

**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)**

|                           |                                            |
|---------------------------|--------------------------------------------|
| <b>Field of Science</b>   | <b>24 «Services»</b>                       |
| <b>Field of Specialty</b> | <b>241 «Hotel and Restaurant Business»</b> |
| <b>Specialization</b>     | <b>«International Hotel Business»</b>      |
| <b>Academic Degree</b>    | <b>«Master»</b>                            |

**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](mailto: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.**

|                                 |                                                                                                                                                                                                                                              |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Mazaraki<br/>Anatoliy</b>    | 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 |
| <b>Prytulska<br/>Natalia</b>    | First Vice-Rector for Scientific-Pedagogical Work, Doctor of Technical Sciences, Professor                                                                                                                                                   |
| <b>Melnichenko<br/>Svitlana</b> | Vice-Rector for Scientific Work, Doctor of Sciences (Economics), Professor                                                                                                                                                                   |
| <b>Sai<br/>Valeriy</b>          | Vice-Rector for Scientific-Pedagogical Work and International Relations, PhD in Economics, Associate Professor, Protocol Advisor of I Rank                                                                                                   |
| <b>Vovk<br/>Halyna</b>          | 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                                    |                                       |
| <b>06 Journalism</b>                    | 061 Journalism                     | 061 Journalism                     | Advertising and Public Relations   | 061 Journalism                           | Advertising                                       |                                       |
| <b>07 Management and Administration</b> | 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<br>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              |                                                    |
| <b>08 Law</b>                      | 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                                |
| <b>12 Information technologies</b> | 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                             |
| <b>18 Manufacturing and technologies</b> | 181 Food technology               | 181 Food technology                 | Technology and organization of restaurant business | 181 Food technology                       | Craft technology                           |
|                                          |                                   |                                     | Restaurant technology and food design              |                                           |                                            |
| <b>23 Social work</b>                    |                                   | 232 Social security                 | Social security                                    |                                           |                                            |
| <b>24 Service sector</b>                 | 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 |
|                                          |                                   | Economy and organization of tourism |                                                    | International event management in tourism |                                            |
|                                          |                                   | Digital tourism                     |                                                    |                                           |                                            |

| Key and Title of Knowledge Area                | Entry Level (short cycle)                | First («Bachelor») level                 |                                      | Second («Master») level                  |                                      |
|------------------------------------------------|------------------------------------------|------------------------------------------|--------------------------------------|------------------------------------------|--------------------------------------|
|                                                |                                          | Major                                    | Specialization                       | Major                                    | Specialization                       |
| <b>28 Public management and administration</b> | 281 Public management and administration | 281 Public management and administration | Public management and administration | 281 Public management and administration | Public management and administration |
| <b>29 International relations</b>              | 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 22<sup>nd</sup> 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 EBSCOPUBLISHING.
- 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 KNUTEU.
- 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](http://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                                                                                                              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------------------------------------------------------------------------------------------|-----------|---------------|-----------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <b>University of Auvergne</b><br><i>(Université d'Auvergne)</i><br>School of Management<br>Clermont-Ferrand, France                                      | Bachelor (Licence) | <ul style="list-style-type: none"> <li>• Management</li> </ul>                                         | 1 year    | full-time     | French          | <ul style="list-style-type: none"> <li>• Minimum requirement French/ B2,</li> <li>• at least 2-3 years of study at KNUTE</li> </ul> |
|                                                                                                                                                          | Master             | <ul style="list-style-type: none"> <li>• Strategic management</li> </ul>                               | 2 years   |               |                 | <ul style="list-style-type: none"> <li>• Minimum requirement French B2/C1,</li> <li>• Bachelor degree</li> </ul>                    |
| <b>ESCP Europe</b><br>Paris, France                                                                                                                      | Master             | <ul style="list-style-type: none"> <li>• Management</li> </ul>                                         | 2 years   | full-time     | French, English | <ul style="list-style-type: none"> <li>• French/ English B2/C1,</li> <li>• Bachelor degree</li> </ul>                               |
| <b>Paris-Est Créteil University</b><br><i>(Université Paris-Est Créteil)</i><br>The Eiffel School of Management<br>(IAE Gustave Eiffel)<br>Paris, France | Bachelor (Licence) | <ul style="list-style-type: none"> <li>• Management and Economics</li> </ul>                           | 1 year    | full-time     | French          | <ul style="list-style-type: none"> <li>• Minimum requirement French B2,</li> <li>• at least 3 years of study at KNUTE</li> </ul>    |
|                                                                                                                                                          | Master             | <ul style="list-style-type: none"> <li>• Management</li> <li>• Marketing</li> <li>• Finance</li> </ul> | 1-2 years |               |                 | French, English                                                                                                                     |

