

**Ministry of Education and Science of Ukraine
Kyiv National University of Trade and Economics
Faculty of Restaurant, Hotel and Tourism Business**

PROSPECTUS

European Credit and Transfer System (ECTS)

Field of Science	24 «Services»
Field of Specialty	242 «Tourism»
Specialization	«International Tourism Business»
Academic Degree	«Master»

Kyiv 2021

INTRODUCTION

European credit transfer and accumulation system (ECTS) is a system of transferring and accumulating credits used in the European Higher Education Area with the aim to provide recognition, verify qualifications and educational components, facilitate academic mobility of higher education applicants.

The system is based on defining academic workload of the higher education applicants required to achieve specified learning outcomes and is recorded in ECTS credits.

ECTS Credit is a unit measuring the volume of academic workload of higher education applicant required to achieve specific (expected) learning outcomes.

One ECTS credit equals to 30 hours.

Workload of one academic year for full-time study is usually 60 ECTS credits.

Credits are awarded to higher education applicants after successful covering of the discipline and positive assessment of the achieved learning outcomes. Credit transfer and accumulation are facilitated by the use of ECTS key documents.

ECTS key documents are: Catalogue of the Discipline (information package), Application Form, Learning Agreement, Transcript of Records, European standard Diploma Supplement.

Student assessment of results includes the following control measures: entrance, current and final control, attestation. The results of students' studies at KNUTE are valued at the 100-point scale, where 60-100 points are the results of training that give the student the right to obtain ECTS credits, 0-59 points are unsatisfactory learning outcomes that do not give the student the right to get ECTS credits. The evaluation of student learning outcomes is presented in a way that is generally comprehensible and can be readily perceived by different educational institutions, using grade distribution guidance of KNUTE.

Grade Distribution Guidance of KNUTE

KNUTE system of grades	Percentage of points relative to the total number of pass marks received	Cumulative percentage of received pass marks
90–100	20	20

82–89	10	30
75–81	20	50
69–74	10	60
60–68	40	100

1. General information.

1.1. Name and address.

Kyiv National University of Trade and Economics.

Address: 19, Kyoto St., Kyiv, 02156;

Telephone: (044) 513-33-48, (044) 531-47-41;

Fax: (044) 544-39-74.

E-mail: knteu@knteu.kiev.ua

Official website: <http://www.knteu.kiev.ua>

1.2. Institution description (type and status in particular).

Kyiv National University of Trade and Economics is one of the most prestigious educational institutions of Ukraine. Its history dates back to 1946. By the Decree of the President of Ukraine the University was given a national status in 2000. In 2006 KNUTE joined the Magna Charta of Universities.

The university occupies a leading position in the system of national higher education. In 2020, KNUTE maintained high indicators of quality of educational activities and consolidated leading positions in the system of national higher education. According to the results of the admission campaign, the university, in keeping with the rating published by the MES of Ukraine by the number of submitted applications (40 818 applications), has retained the leading positions among the topline educational institutions of Ukraine, being in the list of the five most popular ones among applicants for Higher Education Institutions.

KNUTE consists of 5 academic institutes, 9 colleges and 2 higher business schools located in Kyiv, Kharkiv, Vinnytsa, Chernivtsi, Khmelnytsky, Uzhgorod, Colomyja, Burshtyn, Zhytomyr and Odesa.

There are 6 faculties in the basic institution in Kyiv: Faculty of International Trade and Law; Faculty of Economics, Management and Psychology; Faculty of Finance and Accounting, Faculty of Information Technology; Faculty of Restaurant, Hotel and Tourism Business; Faculty of Trade and Marketing.

The university enrolls about 40,000 students, of whom nearly 18,000 are in a basic institution with 24 bachelor and 17 master degrees, 57 bachelor (including 2 in English) and 57 master (including 10 in English) educational professional programs.

KNUTE carries out the training, retraining and advanced training of specialists in foreign and domestic trade, international economic relations, public management and administration, finance and banking, insurance, entrepreneurship, trading and exchange activities, accounting and taxation, financial control and audit, management, marketing, journalism, law, international law, tourism, hotel and restaurant business, food technology, psychology, philology, sociology and IT industry: cybersecurity, software engineering, computer science and system analysis.

The institution of higher education has created a modern base for research work, developed a unique methodology for training scientific and scientific-pedagogical staff: training is carried out according to 8 scientific programs of doctors of sciences, there are 15 educational and research Ph.D. programs, 6 specialized scientific councils for doctoral thesis and master dissertations in 11 specialties.

The university has a powerful scientific and pedagogical team, able to solve set tasks. The creative scientific teams of the University work diligently to solve topical scientific problems, the results of the research are published in the scientific journals "KNUTE Bulletin", "Foreign Trade: Economics, Finance, Law", the international scientific and practical journal "Products and Markets".

The proportion of doctors of science in 2020 in the total number of scientific and pedagogical workers was 17,6%, candidates of science – 59,6%, i.e. the share of employees with a scientific degree was 77,2%. Experts of KNUTE are actively involved in developing strategic directions of quality education assurance, they take part in a number of commissions of the Ministry of Education and Science of Ukraine as well as other ministries and departments.

The structure of KNUTE includes: Institute of Higher Qualification, Center for European Education, Department of distance education support, where specialists are trained and retrained without leaving their main professional activity; Distance learning system, Center for the External Independent Evaluation (EIE) Preparation, Preparatory Department for

Foreigners and Stateless Persons, Career Development Center, Center for technology transfer, Center of Knowledge Testing and Monitoring, Career Guidance Center, Center of pedagogical and psychological studies, High School of Teacher Excellence, Center of formation of contracts, Training and Production Association, Cultural and Art Center, Training and Methodical Department, Training Department, Business Incubator, Training and Research Center for Business Simulation, Scientific and Technical Center for Certification of Products, Services and Quality Systems. There is also a Law Clinic “Center for Legal Protection”, which provides free legal assistance. Institute of Higher Qualification (IHQ) ensures the implementation of the concept of lifelong learning, training, providing educational services, including ones of international level, to prepare highly qualified professionals willing to work in modern economic conditions and compete successfully both on the domestic and international labor markets (MBA programs, second higher education, retraining and further training of staff).

KNUTE has the system of quality management which for the first time has been certified in accordance with the requirements of the international standard ISO 9001:2015 for institutions of higher education of Ukraine. Its harmonious component is the internal system of ensuring the quality of educational activities and the quality of higher education.

The standards of higher education in KNUTE function as a set of requirements for the content and results of educational activities for each level of higher education within each specialty and specialization.

One of the significant advantages of KNUTE is the material and technical base of European level. Classrooms and laboratories are equipped with modern demonstration equipment and inventory. In general, the university has 60 computer rooms.

The university library has: SMART-library; VR-studio; Bibliometrics hall, virtual reality hall; video conferencing and webinar hall; Cybersport area; coworking "KNUTE HUB", as well as to the service of users - 11 reading rooms with open access funds. The library's holdings, which number is about 1 million copies (527672 copies are published in the state language), - a universal basis for the educational process and scientific research.

SMART-library is a new library space integrated into the information and educational space of the university, which provides quality information support for teaching and research activities. SMART-library is conditionally

divided into 4 zones: virtual reality zone with VROculusGo glasses and VRHTCVive helmet; the second area of the SMART-library is intended for presentations, there is a plasma panel and there are soft poufs for viewing group projects on the big screen; the third - an interactive area, where an interactive smart wall is located - a unique solution that allows you to manage an unlimited amount of information on large surfaces; the fourth zone of the SMART-library is a "club" of board games for students.

There is a unique VR-studio with OculusGo and Smart-wall virtual reality glasses, a location that serves as a video studio for bloggers and interviews. The Virtual Reality hall is designed for group practical classes of students, which can use virtual reality glasses to demonstrate educational content created with the help of virtual reality technologies in order to increase the efficiency of assimilation of material by them.

The Bibliometrics hall provides access to full-text electronic resources, bibliographic databases, scientometric research platforms: EBSCO, SCOPUS, WEBOFSCIENCE, etc. Network local resources (educational and methodical editions) make 5141 copies. The hall has free access to WEB-sites of domestic and foreign libraries, electronic information resources of Ukraine and the world, international projects.

There is a table football area for students on the first floor of the library as well as there are big chess and checkers on the 4th floor. Also, there are renovated reading rooms with open access funds, Cybersport area, where conditions are created for training of e-sportsmen.

All halls of the library are equipped with QR-codes with information about specific library services provided to readers by a certain hall.

Coworking KNUTE HUB opens its doors to all who need a comfortable and cozy workplace for productive work, study, meetings, finding new ideas, negotiations, presentations, round tables and workshops. The idea of coworking was realized in the conversion of one of the reading rooms into a modern comfortable place, which combines 6 different zones - 3 work areas, a recreation room, a conference room and a meeting area. The meeting location allows to conduct presentations, lectures and workshops for 70 participants.

Also this year, a new coworking zone has been opened – Phygital Hub. It is divided into several work areas: Artspace area, which is designed for creative activities and generation of ideas; Mediation room, where students can resolve disputes out of court, learn the art of negotiation and the subtleties of

diplomacy; as well as the main hall of the hub, which features a so-called starry sky (Ursa Major and Ursa Minor neon constellations). Coworking halls are equipped with everything you need for comfortable learning and rest.

Favorable social and living conditions have been created for students: 6 hostels, 6 cafeterias and 4 dining rooms, laundry and other household units. The university has a sports complex for the students, which includes a football field with artificial cover, basketball and volleyball playgrounds, table tennis, gyms etc. Students and the staff have the opportunity to relax at University recreation bases on the Black Sea coast.

KNUTE concluded numerous agreements on creative scientific and technical commonwealth and cooperation in training specialists in all fields, including the Ministry for Development of Economy, Trade and Agriculture, the Ministry of Finance of Ukraine, Ministry of Foreign Affairs of Ukraine, the State Fiscal Service of Ukraine, the State Treasury Service of Ukraine, Anti-Monopoly Committee of Ukraine, the State Finance Inspection of Ukraine, the Pension Fund of Ukraine, Ukrainian Audit Chamber, the National Bank of Ukraine as well as the leading commercial banks, trade, hotel and restaurant chains, advertising agencies, logistics and distribution centers and other organizations and institutions.

Creative contacts are established and maintained with more than 100 institutions of higher education, international centers and institutions from 30 countries of the world. An exchange of teachers and students is carried out, the improvement of educational programs at different levels of training and retraining of specialists as well as international projects on the integration of higher education are implemented, students undertake an internship in 6 foreign countries.

The university is a member of the prestigious international organizations: the European Public Law Center (EPLC), the Magna Charta of the European Universities, the Francophone University Agency (AUF), the International Association for Commodity Science and Technology, the International Culinary Union, the European Retail Academy, the World Leisure Organization.

There are well-known public figures, heads of state and government authorities, organizations and businesses, diplomatic officials and scientists, entrepreneurs among the graduates of the university.

1.3. Academic bodies.

Mazaraki Anatoliy	Rector, Doctor of Sciences (Economics), Professor, Academician of the National Academy of Educational Sciences of Ukraine, Honored Worker of Science and Technology of Ukraine, Laureate of State Prize of Ukraine in Science and Technology
Prytul'ska Natalia	First Vice-Rector for Scientific-Pedagogical Work, Doctor of Technical Sciences, Professor
Melnichenko Svitlana	Vice-Rector for Scientific Work, Doctor of Sciences (Economics), Professor
Sai Valeriy	Vice-Rector for Scientific-Pedagogical Work and International Relations, PhD in Economics, Associate Professor, Protocol Advisor of I Rank
Vovk Halyna	Vice-Rector for Administrative and Economic Work

1.4. Academic calendar.

Start of academic classes – 1 September.

