to realize the values of civil (democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine. **2.** The ability to preserve and multiply moral, cultural, scientific values and multiply the achievements of society based on an understanding of 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, techniques and technologies, use different types and forms of physical activity for active recreation and healthy lifestyle. **3.** The ability to abstract thinking, analysis, synthesis. **4.** The ability to apply knowledge in practical situations. **5.** Knowledge and understanding of the subject area and specifics of professional activity. **6.** The ability to communicate in the national language both orally and in writing. **7.** The ability to communicate in a foreign language. **8.** Skills in using information and communication technologies. **9.** The ability to learn and master modern knowledge. **10.** The ability to conduct research at the appropriate level. **11.** The ability to adapt and act in a new situation. **12.** The ability to generate new ideas (creativity). **13.** Appreciation and respect for diversity and multiculturalism. **14.** The ability to work in an international context. **15.** The ability to act on the basis of ethical considerations (motives).
Special competences (SCs)	**1.** The ability to define and describe the characteristics of the organization, in particular, *subjects of the tourism, hotel and restaurant business.* **2.** The ability to analyze the results of the organization's activities, *in particular the subjects of the tourism, hotel and restaurant business,* to compare them with the factors of influence of the external and internal environment. **3.** The ability to determine the prospects of the organization's development. **4.** The ability to determine the functional areas of the organization, *in particular the entities of the tourism, hotel and restaurant business* and the connections between them. **5.** The ability to manage an organization, *in particular a subject of the tourist, hotel and restaurant business*, and its divisions through the implementation of management functions. **6.** The ability to act socially responsibly and consciously. **7.** The ability to choose and use modern management tools. **8.** The ability to plan the activities of the organization and manage time. **9.** The ability to work in a team and establish interpersonal interaction when solving professional tasks. **10.** The ability to evaluate the work performed, ensure quality and motivate the organization's personnel. **11.** The ability to create and organize effective communications in the

	management process. **12.** The ability to analyze and structure the problems of the organization, *in particular the subject of the tourism, hotel and restaurant business,* to form reasonable solutions. **13.** Understand the principles and norms of law and use them in professional activities. **14.** Understand the principles of psychology and use them in professional activities. **15.** The ability to form and demonstrate leadership qualities and behavioral skills. **16.** *The ability to apply information technologies in the management of tourism, hotel and restaurant business entities.*
7 – Programme learning outcomes (PLOs)	
	1. Know your rights and responsibilities as a member of society, be aware of the values of civil society, the rule of law, the rights and freedoms of a person and a citizen in Ukraine. **2.** Preserve moral, cultural, scientific values and increase the achievements of society, use various types and forms of physical activity to follow a healthy lifestyle. **3.** Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership. **4.** Demonstrate skills in identifying problems and justifying management decisions. **5.** Describe the content of the functional areas of the organization. **6.** Demonstrate the skills of searching, collecting and analyzing information, calculating indicators to substantiate management decisions. **7.** Demonstrate organizational design skills. **8.** Apply management methods to ensure the effectiveness of the organization's activities, *in particular tourism, hotel and restaurant business entities.* **9.** Demonstrate interaction, leadership, and teamwork skills. **10.** Have the skills to justify effective tools for motivating the organization's personnel. **11.** Demonstrate the skills of situation analysis and communication in various areas of the organization's activities, including tourism, hotel and restaurant business entities. **12.** Assess the legal, social and economic consequences of the functioning of the organization, *in particular, subjects of the tourism, hotel and restaurant business.* **13.** Communicate orally and in writing in the national and foreign languages. **14.** Identify the causes of stress, adapt yourself and team members to a stressful situation, find means to neutralize it. **15.** Demonstrate the ability to act socially responsibly and consciously on the basis of ethical considerations (motives), respect for diversity and interculturality. **16.** Demonstrate the skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical. **17.** Carry out research individually and/or in a group under the guidance of a leader. **18.** *Demonstrate information technology skills in the management of*

	tourism, hotel and restaurant business entities.
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. Foreign specialists from the professional environment of the tourism, hotel and restaurant business are invited to conduct problem lectures
Material and technical support	Computer classroom on hotel business Computer classroom on tourism organization "Tourism Business Management" classroom "Tourism Studies" classroom **Computer classroom on engineering design** Food technology laboratory Educational and scientific laboratory of service organization in the restaurant business Laboratory of enology and bar education Laboratory of computer-aided engineering systems Laboratory of integrated business process management systems Laboratory of heating and cooling equipment Educational and scientific center of business simulation SMART library VR library
Informational support, teaching and learning materials	Use of the virtual educational environment of SUTE, software: software products of "Servio Soft" LLC - Servio HMC and Servio POS for automating the work of restaurants and hotels; cloud IT solutions for the automation of hospitality establishments - EasyMS, PMS Cloud (for hotels), SkyService, Poster (for restaurants); analytical platforms for the hospitality industry - HotelMatrix, Poster; 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 methodical 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	International credit mobility is implemented through the conclusion of agreements on international academic mobility (including Erasmus + Option K1 / Credit mobility), on double graduation, on long-term international projects that involve student training and the issuance of a double diploma, etc.
Training of foreign applicants for higher education	Training of foreign citizens is possible. Conditions and features of the educational programme in the context of foreign citizens studying: knowledge of the Ukrainian language at a level not lower than B1.