*Continuation of the table*

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

*The end of the table*

| Partner university, country                                                                                                         | Academic degree                                   | Specialty                               | Duration                    | Mode of study | Language        | Admission requirements                                                                                                           |
|-------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|-----------------------------------------|-----------------------------|---------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------|
| <b>University of Central Lancashire</b><br>School of Languages, Literature and International Studies<br>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"> <li>• Minimum requirement English B1</li> <li>• at least 2 years of study at KNUTE</li> </ul> |
|                                                                                                                                     | Bachelor                                          | • International business communications | 1 year                      |               |                 | <ul style="list-style-type: none"> <li>• Minimum requirement English B2/C1,</li> <li>• Bachelor degree</li> </ul>                |
| <b>The University of Applied Sciences Würzburg-Schweinfurt</b><br><br>Würzburg-Schweinfurt, Germany                                 | Bachelor                                          | • International management              | 1 semester                  | full-time     | German, English | <ul style="list-style-type: none"> <li>• Minimum requirement German/English B2</li> <li>• Bachelor degree</li> </ul>             |

|                                                                                                                |               |                                                                                                                              |                   |                  |                            |                                                                                                                   |
|----------------------------------------------------------------------------------------------------------------|---------------|------------------------------------------------------------------------------------------------------------------------------|-------------------|------------------|----------------------------|-------------------------------------------------------------------------------------------------------------------|
| <p><b>The University of Bamberg</b><br/><i>(Otto-Friedrich University Bamberg)</i></p> <p>Bamberg, Germany</p> | <p>Master</p> | <ul style="list-style-type: none"><li>• Management of international information systems</li><li>• European economy</li></ul> | <p>1 semester</p> | <p>full-time</p> | <p>German,<br/>English</p> | <ul style="list-style-type: none"><li>• Minimum requirement German/English B2</li><li>• Bachelor degree</li></ul> |
|----------------------------------------------------------------------------------------------------------------|---------------|------------------------------------------------------------------------------------------------------------------------------|-------------------|------------------|----------------------------|-------------------------------------------------------------------------------------------------------------------|

### **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 (DELF-DALF, 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 "VORWERK Thermomix" 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/](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)**

**Bojko M.G., Head of Department of Hotel and Restaurant Business, Doctor of Science, Economics, Prof.**

| <b>1 – General information</b>                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Full name of IHE and structural unit</b>                                                                                                                                                                                                                                                                                                                                                                                               | Kyiv National University of Trade and Economics, Faculty of Restaurant, Hotel and Tourism Business, Department of Hotel and Restaurant Business |
| <b>Academic degree and qualification title in the original</b>                                                                                                                                                                                                                                                                                                                                                                            | Academic degree Master's degree specialty «Hotel and restaurant Business specialization «International Hotel Business»                          |
| <b>Educational Program Title</b>                                                                                                                                                                                                                                                                                                                                                                                                          | «International Hotel Business»                                                                                                                  |
| <b>Qualification Title (Degree), program credits and duration</b>                                                                                                                                                                                                                                                                                                                                                                         | Diploma type – individual.<br>90 ECTS credits.                                                                                                  |
| <b>Accreditation</b>                                                                                                                                                                                                                                                                                                                                                                                                                      | Ministry of Education and Science of Ukraine, Ukraine, 01.07.2022.                                                                              |
| <b>Cycle/Level</b>                                                                                                                                                                                                                                                                                                                                                                                                                        | EQF of Ukraine – 7 level, FQ-EHEA- second cycle, EQF-LLL- 7 level                                                                               |
| <b>Academic Background</b>                                                                                                                                                                                                                                                                                                                                                                                                                | Existence of Bachelor's Degree.                                                                                                                 |
| <b>Language(s) of instruction</b>                                                                                                                                                                                                                                                                                                                                                                                                         | Ukrainian /English                                                                                                                              |
| <b>Program duration</b>                                                                                                                                                                                                                                                                                                                                                                                                                   | 01.07.2022.                                                                                                                                     |
| <b>Educational Program Link</b>                                                                                                                                                                                                                                                                                                                                                                                                           | <a href="https://knute.edu.ua">https://knute.edu.ua</a>                                                                                         |
| <b>2 Educational program aim</b>                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                 |
| Forming of general and professional competences for successful implementation of economical, organizational and managerial, project-oriented, engineering and manufacturing activity in the sphere of tourism, recreation and resort business.<br>Forming of general and professional competences for successful implementation of scientific-research and education activity in the sphere of international event management in tourism. |                                                                                                                                                 |
| <b>3 Educational program general information</b>                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                 |
| <b>Subject area (Field of study, speciality, and specialization)</b>                                                                                                                                                                                                                                                                                                                                                                      | Field of study 24 «Service Industry», Specialty 241 «Hotel and Restaurant Business», Specialization «International Hotel Business»              |