End of classes – 30 June.

Educational process is carried out by semesters.

Duration of semesters, practical training, examination sessions, certification and vacation is determined by the schedule of educational process for each year.

1.5. The list of available academic programs.

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
01 Education		017 Physical education and sports	Sport management		
02 Culture and art		022 Design	Design		
03 The Humanities		035 Philology	Germanic languages and literature (including translation), first - English		
05 Social and behavioural sciences	051 Economics	051 Economics	Digital Economics	051 Economics	Digital Economics
			International Economics		International Economics
			Business Economics		Enterprise Economic security
			Corporate finance		Financial management
			Branch markets Economics		
			Agribusiness		Agribusiness
		052 Politology	Political science of international relations		
	053 Psychology	Practical psychology	053 Psychology	Psychology	
	054 Sociology	054 Sociology	Sociology of economic activity	-	-

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level		
		Major	Specialization	Major	Specialization	
06 Journalism	061 Journalism	061 Journalism	Advertising and Public Relations	061 Journalism	Advertising	
07 Management and Administration	071 Accounting and taxation	071 Accounting and taxation	Accounting and taxation	071 Accounting and taxation	Accounting and taxation in international business	
			Digital Audit and Analysis		Accounting and tax consulting	
				Financial control and audit		Financial analysis and audit
				Financial analytics		
	072 Finance, banking and insurance	072 Finance, banking and insurance	072 Finance, banking and insurance	Public finance	072 Finance, banking and insurance	Public finance
				Tax management		International finance
				Banking		Management of banking business
				Management of public financial resources		State Audit
				Financial intermediation		Financial intermediation
						Financial intermediation – in English
Insurance business				Insurance Management		
Corporate finance				Corporate finance		

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level		
		Major	Specialization	Major	Specialization	
				International finance		Financial brokerage Financial technologies in business
	073 Management	073 Management	Management of foreign economic activity	073 Management	Management of foreign economic activity	
			Management of foreign economic activity– in English		Management of foreign economic activity– in English	
			International management		International management	
			Business management		Business management	
			Trade management		Trade management	
					Trade management – in English	
				HR management		HR management
				Industrial management		Hotel and restaurant management
						Hotel and restaurant management – in English
				Hotel and restaurant management		Tourist and resort and

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
				Tourism management	
				Tourist and resort and recreational management – in English	
				Luxury Management	
				International Sport Management and Recreation	
			Management of antitrust activities	Management of antitrust activities	
	075 Marketing	075 Marketing	Marketing	075 Marketing	Marketing management
			Advertising business		Advertising business
					Brand Management
					Digital marketing
	076 Entrepreneurship, trade and exchange activities	076 Entrepreneurship, trade and exchange activities	Wholesale and retail trade	076 Entrepreneurship, trade and exchange activities	Wholesale and retail trade
			Merchandising and commercial logistics		Merchandising and commercial logistics
			Merchandising and organization of external trade		Merchandising and organization of external trade
			Customs		Customs

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
			Logistic activity	Logistics and supply chain management	
			Cat Management in retail	Cat Management in retail	
08 Law	081 Law	081 Law	Commercial law	081 Law	Commercial law
			Financial law		Financial law
			Legal security support of entrepreneurial activity		Legal security support of entrepreneurial activity
			Civil law and trial		Civil law and trial
12 Information technologies	121 Software engineering	121 Software engineering	Software engineering	121 Software engineering	Software engineering
	122 Computer sciences	122 Computer sciences	Computer sciences	122 Computer sciences	Computer sciences
	124 System analysis	124 System analysis	Data Science	–	–
	125 Cybersecurity	125 Cybersecurity	Security of information and communication systems in the economy	-	-
		126 Information systems and technologies	Information systems and technologies		

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
18 Manufacturing and technologies	181 Food technology	181 Food technology	Technology and organization of restaurant business	181 Food technology	Craft technology
			Restaurant technology and food design		
23 Social work		232 Social security	Social security		
24 Service sector	241 Hotel and restaurant business	241 Hotel and restaurant business	Hotel and restaurant business	241 Hotel and restaurant business	Hotel and restaurant development
					Restaurant business
					International hotel business
					International hotel business– in English
	242 Tourism	242 Tourism	International Tourism	242 Tourism	International Tourist business
					International Tourist business– in English
					International event management in tourism
					Economy and organization of tourism
			Digital tourism		

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
28 Public management and administration	281 Public management and administration	281 Public management and administration	Public management and administration	281 Public management and administration	Public management and administration
29 International relations	292 International economic relations	292 International economic relations	International business	292 International economic relations	International business
			International trade		World Trade
			International marketing		
		293 International law	International law	293 International law	International law

1.6. Admission requirements, including language policy and registration procedure.

Information on the conditions of admission to study for educational degrees of “Bachelor” and “Master” is available on the website of Kyiv National University of Trade and Economics: <https://knute.edu.ua/blog/read/?pid=38909>

1.7. Mechanisms for credit mobility and prior learning recognition (non-formal and informal).

Definition of credit mobility and prior learning is conducted under the Law of Ukraine “On Education”, the Law of Ukraine “On Higher Education”, Regulations on the procedure of realizing the right for academic mobility at KNUTE and agreements on education in terms of academic mobility.

The regulation of credit mobility is based on the following documents:

- course catalogue;
- learning agreement;
- academic transcript;
- certificate of educational practice.

Under the terms of credit mobility a student gets transfer of all credits he/she obtained outside the main educational institution and which are the components of the educational program.

1.8. Policy of ECTS credits distribution (institutional credit framework).

Distribution of ECTS credits is based on the official length of training program cycle and is defined by the curriculum. KNUTE distributes credits among academic disciplines independently. Credits are distributed to all the disciplines covered by the student, practical training, completion of final qualifying projects (assignments), certification. Credits are awarded only after completion of the discipline and on condition of successful completion of one of the final control, passing of the practical training and attestation.

1.9. Mechanisms of academic management.

Mechanisms of academic management at KNUTE are defined by the regulations:

- Regulations on the organization of the educational process of students;
- Regulations on distance learning at KNUTE;
- Regulations on the procedure for realizing the right for academic mobility at KNUTE;
- Regulations on individual student curriculum at KNUTE;
- Regulations on independent work of students and post-graduate students at KNUTE;
- Regulations on the organization of completion and public presentation of term papers (projects) at KNUTE (new edition with changes and additions);
- Regulations on conducting student practical training at KNUTE/ Regulations on organization of students' practice abroad;
- Regulations on assessment of learning outcomes of students and post-graduate students;
- Regulations on the appeal of the results of the final knowledge control of the students of KNUTE;
- Regulations on graduation qualification work;
- Regulations on graduation qualification project (work);
- Regulations on the certification of higher education applicants and the examination commission for certification at KNUTE;
- Regulations on the procedure and grounds for the issuance of documents on higher education of the state standard at KNUTE;

- Regulations on the system of rating assessment of the students of KNUTE.

2. Resources and facilities.

2.1. Student Registration department.

In the Department of Student Registration identification records, education documents, work record books of students studying at KNUTE are kept. The main tasks of the Department are:

- 1) timely introduction of current changes in identification records;
- 2) keeping documents in proper condition;
- 3) providing information upon written requests of any institutions;
- 4) providing information to students;
- 5) acceptance of students of preferential category.

2.2 Accommodation/housing conditions.

On the territory of the campus there are four dormitories, situated 5 minutes' walk from the main academic building and 15 minutes' walk from metro stations "Lisova" and "Chernihivska". The city center (Khreschatyk Str.) can be reached in 30 minutes. There's a forest park zone and Kyoto Park near the university. Another dormitory is located at 23 Lobachevskogo Street (within 20 minutes' walk from the main academic building).

In the hostel there are rooms for 3, 4, 5, 6 beds, kitchens on each floor, bathrooms as well as centralized laundry.

Students from other cities get housing in dormitories according to the list formed by the admissions committee and transferred to the directorate of the campus. Between the university and the student a contract for the right of hostel student residence is concluded, in which the rights and duties of the residents as well as the responsibility of both parties are established.

Hostels addresses:

- № 1 – 8 Miliutenko st., Kyiv, 02156;
Tel. (044) 531-49-05, (044) 531-49-67;
- № 2 – 6 Miliutenko st., Kyiv, 02156;
Tel. (044) 531-48-91, (044) 519-37-41, (044) 513-11-82;
- № 3 – 2 Mateiuka st., Kyiv, 02156;
Tel. (044) 531-49-28, (044) 513-13-32;
- № 4 – 2-a Mateiuka st., Kyiv, 02156;
Tel. (044) 531-47-62, (044) 531-47-99.
- № 6 – 23 Lobachevskogo st., Kyiv, 02090;
Tel. (044) 574-15-46, 574-16-83

2.3. Catering.

The University has four modern canteens in buildings “B”, “D”, “E”, and “H” (57-a Chigorin st.), where there is an opportunity to take quality and balanced dishes at a reasonable price. In particular, cafeteria "Venice" (building B) serves Italian cuisine.

The average cost of breakfast in the canteen of the university is from 30 to 40 UAH; lunch is from 50 to 60 UAH; dinner is from 35 to 45 UAH.

Cafes work every day in all academic buildings, where it is possible to buy own-produced foods: main dishes (over 100 types), side dishes (over 60 types), cold dishes (over 60 types), cold and hot drinks, fresh pastries and desserts, produced in own confectionery shop (over 100 types). Vending machines with hot and cold drinks as well as confectionery operate in all academic buildings and dormitories.

2.4. The cost of accommodation.

The cost of accommodation of higher education applicants in the dormitories of KNUTE is determined by a joint order of 28.03.2011 №284/423/173 of the Ministry of Education and Science of Ukraine, Ministry of Finance of Ukraine and Ministry of Health of Ukraine and is set at 40 % of the minimum academic scholarship.

2.5. Financial support of students.

2.5.1. Scholarship provision of students.

Full-time students, studying at the expense of the state budget, according to the semester control based on the rating, are assigned an academic achievement scholarship.

First-year students receive academic scholarship in the first semester according to the results of competition points on admission to the university.

For excellence in studying, taking part in scientific and public work university students may be allocated personalised academic scholarships of The President of Ukraine, Verkhovna Rada (Supreme Council) of Ukraine, Cabinet of Ministers of Ukraine, Kyiv City Head etc.

For success in studying, participation in scientific, public and sport activity students may be encouraged with valuable presents and monetary rewards as well.

Allocation and payment of scholarship to students, who are foreign citizens and people without citizenship, is done according to Ukraine's international agreements and current regulatory acts. For foreign students, who entered KNUTE for studying in accordance with international agreements, the academic scholarship is assigned to the first semester control at a minimum.

To students, studying on contracts signed between university and physical or legal entity, scholarship can be paid at the expense of these persons, if it is foreseen in contract.

To students of privileged categories defined by the law of Ukraine (students from orphans as well as children deprived of parental care, students with disabilities, students from low-income families, suffered from Chernobyl Disaster, combatants and their children, internally displaced persons, students who permanently reside on the line of conflict, etc.) social grants are assigned.

Size of academic and social scholarships is established according to the Resolutions of the Cabinet of Ministers of Ukraine.

2.5.2. Privilege payment for accommodation in hostels.

Students of privileged categories, defined by the laws of Ukraine and the resolutions of the Cabinet of Ministers of Ukraine (students from orphan children and children deprived of parental care, combatants and their children, internally displaced persons, students with disabilities, etc.) have the right of priority to university dormitories.