2. List of educational programme components and their logical sequence

2.1. List of educational programme components

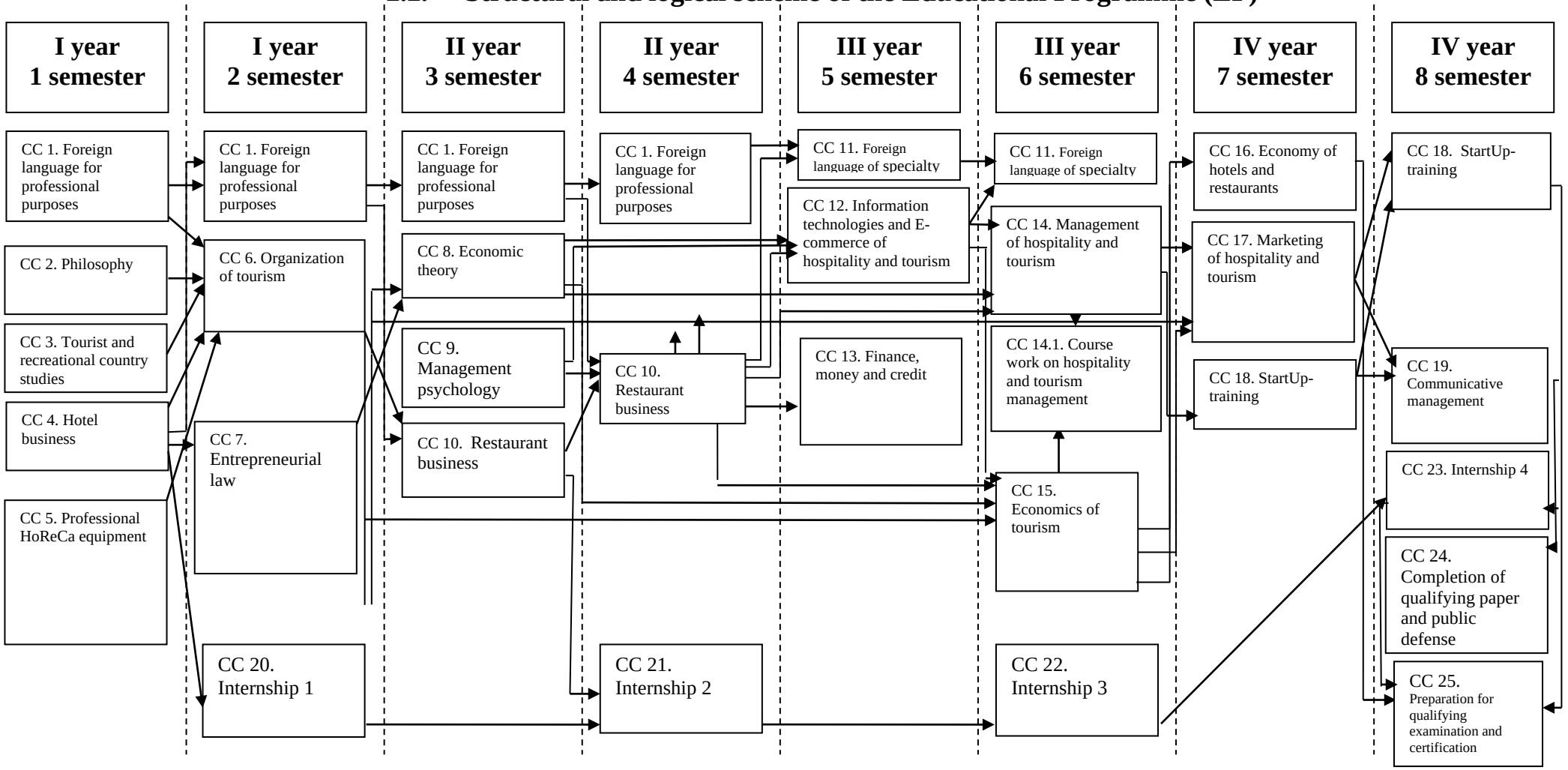
Course code	Components of the educational programme (academic disciplines, course projects (works), practical training, qualification examination, graduation thesis)	Amount of credits
1	2	3
Compulsory Components (CCs)		
CC 1.	Foreign language for professional purposes	24
CC 2.	Philosophy	6
CC 3.	Tourist and recreational country studies	6
CC 4.	Hotel business	6
CC 5.	Professional HoReCa equipment	6
CC 6.	Organization of tourism	6
CC 7.	Entrepreneurial law	6
CC 8.	Economic theory	6
CC 9.	Management psychology	6
CC 10.	Restaurant business	12
CC 11.	Foreign language of specialty	12
CC 12.	Information technologies and E-commerce of hospitality and tourism	6
CC 13.	Finance, money and credit	6
CC 14.	Management of hospitality and tourism	5
CC 14.1.	Course work on hospitality and tourism management	1
CC 15.	Economics of tourism	6
CC 16.	Economy of hotels and restaurants	6
CC 17.	Marketing of hospitality and tourism	6
CC 18.	StartUp-training	9
CC 19.	Communicative management	6
CC 20.	Internship 1	6
CC 21.	Internship 2	6
CC 22.	Internship 3	6
CC 23.	Internship 4	6
CC 24.	Completion of qualifying paper and public defense	6
CC 25.	Preparation for qualifying examination and certification	3
Total amount of compulsory components:		**180**
Optional Components (OCs)		
OC 1.	Business security	6
OC 2.	Life safety	6
OC 3.	Business planning	6
OC 4.	Commercial law	6
OC 5.	Digital marketing	6
OC 6.	Design	6
OC 7.	Diplomatic and business protocol and etiquette	6
OC 8.	Second foreign language	42