Students from orphans and children deprived of parental care, combatants, persons with disabilities as a result of the war, victims of the Revolution of Dignity are entitled to free accommodation in dormitories until graduation from KNUTE.

Children of killed parents in the ATO area, fighting or armed conflict, participating in the Revolution of Dignity, children of war participants, persons with special needs as a result of war, victims of the Revolution of Dignity are entitled to free dormitory accommodation until completion of their studies, but no longer than 23 years of age.

Students registered as internally displaced persons, as well as students who are permanently resident on the contact line, are entitled to 50% discount on accommodation allowance (up to 23 years of age).

2.5.3. Financial provision of orphaned students and children deprived of parental care.

Individuals from orphans and children deprived of parental care as well as persons who were left without parents during their studies aged 18 to 23 are enrolled in full state maintenance and receive food compensation and other payments provided by the current legislation.

2.6. Medical services.

University students in need of medical care have the right to conclude a Health Care Declaration with the desired family doctor. In particular, you can choose a doctor from a wide range of professionals according to territorial indicators, as the list of family doctors in the Desnyansky district of Kyiv is quite large, and it is also possible to conclude a Declaration in the KNP "Kyiv

City Student Clinic" (Kyiv, Politechnichna St., 25/29), or in public, private hospitals or other medical institutions of Kyiv.

Medical care for foreign citizens temporarily staying on the territory of Ukraine is provided in state and municipal health care centers at the foreigner's own expense, including health insurance contracts with insurance companies of Ukraine.

Medical care is provided to students under the direction of a family doctor. Emergency medical care is provided free of charge, without any preconditions. Students do not need a Declaration to receive emergency assistance.

2.7. Insurance.

Medical assistance is given to foreigners or persons without citizenship according to the rules, written in the Legislation of Ukraine.

Provision of medical assistance to foreign citizens is carried out according to the Order of providing medical assistance to foreigners and people without citizenship, who temporary live on the territory of Ukraine, approved by the Cabinet of Ministers of Ukraine Act from the 22nd of June 2011 № 667 and Article 44 of the Law of Ukraine "On insurance".

Foreigners and persons without citizenship can apply for medical assistance, including emergency, to any state or municipal medical care establishment.

Payment of medical assistance cost, including emergency, is carried out by foreigners or persons without citizenship in case of deficiency of insurance contracts and insurer, if a foreigner has a proper insurance contract.

If necessary, the university helps to obtain medical insurance card for providing medical assistance.

2.8. Opportunities for students with disabilities and special needs.

Kyiv National University of Trade and Economics carries out the organization of educational process of persons with special educational needs in accordance with the current rules of law.

The university's management has created favorable conditions for studying and living and is constantly paying attention to their improvement.

During the reporting period, 62 people with special educational needs study at the university (including 33 women and 29 men).

Students with special needs (Group I-III) receive a social scholarship in accordance with Decree №1045 of December 28, 2016 "Some Issues of Paying Social Scholarships to Students (cadets) of Higher Education Institutions".

To ensure the educational needs of young people with disabilities and unimpeded access to the university, all training buildings are equipped with ramps, handrails and light switches at the level of access of a seated person.

In particular, building A is equipped with a lifting platform and an elevator for people with disabilities, building D, L, the assembly hall (Congress center), hostels № 2, № 4, № 7 – have ramps for the arrival of carts as well as handrails. Students with impaired musculoskeletal disorders are given keys to the lifts.

All the main premises of the university have natural lighting, and the location of furniture and equipment according to sanitary requirements is taken into account. There are facilities for disabled persons in the central building and in the Congress Center.

There are specially equipped rooms (toilet and bathtub, equipped with special handrails) to improve the living conditions in the dormitories of students with disabilities.

2.9. Learning facilities.

Library of KNUTE is a research, information, cultural and educational structural unit with comprehensive funds of documents. The main purpose of library's activity is to actively promote the development and implementation of advanced learning technologies, creating conditions for effective scientific and educational process. The administration of the university assists in broadening the informational resources in the library, creation availability and convenience in using the book funds. Library funds are a universal basis for the educational process and research in the field of economics, trade, finance, management, business and so on. This is one of the main information resources of KNUTE Library, which has more than 1 million copies of books, periodicals, dissertations and abstracts, and publications on electronic media. Annual increase of library's documents fund makes up nearly 6,000 copies, periodicals of Ukraine and foreign countries makes up 100 items.

The library has a modern material and technical base: 75 computers and 3 powerful servers are installed, HTC Vive virtual reality helmet, VROculusGo glasses - 18 pcs., plasma panel - 5 pcs., Smart-wall - 2 pcs., portable recorder and acoustic ceiling system for video conferencing hall. The necessary conditions for effective customer service, organization of document funds, electronic catalogs, and document exhibitions are created in the library. The entire library area has high-quality Wi-Fi coverage.

The library users have 11 reading rooms with open access funds, 7 subscriptions, Bibliometrics hall (full-text electronic resources), SMART-library, unique VR-studio, virtual reality hall, Cybersport zone, video

conference and webinar halls, updated halls for new literature and foreign publications, MBA, fund of dissertations and abstracts, comfortable recreation areas with table football, chess and checkers.

All work processes in the library are automated: acquisition of the fund of documents, scientific processing of documents, issuance of documents to users, search of documents in the electronic catalog is carried out by means of the automated library and information system "UFD / Library". To record and use the library, a digital signature (PIN-CODE) has been introduced into the user's electronic form.

The SMART library is an open space, zoned for reading, conferences, lectures, workshops, presentations using SMART-wall and plasma panel. Workstations with computers, virtual reality area with HTC Vive virtual reality helmet and Oculus Rift virtual reality goggles are designed for all the visitors. For recreation and leisure, there is an area for intellectual board games, in the reading room there is a table football, a chess board with big chess and checkers. The SMART library offers a variety of activities for training and has all the technical opportunities for creative pastime of youth.

The VR studio is equipped with Oculus Rift virtual reality goggles, computers for personal use, or with your own laptop or phone. For collective tasks, there is a SMART-wall with connection to the World Wide Web. There is a specially equipped "corner", which serves as a video studio for bloggers and to record interviews. This is especially true for students studying journalism and PR.

Video conferencing and webinar room is a modern location for video conferencing, webinars in real time, which provides space for the library to comfortably meet the information needs of users. The hall is equipped with modern furniture (tables and chairs), a laser projector with a large screen, plasma panels for video demonstration, a wireless microphone, a webcam and a ceiling speaker system.

The virtual reality hall is designed for group practical classes of students with the use of virtual reality glasses to demonstrate educational content created using virtual reality technologies in order to increase the efficiency of students' learning. The hall is equipped with Oculus Go virtual reality glasses (10 pcs.), plasma TV, comfortable gaming chairs and tables. Students not only process the study material, but cooperate, which provides them with vivid impressions of the lesson.

The Bibliometrics hall gives you free access to online full-text and scientometric databases. It contains a database of electronic textbooks, training programs, video courses on electronic media, with the possibility of copying and further processing of the information found. The hall provides online access to the funds of domestic and foreign libraries and the following databases:

- SCOPUS reference database.
- WEBOFSCIENCE information research platform.

- Full-text databases from the publishing company EBSCO PUBLISHING.
- ScienceDirect - a polythematic database of full texts of Elsevier articles.
- DOAB (Directory of Open Access Books) - a directory of open access books.
- DOAJ (Directory of Open Access Journals) - a directory of peer-reviewed scientific and academic journals in all fields of knowledge.
- WILEY electronic library.
- Europeana - European digital library.
- EThOS (Electronic Theses Online Service) - scientific works of open archives of British universities.
- Full-text electronic database of educational and methodical materials of KNUTE.
- Normative acts of Ukraine - Base of legislative and normative acts of Ukraine.
- Open Archives of Ukraine.

“ASKLibrary” information and reference service provides complete information on the effective use of library resources for students, teachers and guests of the university. The library helps users to develop skills and competencies when working with library and information resources: for first-year students organized tours of the library, practical classes on finding documents in the electronic catalog of the library.

KNUTE library website (www.lib.knute.edu.ua) provides complete information about the library, its funds and services, the electronic catalogue and other electronic resources (scientometric, bibliographic, fulltext database), designed to meet the needs of users. The reader can also get instructions on how to search, promotional and cognitive information for users, virtual book exhibitions, 3D tours, reports on events held in the library. The following factors were taken into account for the creation of the new website of KNUTE Library: design, structure, convention, navigation and ways of presenting the material. You can search documents, create lists of documents as well as send them to your own email address from *mobile devices* (smartphones and tablets with Android operating system) via mobile app using QR code. The website provides the library with an opportunity to reach a large number of users, effectively communicating with them and creating a positive image.

The introduction of new technologies gives an opportunity to significantly extend informational supplement of library users, which affects the quality of the educational process. Collaboration with KNUTE structural units (faculties, departments, scientific and service departments) by addressing information as for new publications via the corporate application Office 365 is intended to improve the use of library funds and information resources. A multidimensional book fund, computer network of libraries, reference information apparatus, library innovation, introduction of advanced

technologies, experienced professional staff, improving the organization and regulation of labour, modern design, modern technical equipment and maximum computerisation of manufacturing processes contribute to the success of the library and a quality user's service.

2.10. Organization of student mobility by mobility programs.

According to the international collaboration programs the best students of Kyiv National University of Trade and Economic with foreign language knowledge and according to KNUTE top list are able to get an education abroad according to the indication and conditions, shown in the table (annex).

Study programs of the Center for European Education of KNUTE

Partner university, country	Academic degree	Specialty	Duration	Mode of study	Language	Admission requirements
University of Auvergne <i>(Université d'Auvergne)</i> School of Management Clermont-Ferrand, France	Bachelor (Licence)	<ul style="list-style-type: none"> • Management 	1 year	full-time	French	<ul style="list-style-type: none"> • Minimum requirement French/ B2, • at least 2-3 years of study at KNUTE
	Master	<ul style="list-style-type: none"> • Strategic management 	2 years			<ul style="list-style-type: none"> • Minimum requirement French B2/C1, • Bachelor degree
ESCP Europe Paris, France	Master	<ul style="list-style-type: none"> • Management 	2 years	full-time	French, English	<ul style="list-style-type: none"> • French/ English B2/C1, • Bachelor degree
Paris-Est Créteil University <i>(Université Paris-Est Créteil)</i> The Eiffel School of Management (IAE Gustave Eiffel) Paris, France	Bachelor (Licence)	<ul style="list-style-type: none"> • Management and Economics 	1 year	full-time	French	<ul style="list-style-type: none"> • Minimum requirement French B2, • at least 3 years of study at KNUTE
	Master	<ul style="list-style-type: none"> • Management • Marketing • Finance 	1-2 years			French, English

Continuation of the table

Partner university, country	Academic degree	Specialty	Duration	Mode of study	Language	Admission requirements
Audencia Nantes School of Management Nantes, France	Master	<ul style="list-style-type: none"> • Management 	1,5 year	full-time	French, English	<ul style="list-style-type: none"> • Minimum requirement French/ English B2, • Bachelor degree
		Summer and winter specialized schools in Economics and Management	Themed weeks on your choice	full-time	English	<ul style="list-style-type: none"> • Minimum requirement English B2 • at least 2 years of study at KNUTE
Grenoble Alps University <i>(Université Grenoble Alpes)</i> Faculty of Economics (Faculté d'Economie) Grenoble, France	Bachelor (Licence)	<ul style="list-style-type: none"> • Economics and Management 	1 year	online study mode	French, English	<ul style="list-style-type: none"> • Minimum requirement French/ English B1/B2, • at least 3 years of study at KNUTE
	Master	<ul style="list-style-type: none"> • Managing organizations in the framework of international cooperation • HR Management 	2 years	online study mode	French, English	<ul style="list-style-type: none"> • Minimum requirement French/ English B2/C1, • Bachelor degree

The end of the table

Partner university, country	Academic degree	Specialty	Duration	Mode of study	Language	Admission requirements
University of Central Lancashire School of Languages, Literature and International Studies Preston, The United Kingdom	<i>English Language Summer and Winter Schools</i>		Themed weeks on your choice	full-time	English	<ul style="list-style-type: none"> • Minimum requirement English B1 • at least 2 years of study at KNUTE
	Bachelor	• International business communications	1 year			<ul style="list-style-type: none"> • Minimum requirement English B2/C1, • Bachelor degree
The University of Applied Sciences Würzburg-Schweinfurt Würzburg-Schweinfurt, Germany	Bachelor	• International management	1 semester	full-time	German, English	<ul style="list-style-type: none"> • Minimum requirement German/English B2 • Bachelor degree

<p>The University of Bamberg <i>(Otto-Friedrich University Bamberg)</i></p> <p>Bamberg, Germany</p>	<p>Master</p>	<ul style="list-style-type: none">• Management of international information systems• European economy	<p>1 semester</p>	<p>full-time</p>	<p>German, English</p>	<ul style="list-style-type: none">• Minimum requirement German/English B2• Bachelor degree
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2.11. Mandatory or selective “Mobility Windows”.

“Mobility Window” (MW) is the period provided for international student mobility. Mandatory MWs are limited by the periods of start and end of the semester (semester mobility) or academic year at an annual or multi-year (MA) mobility. Selective MWs occur in cross-border (distant) training when such training periods are defined by foreign partner depending on various factors.

2.12. Information on the types of certification (joint, double, multilateral).

All programs mentioned in p. 2.10 are implemented on the basis of double certification, i.e. by parallel or successive studying at KNUTE and the overseas partner universities.

2.13. The members of the consortium / partnership and their roles.

The University signed agreements on cooperation between KNUTE and universities within which partnership exchange and training of students is implemented.

France	University of Auvergne
	Audencia Nantes School of Management
	Grenoble Alps University
	Paris-Est Créteil University
	Paris Graduate School of Management (ESCP)
	Federation "Exchanges France-Ukraine"
	The Francophone university agency (AUF)
The UK	University of Central Lancashire
Poland	Crakow University of Economics
	Poznan University of Economics and Business
	Wroclaw University of Economics
	The University of Szczecin
Germany	The University of Applied Sciences Würzburg-Schweinfurt
Bulgaria	Varna University of Economics
Greece	University of West Attica

International programs and projects under the Erasmus+

List of educational institutions
Paris-Est Créteil University
Ljubljana School of Business
Crakow University of Economics
The University of Szczecin
The University of Applied Sciences Würzburg-Schweinfurt
Varna University of Economics
University of West Attica
School of Economics and Management of Public Administration in Bratislava

2.14. Language courses.

European Education Center of KNUTE provides training in English and French following intensive training program that creates conditions for achieving levels of foreign language from A1 to B2 according to the recommendations of the Committee on Education at the Council of Europe on teaching foreign languages.

Classes at language courses are conducted by highly qualified teachers with practical teaching experience. Training has a modular system. Topics of the module are designed to meet the needs of students, according to which teachers specially select topics to discuss, study materials, choose the type of tasks and activities.

The contingent of students is formed at the beginning of the academic year. Students and graduates from all faculties as well as KNUTE faculty and staff, can enroll for a foreign language programs. Tuition depends on the curriculum and the number of training hours.

Graduates of the European Education Center, who mastered foreign language at levels B1-B2, have the opportunity to take the exam for international language certificates (DELFDALF, IELTS, ESOL) and take part in various forms of international academic mobility in the framework of cooperation agreements with European universities – KNUTE partners.

For more information and to enroll for a foreign language course, contact the European Education Centre (Building D, room 229, tel. (044) 531-48-36).

2.15. Opportunities for practical training.

To provide practical training for students and their successful employment KNUTE establishes various forms of cooperation with

organizations, including many specialized state agencies, financial institutions, banking institutions, judicial institutions, enterprises in the trade, hotel and restaurant business, insurance business based on contracts signed for training of specialists, cooperation agreements, bilateral agreements of association, agreements on practical training of students, which create conditions for realization of practice programs and ensure full implementation of the requirements foreseen by the Provision on student practical training, the Order of organizing the practice of students abroad and the Order of practical training in enterprises, institutions and organizations of students from Kyiv National University of Trade and Economics who obtained educational degrees of “bachelor”, “junior bachelor”.

Kyiv National University of Trade and Economics maintains partnerships with more than 700 stakeholders. University partners include state and local government bodies, organizations, departments, services which provide basis for the practice of students with further employment. The vast majority of them are the partners in educational programs, namely:

Ministry for Development of Economy, Trade and Agriculture of Ukraine; Ministry of Social Policy of Ukraine; Ministry of Foreign Affairs of Ukraine; Ministry of Infrastructure of Ukraine; Ministry of Finance of Ukraine, State Fiscal Service of Ukraine (Kyiv); State Treasury Service of Ukraine; Accounting Chamber of Ukraine; Pension Fund of Ukraine; State Audit Office of Ukraine; State Customs Service of Ukraine, National Bank of Ukraine, National Commission on Securities and Stock Market of Ukraine, Department of Finance of the Kyiv City State Administration, Pechersk District State Administration in Kyiv, Desnyansky District State Administration in Kyiv, Supreme Economic Court of Ukraine; Courts of Appeal of Ukraine; Antimonopoly Committee of Ukraine; Department of Cyber Police of the National Police of Ukraine; National Agency of Ukraine for Civil Service; Main Territorial Department of Justice (Kyiv); National Academy of Sciences of Ukraine; National Academy of Public Administration under the President of Ukraine; Union of Industrialists and Entrepreneurs of Ukraine; Ukrainian Union of Small Entrepreneurs; medium and privatized enterprises; profile committees of the Verkhovna Rada of Ukraine; Institute of Psychology of National Academy of Sciences of Ukraine; Independent Association of Ukrainian Banks; Ukrainian Union of Automobile Transport and Logistics; Association “UKRZOVNISHTRANS”; Public Union “Ukrainian Cooking

Union”, Ukrainian Chamber of Commerce and Industry, Kyiv Chamber of Commerce and Industry as well as others.

The University also has partnership agreements with commercial companies such as:

Microsoft Ukraine, EPAM Systems Ukraine, BGS Solutions, BAKER TILLY Ukraine, Ernst & Young LLC, Golden Trust Consulting Company Ltd., Grant Thornton Ukraine Ltd., Kreston GCG Ltd., TWIGA GROUP Ukraine Ltd., ACNielsen Ukraine Ltd., HEADHUNTER Ltd., Premier International Ltd., Hotel Premier Palace, President Hotel, LLC INTER-HOTEL, LLC 11 MIRRORS HOTEL, suburban club Tripilske Sun, Hotel Opera, YUKA Ltd. (Khreschatyk Hotel), LLC DBI Hotels and Resorts (Hotel “Romada Encore Kiev”), “New Engineering Technologies” (Hotel Hyatt Regency Kyiv), Grand Management Ltd (Hotel Fermont), LLC “HOTEL PROPERTY” (Hotel “Lybid”), LLC “Reykartz Hotel Management”, LLC Travel Professional group, LLC Mozenidis Travel Ukraine, LLC Coral Travel, LLC JOIN UP TUI, Network Kozyrnaya Karta Ltd., LLC Auchan Ukraine Hypermarket, Department Store “Children's World”, LLC “L’Oréal Ukraine”, LLC “Silpo-food”, LLC “Epicenter-K”, LLC “Retail Trend” (Furshet), LLC “ECO”, LLC “Watsons Ukraine”, LLC “DTEK”, Philip Morris Ukraine, “Raiffeisen Bank Aval”, “OTP Bank”, “Kredobank”, “Credit Agricole Bank”, “First Ukrainian International Bank”, “Oschadbank”, “Ukrsotsbank”, “PrivatBank” and others.

Such number of partners greatly expanded the opportunities for undergraduate students who acquire “Bachelor”/“Master” degrees in various educational programs.

2.16. Learning in the workplace.

Kyiv National University of Trade and Economics contributes to providing learning opportunities in the workplace for students, supporting educational projects, containing programs for the development of business literacy, employment skills, professional competences aimed at improving professional skills of graduates.

Examples of on-the-job training are:

- Business2Students by Watsons is one of the key projects in the portfolio of partner synergies of KNUTE and the business sector. For several years in a row, the project has been working for students and in the interests of students. In the last educational and practical season, students studied the topic of

communications and PR. The Business2Students project has a systemic and at the same time innovative character: master classes are held in an interactive format, students learned to write a PR strategy of the university, speakers prepared not only theoretical bases but also cases, real-life examples and real business situations;

- Master class of the ambassador "VORWERKThermomix" Dubovetskaya Vitalia, chef Duka Olga, where students of the Master's degree in "Restaurant Technologies and Business", "Innovative Technologies of Restaurant Business", "Hotel and Restaurant Management", "Tourism, Resort and Recreational Management", together with stakeholders, practiced innovative Thermomix technology. During the master class, students had the opportunity to independently model, design new recipes for health, diet, baby food in accordance with the principles of technological engineering of food technology, developed technologies SlowCook, Sousvide.

- Master class by Viktor Tymchyshyn, an expert in restaurant technology with 20 years of experience, a member of the Ukrainian Culinary Union, a multiple winner and judge of international culinary competitions on "Local fish raw materials: a modern gastronomic trend of the restaurant." The speaker presented to students the technology of modern Ukrainian cuisine - baked in natural clay pike perch fillet with burdock and wrinkled mushrooms served with green oil on a pillow of celery puree with octopus, decorated with black tapioca chips, fermented black garlic and lemon celery. Mr. Viktor shared his creative ideas on the use of local products and processing techniques, the features of modern gadgets in restaurant technology, his own vision of fashion trends in culinary design of restaurant dishes and modern preferences of guests in a restaurant.

2.17. Sports and recreation facilities.

An important area of organizational and educational work of the University is the participation of students in such traditional activities as: University Day, Knowledge Day and Dedication of the first year students, International Students' Day, Debut of the first year student, Miss and Mister KNUTE, Faculty Open Days, Donor Days, Tourism Day, Consumer Festival "Time To Act!", Student festival "Barbecue", Championship of the intellectual games "Brain Ring" and "My own game", Festival of wits and humor at KNUTE for the Rector's Cup and more.

The University has arts and culture center, where such creative amateur groups function: folk student academic chamber choir, contemporary dance

studio “Light”, vocal and contemporary music studio, folk and instrumental music group “At libitum” and others.

For the development of students as individuals and for the promotion of healthy lifestyle at the University, the Department of Physical Training offers such activities as: big and table tennis, fitness, volleyball (men and women), swimming, badminton, basketball, aerobics, boxing, body-fitness, football (men and women), athletic gymnastics, athletics, wrestling, physical rehabilitation and general physical training. All the conditions for physical training and sports were created: a modern stadium with artificial coverage, a sports ground, tennis courts, two modern playrooms, a gym, a boxing and wrestling room, fitness rooms.