Course code	Components of the educational programme (academic disciplines, course projects (works), practical training, qualification examination, graduation thesis)	Amount of credits
OC 9.	Economic analysis	6
OC 10.	Tour business	6
OC 11.	Enology	6
OC 12.	Business ethics	6
OC 13.	Ethnic cooking	6
OC 14.	Event marketing	6
OC 15.	Event management	6
OC 16.	Engineering and computer graphics	6
OC 17.	Building engineering	6
OC 18.	Internet technologies in business	6
OC 19.	Information wars	6
OC 20.	Confectionery and baking art	6
OC 21.	Conflictology and psychology of business communication	6
OC 22.	Cryptocurrency market	6
OC 23.	Critical thinking	6
OC 24.	Cryptocurrency market	6
OC 25.	Resort business	6
OC 26.	Science of Logic	6
OC 27.	International economic relations	6
OC 28.	Accounting and taxation	6
OC 29.	Public speaking	6
OC 30.	Fundamentals of cyber security	6
OC 31.	Politology	6
OC 32.	Legal regulation of tourist activity in the European Union	6
OC 33.	Science of Law	6
OC 34.	Consumer digital behavior prediction	6
OC 35.	Psychology of leadership and career	6
OC 36.	Psychology of service activity	6
OC 37.	Recreology	6
OC 38.	Drawing and painting	6
OC 39.	Social responsibility of business	6
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.	Labor Law	6
OC 48.	Service distribution management	6
OC 49.	Career management	6
OC 50.	Target communicative English language course	6

Course code	Components of the educational programme (academic disciplines, course projects (works), practical training, qualification examination, graduation thesis)	Amount of credits
OC 51.	Digital technologies in business	6
OC 52.	Event technology in tourism	6
OC 53.	Web-design and Web-programming	6
Total amount of optional components:		**60**
TOTAL VOLUME OF THE EDUCATIONAL PROGRAMME		**240**

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

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



3. Forms of attestation of higher education applicants

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

The qualification work should involve the solution of a complex specialized task or practical problem in the field of management, characterized by complexity and uncertainty of conditions, with the application of theories and methods of economic science.

There can be no academic plagiarism, falsification, or fabrication in the qualification work.

The qualification work must be posted on the official website of the higher education institution or its division.

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	CC 10	CC 11	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21	CC 22	CC 23	CC 24	CC 25
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4.2. Matrix of correspondence of program competencies to EP optional components

Components Program learning outcomes	OC 1.	OC 2.	OC 3.	OC 4	OC 5.	OC 6	OC 7.	OC 8.	OC 9.	OC 10.	OC 11.	OC 12.	OC 13.	OC 14.	OC 15	OC 16.	OC 17.	OC 18.	OC 19.	OC 20	OC 21.	OC 22.	OC 23.	OC 24	OC 25.	OC 26.	OC 27.	OC 28.	OC 29.	OC 30	OC 31	OC 32.	OC 33.	OC 34.	OC 35.	OC 36.	OC 37.	OC 38.	OC 39.	OC 40.	OC 41.	OC 42.	OC 43	OC 44.	OC 45.	OC 46	OC 47.	OC 48.	OC 49.	OC 50	OC 51.	OC 52.	OC 53.
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5.1. Matrix for providing program learning outcomes (PLOs) with EP compulsory components

Components / Program learning outcomes	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21	CC 22	CC 23	CC 24	CC 25
1		+					+																	+	+
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5.2. Matrix for providing program learning outcomes (PLOs) with EP optional components

Components / Program learning outcomes	OC 1.	OC 2.	OC 3.	OC 4	OC 5.	OC 6	OC 7.	OC 8.	OC 9.	OC 10.	OC 11.	OC 12.	OC 13.	OC 14.	OC 15	OC 16.	OC 17.	OC 18.	OC 19.	OC 20	OC 21.	OC 22.	OC 23.	OC 24	OC 25.	OC 26.	OC 27.	OC 28.	OC 29.	OC 30	OC 31	OC 32.	OC 33.	OC 34.	OC 35.	OC 36.	OC 37.	OC 38.	OC 39.	OC 40.	OC 41.	OC 42.	OC 43	OC 44.	OC 45.	OC 46.	OC 47.	OC 48.	OC 49.	OC 50	OC 51.	OC 52.	OC 53.
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