2.18. Student organizations.

University public life is rich, multifaceted and diverse. On a voluntary basis at the University operate:

- student self-governance council of the University, 6 student self-governance councils at faculties and 5 student councils in hostels;
- scientific community of students, graduate students, doctoral students and young researchers;
- student clubs – “Eco Club”, Debate Club “Polemic Union”, Philosophy Club “Phoenix”, “Law Club”, Entrepreneur Club “YEP Club”, “Business Club”, “Marketing”, “SapLab”, “H&SE Services”, “ProgramClub”, “TROS”, “Luca Pacioli Accounting Club”, “Professional Accountant Club”, “Auditor's Club”, “KNUTE Artists Union”, “European Club”, All-Ukrainian Movement “Youth for Consumer Rights”, Chemists Club “Start in Science”, “Culinary Club”, Psychological Club “SAPGEN”, Tourist Club “Everest”, Club “Service”, sports clubs in football, basketball, volleyball, wrestling and more.

Information on student education, leisure, sports is available on the University's website (<http://www.knute.edu.ua>), KNUTE official Facebook page (<https://www.facebook.com/knteuofficial/>), KNUTE official Instagram social network page (https://www.instagram.com/knute_news/), KNUTE Telegram channel (<https://t.me/knteu>), KNUTE official social network page “YouTube” (<https://www.youtube.com/user/kyotostreet>) and on “KNUTE-Live” student television, as well as in the newspaper “University and Time”, student magazine “Kyoto, 19”.

3. Educational Program

Head of Project Group (Guarantee of Educational Program)

O.V. Hladkyi, Doctor of Science, Geography, Prof.

1. Educational Program is specialty 242 «Tourism» (in specialty «International Tourism Business»)

1 - General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics, Faculty of Restaurant, Hotel and Tourism Business, Department of Tourism and Recreation.
Academic degree and qualification title in the original	Academic degree Master's degree specialty «Tourism» specialization «International tourism Business»
Educational Program Title	«International Tourism Business»
Qualification Title (Degree), program credits and duration	Diploma type – individual. 90 ECTS credits, Training Schedule - 1, 4.
Accreditation	Certificate of accreditation ND № 119409 from 21.11.2017. For the period of validity until 01.07.2027. Ministry of Education and Science of Ukraine, Ukraine
Cycle/Level	EQF of Ukraine – 7 level, FQ-EHEA- second cycle, EQF-LLL- 7 level
Academic Background	Existance of Bachelor's Degree.
Language(s) of instruction	Ukrainian /English
Program duration	01.07.2027.
Educational Program Link	https://knute.edu.ua
2 Educational program aim	
Specialist training, able to identify and resolve complex tasks and problems creatively in the sphere of tourism and recreation in the context of professional activity or in the training process that requires the researches and/ or innovation actualizing and characterised by uncertainty of conditions and requirements by <i>successful</i> business growth of subjects of tourism activity at the international market.	
3 Educational program general information	
Subject area (Field of study, speciality, and specialization)	Field of study 24 «Service Industry» Specialty 242 «Tourism» Specialization «International Tourism Business»
Educational program orientation	Academic, training, applied program
Educational program and specialization goals and objectives	Professional education and practical training to resolve professional and scientific tasks to effective management of tourism business in the segment of international tourism, providing leadership of tourism activity subjects in domestic and foreign markets of tourism services in the conditions of internationalization and globalisation, development and implementation of tourism business subjects of different hierarchical levels of innovative projects and prove marketing strategies. Gaining experience to obtain reasoned decision in the main spheres of international tourism companies activities, as well as personal business projects on the basis of balanced analytical, information and

	<p>technological knowledge of business; investigation of successful training and realization of business ideas and enterprise, knowledge of ethical norms of international business, using of scientific and analytical tools of maintaining the competitiveness subjects of hospitality in international markets for stable tourism development.</p> <p><i>Key words:</i> international tourism, national/ regional tourism product, innovative projects in tourism, strategic marketing, international tourism corporations, quality control, management of tourism destination, international business, international competition, business processes management, psychology of business, tourism stable development.</p>
<p>Specific requirements</p>	<p>Practical training, including abroad practice, obtaining the certificates, interactive offsite practical training in tourism organisations, at successful international tourism organisations, representatives of international tourism corporations, attraction of experts for giving lectures and master-classes, opportunities for training abroad during one semester as part of international mobility program and international internship.</p> <p>Program is realised by Ukrainian and English languages of training.</p>
<p>4 Career opportunities and further learning</p>	
<p>Career opportunities</p>	<p><i>Types and titles of economic activity to work to which holder of master's degree is trained (according to National classifier of Ukraine "Classification of Types of Business Activities SC 009:2010»):</i></p> <p>79. Activity of travel agencies and tour operators, providing of reservation service and related activity. Activities of travel agencies, transportation and placement in temporary accommodation of tourists and travellers, tours organisation that travel agencies sell or direct agents as tour operators, and other activities, related with travel services, such as reservation. Tourist guides activity and providing of tourist facilities belong to this section.</p> <p>79.1. Activity of travel agencies and tour operators</p> <p>79.9. Providing of reservation service and related activity.</p> <p><u><i>Positions that graduate of Master's degree able to have (according to National classification of Ukraine "Occupational Classification SC 003:2010»):</i></u></p> <p>12 Managers of the enterprises, establishments and organisations;</p> <p>1238 Managers of projects and programs (tourism);</p> <p>13 Managers of small businesses without managerial apparatus in commercial service;</p> <p>1319 Director of small businesses without managerial apparatus in commercial service (tourism);</p> <p>14 Managers (directors) of the enterprise, establishments, organisations and their divisions;</p> <p>1475.4 Managers (director) of administrative activity in the sphere of tourism and resorts;</p> <p>1448.Managers (directors) of tourism agencies;</p> <p>1475.4 Manager (Sales manager) in the sphere of tourism activity;</p> <p>1475.4 Managers in Public Relations;</p> <p>1475.4 Manager (Director) of foreign economic activity in the sphere of tourism;</p>

	<p>1477.1 Personnel manager (director) of in the sphere of tourism activity;</p> <p>1477 Managers (directors) of selecting, providing and employing personnel in the sphere of tourism activity;</p> <p>2419.2 Marketing executives, enterprise effectiveness and rationalization of production and services realization in the sphere of tourism activity;</p> <p>3431 Secretaries of administrative authorities in the sphere of tourism and resorts;</p> <p>2471 Professionals of quality control;</p> <p>2482.2 Experts of hospitality in the places of locations (hotels, tourist complexes and so on);</p> <p>248. Professionals in the sphere of tourism, hotel, restaurant and sanatorium-and health-resort business:</p> <p>2481 Professionals in tourism sphere</p> <p>2481.1 Scientific researchers (tourism, tourist guidance);</p> <p>2481.2 Specialist in Tourism</p> <p>2483.1 Scientific researchers (recreation)</p> <p>2320 Teachers of secondary educational institutions;</p> <p>2310.2 Other teachers of universities and higher educational institutions;</p> <p>2351.1 Scientific researchers (methodologists);</p> <p>2359.1 Other scientific researchers in educational field;</p> <p>2359.2 Other experts in education;</p> <p>2447. Professionals in the sphere of project management and programs (tourism).</p>
Further learning	<p>Graduates of Master’s degree have the right to continue training on the third (educational and scientific) degree of Higher education – Doctor of Philosophy. Obtaining supplementary qualifications in the system of Postgraduate Education, further training, academic mobility.</p>
5 Training and assessment	
Teaching and learning	<p>Problem-based learning, students-centralized training, self-education. Lectures, practices with using active and interactive forms of education, individual study with books, course-books and specialised literature and informative materials from the Internet, training by means of practical training, tutorials with teachers, preparation of graduation thesis.</p>
Assessment	<p>Process control, written exams, credit of entrepreneurial (undergraduate) practice, graduation thesis defense.</p> <p>Assessment is protected under the “Act about the assessment of training results of KNUTE students and postgraduate students” and “Act about the organisation of students’ educational process”.</p>
6 - Program competences	
Integral competence	<p>Ability to resolve complex tasks and problems in the sphere of management and/ or in the process of learning that envisage the research and/ or actualization of innovation and is characterised by uncertainty of conditions and requirements, such as in the sphere of tourism and event business.</p> <p>Person’s ability to set and successfully develop on the appropriate and professional level complex scientific, research and practical tasks in international tourism business, generalize the practice of international tourism and recreation predict the directions of their development, and</p>

	<p>resolve the professional problems and practical tasks of international tourism activity in the process of work and/ or in the process of training that provide the research practice and/ or actualization of innovations and characterised by uncertainty of conditions and requirements.</p>
General competence (GC)	<p><i>GC 1. To operate on the basis of understanding of civilization humanitarian values and global processes, priorities of national development;</i></p> <p><i>GC 2. Ability for organization, planning, prognostications of activity's results of hospitality objects of tourism activity;</i></p> <p><i>GC 3. Ability to work in international and domestic professional environment;</i></p> <p><i>GC 4. Language proficiency and ability to communicate business English and other foreign languages in professional activity;</i></p> <p><i>GC 5. Ability to communicate with experts of other spheres of actions with current problems of tourism and recreation development;</i></p> <p><i>GC 6. Ability to develop the projects and manage them in the sphere of tourism and recreation;</i></p> <p><i>GC 7. Ability to have enterprising spirit, creativity, with to make progress and engage in self-realization;</i></p> <p><i>GC 8. Ability to time-management;</i></p> <p><i>GC 9. Ability to motivate people and navigate towards a common goal in tourism development by the principles of stability;</i></p> <p><i>GC 10. Ability to estimate and guarantee the services quality of performed tasks in the sphere of tourism;</i></p> <p><i>GC 11. Investigatory skills and abilities in the sphere of tourism and recreation;</i></p> <p><i>GC 12. Ability to make reasoned decisions and resolve the problems in the sphere of tourism.</i></p>
Professional competence (PC)	<p><i>PC 1. Ability to define the main scientific conceptions and methodological tourism and recreation categories and applying them in professional activity;</i></p> <p><i>PC 2. Ability to utilize the methods of scientific studies in the sphere of tourism and recreation;</i></p> <p><i>PC 3. Ability to analyse geospatial event organisation and tourist processes and design its development on basis of invariability;</i></p> <p><i>PC 4. Understanding the problem of national and regional tourist policy and regulation mechanisms of tourism activities;</i></p> <p><i>PC 5. Ability to organise and manage the tourism process in local, regional and international levels, in tourism destinations, at tourist agency;</i></p> <p><i>PC 6. Ability to design and promote the introduction of regional programs of sustainable tourist development;</i></p> <p><i>PC 7. Ability to put into practice international event experience and tourist activity;</i></p> <p><i>PC 8. Understanding of cooperation mechanisms of the subjects of international and national tourist markets and acts of sustainable business in tourism and recreation;</i></p> <p><i>PC 9. Ability to plan and organise the innovative activity, develop and realise the innovative projects, start-ups, productive and technological innovations at the enterprises in the spheres of tourism and recreation, estimation of their effectiveness and efficiency;</i></p>

	<p><i>PC 10. Ability to entrepreneurial activity on international and national and on event markets;</i></p> <p><i>PC 11. Ability to determine the strategic tasks in event and tourism business development;</i></p> <p><i>PC 12. Ability to social and academic mobility in the sphere of international events in tourism activity;</i></p> <p><i>PC 13. Ability to manage the quality of tourism services on the basis of using the national and international legislation in the sphere of tourism and recreation;</i></p> <p><i>PC 14. Ability to use the methods of marketing diagnostics, analysis and estimation of international market conditions of sport and recreation services; interpret the research's results and predict the directions of subjects development of tourism activity;</i></p> <p><i>PC 15. Ability to deal with scientific research in the sphere of tourism and recreation.</i></p>
7 Program learning outcomes (PLO)	
	<p><i>PLO 1. Knowledge of leading concepts, scientific and research methods and professional activity close to tourism and recreation;</i></p> <p><i>PLO 2. Ability to understand and apply in practice the theories and mythology of scientific system that form tourism service;</i></p> <p><i>PLO 3. Ability to use information methods and technologies in the sphere of tourism business;</i></p> <p><i>PLO 4. Knowledge of legitimacy, principles and mechanisms of national and international tourism market functioning;</i></p> <p><i>PLO 5. Ability to estimate the tourism market situation, interpret the results of research and predict the ways of subject development of entrepreneurial activity in the sphere of recreation and tourism;</i></p> <p><i>PLO 6. Ability to manage the enterprises and their integrative associations (corporations) of tourism and recreation industry;</i></p> <p><i>PLO 7. Ability to design and run the projects in the sphere of international events and tourism, hospitality;</i></p> <p><i>PLO 8. Ability to resolve the scientific challenges in the sphere of tourism and recreation;</i></p> <p><i>PLO 9. Have excellent skills in national language and use it in professional activity;</i></p> <p><i>PLO 10. Practice to use foreign language(s) in professional activity;</i></p> <p><i>PLO 11. Act in multicultural context;</i></p> <p><i>PLO 12. Use communicative skills and technologies, initiate the introduction of communicative management methods in practice activity in tourism business;</i></p> <p><i>PLO 13. Satisfy the communicative requirements in interactive regime with wide scientific community in the sphere of tourism and recreation;</i></p> <p><i>PLO 14. Demonstrate social accountability for the results of strategic decision making;</i></p> <p><i>PLO 15. Make decisions in complex and unpredictable conditions that indicate new approaches and prediction techniques;</i></p> <p><i>PLO 16. Hold responsibility for the development of professional knowledge and practice, estimation of team's strategic development, formation of effective personnel policy;</i></p>

	<p><i>PLO 17. Demonstrate aptitude for self-development and self-improving throughout life;</i></p> <p><i>PLO 18. Activate innovative comprehensive projects; demonstrate leadership qualities in the process of their realization.</i></p>
8 Resource support for program implementation	
Academic staff	<p>Professionals who realise the training of Masters' degree students in Educational program "International Tourism Business" must have Scientific Diploma Degree in Specialty. The training of English language program the specialists with the knowledge of English language with the level B2 are engages.</p> <p>Foreign specialists and practitioners can take part in teaching the cycle of professional training.</p>
Facilities	<p>Specific features of equipment and material procurement provide the usage of laboratories of KNUTE manufacturing complex, specialized laboratories:</p> <p>Computer class of tourist business management Tourism study classroom Laboratory of integration systems of business processes management Laboratory of food technology Laboratory of service organisation in restaurant business establishments Laboratory of bar business enology Laboratory of integration systems of business processes management VR-library and SMART-library</p>
Informational, teaching and learning materials	<p>Scientific and specialized researches or recreation and tourist information, curricular and monographic literature, source maps, IT technologies and platforms and other. Using the virtual of KNUTE teaching environment and specialist software: Program complexes Amadeus selling platform, "Parus": Enterprise, "Samo-Tur", Google Earth, Statistica, Surfer Golden Software, Microcal Origin, MapInfo Pro.</p> <p>Authors' development results of teaching staff.</p>
9 Academic mobility	
National credit mobility	National credit mobility is carried out according to concluded agreements about academic mobility.
International credit mobility	International credit mobility is realised as a result of conclusion of agreements about international academic mobility (Erasmus+ K1), about double certification, about longtime international projects that provide training of foreign students and receiving dual degree and so on.
Training of foreign students	Requirements and particularities of education program in the case of foreign citizens' training are Ukrainian language knowledge on the level no less than B1.

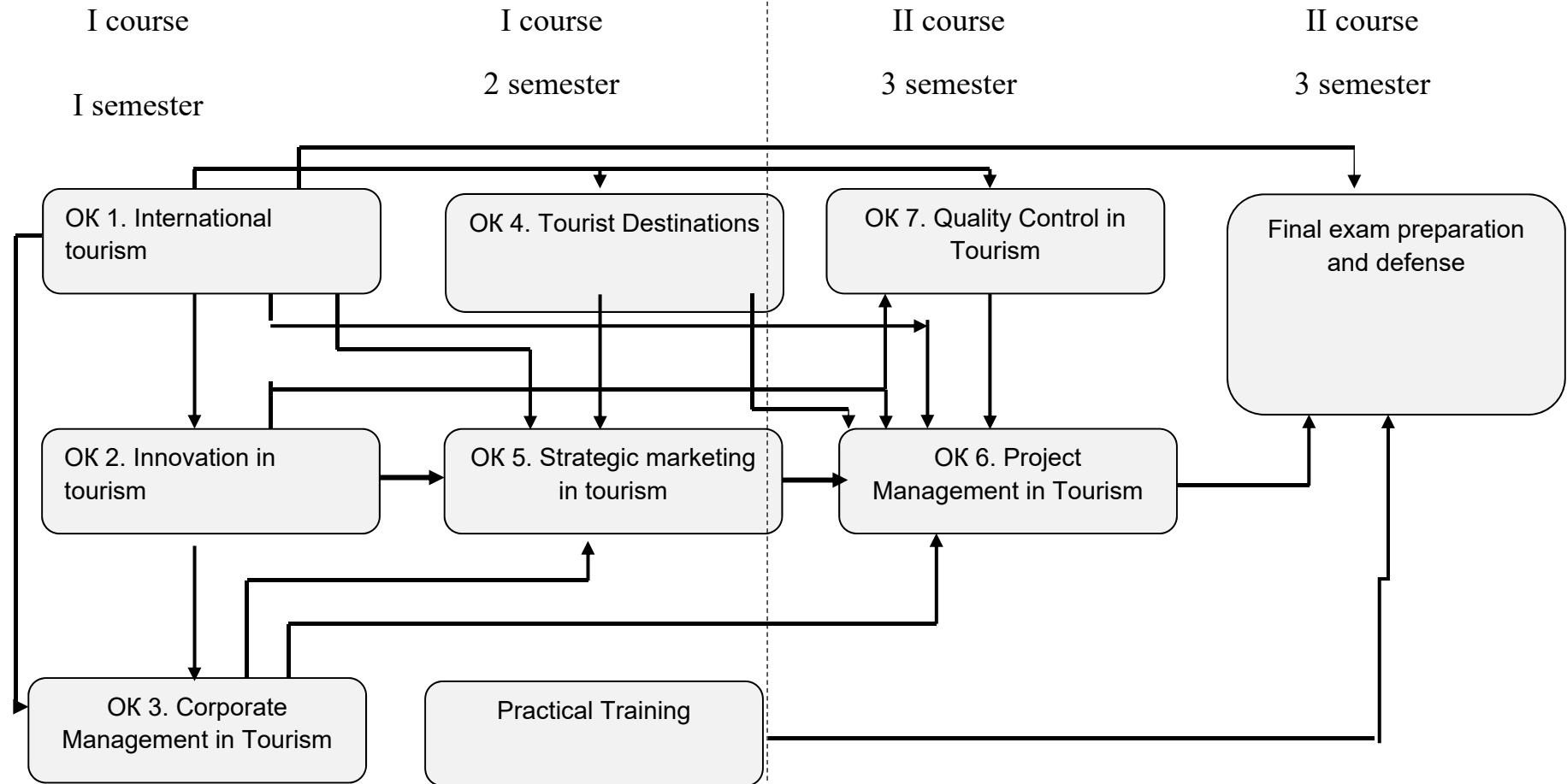
2. List of educational program components and their logical order

2.1. List of educational program components

№	Educational Program components	Total credits
CC 1.	International Tourism	6
CC 2.	Innovation in tourism	6
CC 3.	Corporate Management in Tourism	6
CC 4.	Tourist Destinations	7,5
CC 5.	Strategic Marketing in Tourism	7,5
CC 6.	Project Management in Tourism	6
CC 7.	Quality Control in Tourism	6
Total credits for compulsory components:		45
OB 1.	Anti-crisis psychology	6
OB 2.	Global Marketing	6
OB 3.	Contract law	6
OB 4.	Environmental policy	6
OB 5.	Intellectual Property	6
OB 6.	Consumer Law	6
OB 7.	Corporate Law	6
OB 8.	Methodology and organisation of scientific researches	6
OB 9.	International Competition	6
OB 10.	International MICE tourism	6
OB 11.	International Business	6
OB 12.	International credit, settlement and exchange operations	6
OB 13.	Psychology of Business	6
OB 14.	Business Process Management	6
OB 15.	Value-based Management	6
OB 16.	Management of luxury service	6
OB 17.	Revenue management	6
Total credits for compulsory components:		24
Total by cycle		69
Practical Training		
Practical Training		9
Assessment		
Final exam preparation and defense		12
TOTAL		90

* The final assessment for all educational program components is exam.

2.2. Structural and logical scheme of Educational Program



3. Final assessment

Assessment is carried out openly and publicly of Graduation thesis.

Graduation thesis has to involve the complex problem solving or problems in the sphere of management that expect for researches and/ or innovations and is characterised by complexity and uncertainty conditions, with the use of theories and methods of economic science.

Graduation thesis cannot involve academic plagiarism, adulteration, fabrication.

Graduation thesis must be released to the public in the official website of Higher educational establishment or its subdivision or its repository.

4.1. Program Competences and EP Components Matrix

Компоненти Компетентності	OK1	OK2	OK3	OK4	OK5	OK6	OK7
ЗК1	•	•		•	•		•
ЗК2		•	•	•	•	•	•
ЗК3	•		•	•	•		•
ЗК4	•	•	•	•			
ЗК5	•			•	•		•
ЗК6		•	•			•	
ЗК7		•				•	•
ЗК8		•	•			•	
ЗК9				•	•	•	
ЗК10			•				•
ЗК11	•	•		•	•	•	
ЗК12			•	•	•	•	•
СК1	•	•		•	•		
СК2		•		•	•	•	
СК3	•					•	
СК4		•		•			
СК5			•	•		•	
СК6	•			•		•	
СК7	•		•				
СК8	•		•	•			•
СК9		•				•	
СК10	•		•	•			
СК11	•		•	•	•		
СК12	•						
СК13	•						•
СК14					•	•	
СК15		•	•	•	•	•	•

5.1. Program Competences and EP Components Matrix

Компоненти Програмні результати навчання	ОК1	ОК2	ОК3	ОК4	ОК5	ОК6	ОК7
ПРН 1		•		•		•	•
ПРН 2	•	•		•			
ПРН 3		•				•	
ПРН 4	•			•	•		•
ПРН 5				•	•		
ПРН 6			•	•	•		•
ПРН 7		•				•	
ПРН 8	•			•		•	•
ПРН 9	•	•	•	•		•	
ПРН 10	•	•	•	•		•	
ПРН 11	•		•	•			•
ПРН 12	•		•	•		•	•
ПРН 13	•		•	•		•	
ПРН 14			•	•	•		•
ПРН 15		•	•		•	•	
ПРН 16			•		•	•	
ПРН 17		•				•	
ПРН 18		•				•	

5.2. Program Competences and EP Components Matrix

Компо- ненти Програмні результати навчання	БК1	БК2	БК3	БК4	БК5	БК6	БК7	БК8	БК9	БК10	БК11	БК12	БК13	БК14	БК15	БК16	БК17
ПРН 1				•	•			•						•	•		
ПРН 2								•									
ПРН 3					•									•	•	•	•
ПРН 4										•						•	
ПРН 5				•		•			•	•						•	
ПРН 6	•	•	•		•	•	•		•	•	•		•	•	•		•
ПРН 7	•		•		•			•		•			•	•	•		
ПРН 8								•		•				•	•		
ПРН 9	•												•			•	
ПРН 10		•							•	•	•	•				•	
ПРН 11		•					•		•	•	•	•				•	•
ПРН 12	•												•			•	
ПРН 13	•		•			•							•			•	
ПРН 14				•	•	•							•	•	•	•	
ПРН 15									•								•
ПРН 16	•												•	•	•	•	
ПРН 17	•			•									•			•	
ПРН 18	•		•		•	•							•				•

4.1. Title. INTERNATIONAL TOURISM.

Type. Compulsory.

Academic year. 2021/2022.

Semester. I.

Lecturer, academic degree, position. T.P. Dupliak, Candidate of Sciences (Economics), Associate Professor

Learning outcomes. Theoretical knowledge and practical skills of research of international tourism market and organization of activity of transnational tourism corporations and international hotel chains in the international and national market.

Compulsory disciplines studied before. Tourism Organization, Hotel Business

Course outline. Theoretical Basis and History of International Tourism. International Tourism Impacts. Indicators of International Tourism Development. Role of Government and Tourism Organizations in International Tourism. Transnationalization of Tourism Industry. Essence and Types of Transnational Corporations in Tourism. Corporate Governance Models of Transnational Tourism Corporations. International Hotel Chains as a Form of Transnational Corporations.

Recommended sources and other educational resources / means.

1. International Tourism and Hospitality in the Digital Age. Suresh Kumar, 2015. – 327 p.
2. International Tourism: Cultures and Behavior. [Yvette Reisinger](#). Elsevier, 2009. – 429 p.
3. International Tourism Management. [Arjun Kumar Bhatia](#). Sterling Publishers Pvt. Ltd, 2008. – 539 p.

Planned learning activities and methods of education. Lectures, seminars, workshops using informational technologies and active learning methods.

Methods of assessment:

- formative assessment (oral questioning / written tests / presentations / projects / situational tasks, etc.);
- summative assessment (written exam).

Learning and teaching language. English.

4.2. Title. INNOVING IN TOURISM.

Type. Compulsory.

Academic year. 2021/2022.

Semester. I.

Lecturer, academic degree, position. Mykhailichenko G.I., Doctor of Sciences (Economics), professor.

Learning outcomes. The assimilation of knowledge in order to apply the theoretical aspects of innovation management in practice; ways to use innovative technologies in the field of tourism services; mastering the spectrum of knowledge about the latest technologies use din the hotel and restaurant service, the resort business and tourism; use of product an dtechnological innovations inenterprises; the development of knowledge about the arsenal of computer interms of information support of innovations in tourism; the use of methods to assess of economic efficiency of innovations.

Compulsory disciplines studied before. «Management of Tourism», «Organisation of Tourism», «Economy of Tourism», «Marketing of Tourism».

Course outline. Theories of innovative development in the knowledge about tourism. Innovative processes in tourism. State regulation of innovation. Creative technologies proactive management of innovative projects in tourism. Innovative tourism potential. Information innovative technologies in the processes of tourist services. Marketing innovations and innovations in marketing of tourism. Provyayding of innovations in tourism and legal support of innovation. Methodsand models of innovative development of the tourist business. Financial and investment support for the introduction of innovative technologies in tourism.

Recommended sources and other educational resources / means.

1. Мазаракі, А. Інноваційна політика: підручник. [Текст]/ Мазаракі, А., Федулова Л., Андрощук Г. – К.: КНТЕУ, 2012р. – 604 с.
2. Михайліченко Г.І. Інноваційний розвиток туризму: монографія / Г.І. Михайличенко.- К.: Київ. Нац. торг.-екон. ун-т, 2012.- 608 с.

3. Salge, T.O. & Vera, A. (2012). "Benefiting from Public Sector Innovation: The Moderating Role of Customer and Learning Orientation". *Public Administration Review*, Vol. 72, Issue 4, - pp. 550–60.

Planned learning activities and methods of education. Combination of traditional and nontraditional methods of education with the use of innovative technologies:

- Lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures / binary lectures / dual lectures / lectures with prearranged errors).

- seminars (training / presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / work in groups / etc.).

Methods of assessment:

- formative assessment (oral tests / written tests; checking compendiums / presentations / projects / exercises / economic problems / situational tasks, etc.);

- summative assessment(written exam).

Learning and teaching language. English.

4.3. Title. MANAGEMENT OF CORPORATIONS IN TOURISM.

Type. Compulsory.

Academic year. 2021/2022.

Semester. I.

Lecturer, academic degree, position. Kravtsov S.S. Candidate of Sciences (Public Administration) (has passed Internship in European Academia (Bolzano, Italy) within the EU TEMPUS Program.

Learning outcomes. The mastery of theoretical knowledge complex and practical skills concerning management of corporations in tourism. Development of the abilities and skills to use specific tools for corporate strategy formation and management of corporate associations.

Compulsory disciplines studied before. «Management», «Law», «Tourism Organisation».

Course outline. Preconditions for the formation and the essence of a corporate form of business organization. Models and international standards of management of corporations. Models and international standards of management of corporations. The external environment of corporations in tourism. Stakeholder management of corporations in tourism. Corporate social responsibility and corporate culture in tourism. The integrated corporate structure in tourism. Transnational corporations in tourism. Strategic management of corporations in tourism. Forming a development strategy of corporations in tourism. Peculiarities of the strategic development of resort enterprises.

Recommended sources and other educational resources / means.

1. Стратегічне управління корпораціями : навч. посібн. / О. М. Скібіцький, В. В. Матвєєв, В. І. Щелкунов, С. М. Подреза. – К. : Центр учб. л-ри, 2016. – 480 с.
2. Босовська М. В. Інтеграційні процеси в туризмі : монографія / М. В. Босовська. – К. : КНЕУ, 2015 . – 831 с.
3. Mallin C.A. Corporate governance / Chris A. Mallin; 5th ed. – United Kingdom; New York, NY: Oxford University Press, 2016. – XXII, 417 p.
4. Tricker R. I. (Bob) Corporate Governance: Principles, Policies, and Practices / R.I. (Bob) Tricker; 3rd ed. – Oxford University Press, 2015. – 584 p.
5. James E. Post Redefining the Corporation: Stakeholder Management and Organizational Wealth. - Stanford Business Books), 2002. - 376 p.

Planned learning activities and methods of education. Combination of traditional and innovative methods of education with the use of technologies: thematic and problematic lectures, case study method, practical tasks with the use of information technologies, presentations, solving creative tasks, independent work of students.

Methods of assessment:

- formative assessment (testing, checking compendiums, situational tasks, analytical and creative tasks, defending individual and group projects);

- summative assessment (written exam).

Learning and teaching language. English.

4.4. Title. TOURISM DESTINATIONS MANAGEMENT.

Type. Compulsory.

Academic year. 2021/2022.

Semester. II.

Lecturer, academic degree, position. Zabaldina J.B., Candidate of Sciences (Economics), Associate Professor.

Learning outcomes. To acquire theoretical knowledge of tourism destinations creation and development and practical skills of effective destinations management in the dynamic social, natural, technological and economic environment.

Compulsory disciplines studied before. “Regional Economy”, “Information Systems and Technologies”, “Tourism Geography”, “Tourism Studies”, “State and Regional Management”, “Management and Administration”, “Organization of Tourism”, “Organization of the Hotel Industry”.

Course outline. Theoretical bases of tourism destinations formation and development. Methodology of Tourism Destinations Research. Tourism Destination Competitiveness. Management of Tourism Destinations visitors’ consumer behavior. Tourism Destinations Management. Tourism Destinations Marketing. Tourism Destination in the context of the Sustainable Development in Tourism.

Recommended sources and other educational resources / means.

1. Harrill, R. Destination Management: New Challenges, New Needs. In Handbook of Tourism Studies. Jamal, T. and Robinson, M. eds. Thousand Oaks, CA: Sage Publications. 2009.
2. Youcheng Wang, Abraham Pizam Tourism Destination Marketing and Management: Collaborative Strategies. – Cambridge : CAB International, 2011. – 370 p.
3. Vanhove N., The Economics of Tourism Destinations, Elsevier, 2010, Ткаченко Т.І. Сталий розвиток туризму: теорія, методологія, реалії

бізнесу : монографія / Т.І. Ткаченко. - 2-ге вид., випр. Та доповн. - К. : Київ. нац. торг.-екон. ун-т, 2009. - 463 с.

4. Туристські дестинації (теорія, управління, брендинг) / Т.І.Ткаченко, С.В. Мельниченко, М.Г. Бойко, Г.І. Михайліченко, Н.І. Ведмідь, Ю.Б. Забалдіна та ін; за ред. А. А. Мазаракі. – К.: КНТЕУ, 2013.

Planned learning activities and methods of education. Combination of traditional and nontraditional methods of education with the use of innovative technologies:

-lectures (review lectures / consulting lectures / conference lectures / modulation lectures).

-seminars (training / presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / individual project task / etc.).

Methods of assessment:

- formative assessment (oral tests / written tests; checking compendiums / presentations / projects / exercises / economic problems / situational tasks, etc.);

- summative assessment (written exam).

Learning and teaching language. English.

4.5. Title. STRATEGIC MARKETING IN TOURISM.

Type. Compulsory.

Academic year. 2021/2022.

Semester. II.

Lecturer, academic degree, position. Sai Dariia, PhD, Associate professor at International Economic Relations Department.

Learning outcomes. To form a system of theoretical knowledge and practical skills in order to apply the tools of strategic marketing as a concept aimed at achieving competitive advantage, maintaining and increasing loyal consumers segment, formation of the target market to achieve the goal of economic activity in the face of uncertainty and changeable external environment.

Compulsory disciplines studied before. "Management", "Marketing", "Economy of hotels and restaurants", "Marketing Communications".

Course outline. Strategic Marketing Essence and Task. Theoretical and Applied Foundations of Marketing Strategy Development. Strategic Marketing Planning. Methodological Principles of Strategic and Marketing Analysis of the Enterprise. Company Marketing Environment. Corporate and Marketing Strategies Interconnection. Competitive Marketing Strategies. Marketing Segmentation Strategies. Marketing Targeting Strategies. Product Differentiation Strategies. Product Positioning Strategies. Marketing Business Portfolio Management.

Recommended sources and other educational resources / means.

1. Крикавський Є.В. Стратегічний маркетинг: Навчальний посібник / Є. В. Крикавський, Л. І. Третякова, Н. С. Косар. Львів: Видавництво Львівської політехніки: 2012. – 256 с.

2. Куденко Н.В. Маркетингові стратегії фірми / Н.В. Куденко. – К. : КНЕУ, 2010. – 246 с.

3. Пашук О. Маркетинг послуг. Стратегічний підхід / О. Пашук. – К. : Професіонал, 2012. – 560 с.

4. Andreasen A. Strategic Marketing for Non-Profit Organizations / A. Andreasen, P. Kotler. – Publisher : Prentice Hall, 2008. – 504 p.

5. David W. Cravens, N. Piercy Strategic Marketing. – Publisher : McGraw-Hill/Irwin, 2009. – 800 p.

6. Cravens D. Strategic Marketing / D. Cravens, N. Piercy. – Publisher : McGraw-Hill/Irwin, 2012. – 672 p.

Planned learning activities and methods of education. Combination of traditional and innovative methods of education with the use of technologies: thematic and problematic lectures, case study method, practical tasks with the

use of information technologies, presentations, solving creative tasks, independent work of students.

Methods of assessment:

- O – oral questioning; D – dispute; T – testing; PT – practical tasks.
- summative assessment (written exam).

Learning and teaching language. English.

4.6. Title. PROJECT MANAGEMENT IN TOURISM.

Type. Compulsory.

Academic year. 2022/2023.

Semester. III.

Lecturer, academic degree, position. Гладкий О. В.

Learning outcomes.

Gaining by the students modern economic thinking, special knowledge in the sphere of Project Management, practical skills and defining the objectives of the Project and performance of its feasibility; examination of the Project; detection of the Project structure; determination of the size and grounding the way of investment; creation of the Project Team; determination of duration of the Project on the ground of works execution charts; estimation of resources; developing of the Project budget; evaluation of the Project risks; providing Project control.

Compulsory disciplines studied before. «Management of corporations in hotel, tourism and restaurant business», «International tourism», «Strategic marketing in hotel, tourism and restaurant business».

Course outline. Project Management in the system of management of organization. Project Feasibility. Planning the Project. Project Time Management. Project Resources Planning. Project Control. Project Risk Management. Project Quality Management. Project Team Management.

Recommended sources and other educational resources / means.

1. Kerzner, H. Project management. A systems approach to planning, scheduling and controlling. — New York, 2013. — 1243p.
2. Lock, D. Project Management, Gower Publishing, Eighth edition. – GB, 2014. – 511p.
3. Noordzij G. Project Management of Hotel Opening. - Processes Publisher: CreateSpace Independent Publishing Platform, 2014.- 184 p.
4. Dismore P. The AMA Handbook of Project Management / P. Dismore, I. Cabanis-Brewin .- American Management Association, 2012- 505 p.
5. Jack R. Meredith Project Management in Practice / Samuel J. Mantel, Scott M. Shafer, Margaret M. Sutton, Publisher: Wiley; 5 edition. - 2014 -336 p.

Planned learning activities and methods of education. Combination of traditional and nontraditional methods of education with the use of innovative technologies:

- lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures / binary lectures / dual lectures / lectures with prearranged errors).

- seminars (training / presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / work in groups / etc.).

Methods of assessment:

- formative assessment (oral tests / written tests; checking compendiums / presentations / projects / exercises / economic problems / situational tasks, etc.);

- summative assessment (written exam).

Learning and teaching language. English.

4.7. Title. QUALITY MANAGEMENT IN TOURISM.

Type. Compulsory.

Academic year. 2022/2023.

Semester. III.

Lecturer, academic degree, position. T.P. Dupliak, Candidate of Sciences (Economics), Associate Professor

Learning outcomes. Theoretical knowledge and practical skills to manage service quality in tourism

Compulsory disciplines studied before. Tourism Organization

Course outline. Theoretical basis of service quality management. Concept of service quality management in tourism. Service quality management system. Marketing aspects of quality management in tourism. Customer-oriented staff in tourist service quality management. Service operations as objects of service quality management. Methods of service quality management. External system of service quality management in tourism. Service quality management in different tourism sectors. Efficiency of quality management in tourism.

Recommended sources and other educational resources / means.

1. Basic of Service Quality Management in Hospitality and Tourism / Pushpender Sing. – Centrum Press, 2012.

2. Fundamentals of Service Quality Management in Hospitality and Tourism / P.R. Saxena. – Anmol publications, 2014.

3. Service Quality Management in Hospitality, Tourism, and Leisure / Connie Mok, Beverley Sparks, Jay Kadampully. – Routledge, 2013.

Planned learning activities and methods of education. Lectures, seminars, workshops using informational technologies and active learning methods.

Methods of assessment:

- formative assessment (oral questioning / written tests / presentations / projects / situational tasks, etc.);

- summative assessment (written exam).

Learning and teaching language. English.

4.8. Title. INTERNATIONAL MICE TOURISM.

Type. Optional.

Academic year. 2021/2022.

Semester. I.

Lecturer, academic degree, position. T.P. Dupliak, Candidate of Sciences (Economics), Associate Professor

Learning outcomes. Theoretical knowledges and practical skills to manage international business events in tourism

Compulsory disciplines studied before. Tourism Organization

Course outline. Conceptual basis of MICE tourism. History and current state of MICE tourism. World MICE tourism market. Service organization for MICE tourists. Business etiquette in international MICE tourism. Organization of business events. Organization of incentive tours. Organization of exhibitions. Organization of participation in exhibitions.

Recommended sources and other educational resources / means.

1. Business Travel and Tourism / John Swarbrooke and Susan Horner. – Routledge, 2001. – 352 pages.

2. Meetings, Expositions, Events and Conventions: An Introduction to the Industry, Global Edition / George G. Fenich. – Pearson Higher Ed, 2016. – 320 pages.

Planned learning activities and methods of education. Lectures, seminars, workshops using informational technologies and active learning methods.

Methods of assessment:

- formative assessment (oral questioning / written tests / presentations / projects / situational tasks, etc.);

- summative assessment (written exam).

Learning and teaching language. English.

4.9. Title. INTERNATIONAL BUSINESS.

Type. Optional.

Academic year. 2021/2022.

Semester. I.

Lecturer, academic degree, position. Кравець К. П.

Learning outcomes. Assimilation of theoretical principles of formation modern model of international business based on evolution conditions of entrepreneurial activity; identification of features international business at the present stage of its development; definition the impact of elements of the

international environment on activities international companies; analysis of current development trends TNCs and assessing the level of transnationalization of the company; acquisition skills of strategic analysis and evaluation of international prospects business; formation of a logically consistent and structured system knowledge of international business.

Compulsory disciplines studied before. “Microeconomics”, “Macroeconomics”, “Business Economics”, “International economic relations”.

Course outline. International business: essence, evolution, basic characteristics. Theoretical basis for the formation of a modern model international business. Forms of realization of international business. The environment of international business. Transnational corporations and their decisive role in international business. Transnational banks in international business. Small and medium business in the field international business. Strategic alliances in international business. Sectoral features of international business. Specifics of risks international business environment. Methods and techniques of risk analysis host country. Decision making in conditions of uncertainty international business environment. International business in free economic and offshore zones. Formation of international strategy business. National models of international business. Social responsibility in international business. Integration processes in international business.

Recommended sources and other educational resources / means.

1. Вергун В.А. Вступ до спеціальності «Міжнародний бізнес» : навч. посібник / В.А. Вергун, В.С. Карп. – К.: ВАДЕКС, 2019. – 404 с.
2. Рогач О.І. Теорії міжнародного бізнесу: підручник для студентів економічних спеціальностей вищих навчальних закладів / О.І. Рогач. – К.: ВПЦ «Київський університет», 2018. – 687 с.
3. Управління міжнародним бізнесом: конспект лекцій для студентів економічного спрямування, аспірантів, викладачів / Н.Г. Ушакова, К.Ю. Величко, О.І. Печенка. – Харків: Видавництво «Форт», 2016. – 126 с.

Planned learning activities and methods of education. Thematic and

problem lectures, practical classes in the form of a discussion "for", situational analysis, case studies, presentations of projects in small groups, writing thematic essays on current topics.

Methods of assessment:

- current control - oral and written questioning, testing, problem solving, checking individual tasks;
- final control - written exam.

Learning and teaching language. English.

4.10. Title. INTELLECTUAL PROPERTY.

Type. Optional.

Academic year. 2021/2022.

Semester. II.

Lecturer, academic degree, position. Мазаракі Н. А.

Learning outcomes. Formation of a complex of theoretical knowledge on intellectual property as a determining economic and legal category of the information society.

Compulsory disciplines studied before. "Law", "Business law".

Course outline. The concept of intellectual property, objects and subjects of intellectual property. The concept, principles and sources of copyright; objects and subjects of copyright; personal property and non-property rights to works of literature, art and science; collective management of copyright; responsibility for copyright infringement. Legal protection of related rights. The concept and conditions of legal protection of inventions, utility models, industrial designs. Legal protection of non-traditional results of intellectual property. Legal protection of means of individualization of subjects of economic turnover, goods, works and services. The concept and legal protection of commercial (brand) names, trademarks and geographical values. – Protection against unfair competition. Liability for infringement of intellectual property rights.

Recommended sources and other educational resources / means.

1. Алієва-Барановська В. Організаційно-правові засади охорони інтелектуальної власності в Україні / В. Алієва-Барановська // Юридична Україна : щомісячний правовий часопис. – 2017. – № 4. – С. 49–57.
2. Бошицький Ю.Л. Правове регулювання службового винахідництва: проблеми теорії та практики / Ю.Л. Бошицький, М.М. Яшарова. – Київ : Вид-во Європ. ун-ту, 2012.
3. Інтелектуальна власність: навч. посіб. / Г.М. Остапович, О.М. Стороженко, Г.В. Уманців, О.В. Фоміна. – Київ : Київ. нац. торг.-екон. ун-т, 2012.
4. Право інтелектуальної власності : підручник. / О.І. Харитонова, Є.О. Харитонов, Т.С. Ківалова, В.С. Дмитришин, О.О. Кулініч, Л.Д. Романадзе та ін. за заг. ред. О.І. Харитонової, – К.: Юрінком Інтер., 2017. – 544 с.
5. Костенко І. Інтелектуальна власність очима малого та середнього бізнесу Європейського Союзу / І. Костенко // Інтелектуальна власність в Україні. – 2016. – № 6. – С. 4–7.

Planned learning activities and methods of education.

Lectures (review lectures / thematic lectures); seminars.

Methods of assessment:

- formative assessment (oral tests / written tests / presentations / projects / situational tasks, etc.);
- summative assessment (written exam).

Learning and teaching language. English.

4.11. Title. PSYCHOLOGY OF BUSINESS.

Type. Optional.

Academic year. 2022/2023.

Semester. III.

Lecturer, academic degree, position. Yu.V Drozdova. Candidate of Sciences (Psychology), Associate Professor (Department of Foreign Philology and Translation).

Learning outcomes. Knowledge of psychological sources, factors, mechanisms and patterns of business development as a system; basic methods and techniques of psychological training for businessman; potential psychological foundations of businessman; such success factors as behavior, motivation, organizational skills, ethics; personal limits that reduce efficiency. Ability to analyze business as organization, activity and social institution; determine business impact on social and professional development of the individual.

Compulsory disciplines studied before. «Psychology», «Philosophy», «Social Psychology», «Management Psychology».

Course outline. Business Psychology as a branch of Psychology. Psychological characteristics of business. Psychological problems of business management. Psychological characteristics of professional businessman competencies and recruitment. Psychological features of successful business activity. Communication processes in entrepreneur activity. Psychological technique of personal businessman activity. The role of psychotechnologies in business.

Recommended sources and other educational resources / means.

1. Іпатів Е.Ф., Левківський К.М., Павловський В.В. Психологія управління в бізнесі. / Іпатів Е.Ф., Левківський К.М., Павловський В.В. - Х.; К.: НМЦВО, 2010. – 320 с.
2. Grant P. Business Psychology in Action/ P. Grant - Agency Publisher: The Association for Business Psychology, 2016.-200 pp.
3. Biggs D. Management Consulting: A guide for students/ D. Biggs-London: Cengage Learning, 2012.-186 pp.
4. McKenna E. Business Psychology and Organizational Behaviour: A students handbook/E.Mckenna-Agency Publisher: Psychological Press, 2010.-698 pp.
5. Grant P. Business Psychology in Practice/ P. Grant - Agency Publisher: Whurr Publishers, 2011.-245 pp.
6. Passmore J. Top Business Psychology models/ J. Passmore-London:Kogan Page, 2012.-224 pp.

Planned learning activities and methods of education. Combination of traditional and nontraditional methods of education with the use of innovative technologies:

- lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures);
- seminars (training / presentations / discussions/ work in groups / case study/ brainstorming).

Methods of assessment:

- formative assessment (oral tests / written tests / presentations / projects / situational tasks, etc.);
- summative assessment (written exam).

Learning and teaching language. English.