|                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|--------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Educational program orientation</b>                             | Academic, training, applied program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Educational program and specialization goals and objectives</b> | <p>Focusing on the implementation of educational locus with applied, research, scientific-practical and scientific-pedagogical directions.</p> <p>Special education and professional and scientific problems in the economic activity of hotel business entities in the international context with the possibility of acquiring the necessary research skills in the development and implementation of international projects.</p> <p>Key words: international hotel and restaurant chains, income management, corporations management, international economic relations, international tourism, foreign economic activity, international settlements, international marketing, international business, international finance.</p>                                                                                                                                                                                                                                                                                                                 |
| <b>Specific requirements</b>                                       | <p>Interdisciplinary and multidisciplinary training of specialists in the organization of hotel business entities, including international capital in the services market of Ukraine, etc. organization of the activity of hotel business entities on international markets.</p> <p>Forming of general and professional competences for successful implementation of scientific-research and education activity in the sphere of international event management in tourism.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>4 – Career opportunities and further learning</b>               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Career opportunities</b>                                        | <p><i>National classifier of Ukraine “Classification of Types of Business Activities SC 009:2010»</i></p> <p>248 Professionals in the sphere of tourism, hotel, restaurant and sanatorium-and health-resort business:</p> <p>2482 Experts of hospitality and restaurant business</p> <p>2483 Professionals in recreation sphere:</p> <p>2483.1 Scientific researchers (recreation)</p> <p>2483.2 Professionals in recreation business</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>2482.2 Specialist in hotel business</p> <p>2482.2 Specialist in restaurant business</p> <p>3414 Specialist in tourism services</p> <p>3414 Specialist in leisure activities</p> <p>3414 Specialist in development of country tourism</p> <p>1225 Managers of manufacturing departments in the establishments of food and beverage business, hotels and other lodging establishments</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 specialists in educational field</p> <p>2419.1 Scientific researchers (marketing, efficiency of business undertaking, simplification of operation)</p> <p><i>Obtaining of professional certificates according to results of practical training</i></p>                                           |
| <b>Further learning</b>             | Graduates of Master's degree can continue training on the educational and scientific degree, improve their qualification and take additional graduate classes                                                                                                                                                                                                                                                                                                                                                           |
| <b>5 – Training and assessment</b>  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Teaching and learning</b>        | <p>Problem-based learning, students-centralized training, self-education.</p> <p>Lectures, practical classes, individual study with books, course-books and specialized literature, training by means of practical training, traineeship, tutorials with teachers, preparation of graduation thesis.</p>                                                                                                                                                                                                                |
| <b>Assessment</b>                   | <p>Written exams, credit of entrepreneurial (undergraduate) practice, essay, presentations, graduation thesis and other activities are assessed by ECTS system.</p> <p><i>Grading scale</i> is used for simplification of marks conversion received by ECTS, national and on KNUTE 100 points system.</p>                                                                                                                                                                                                               |
| <b>6 – Program competences</b>      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Integral competence (IC)</b>     | Ability to resolve complex tasks and problems in the sphere of hotel and restaurant business in international environment.                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>General competence (GC)</b>      | <p>GC 1. To operate on the basis of ethical motives.</p> <p>GC 2. Ability to conduct research, process and analyze information from different sources.</p> <p>GC 3. Ability to analyze, estimate, produce and generate new ideas. GC 4. Ability to work in a team.</p> <p>GC 5. Ability to use information and communication technologies.</p> <p>GC 6. Ability to conduct research at the appropriate level.</p> <p>GC 7. Ability to make reasoned decisions</p> <p>GC 8. Ability to work in international context</p> |
| <b>Professional competence (PC)</b> | PC 1. Ability to apply scientific, analytical, methodological tools, to use interdisciplinary research to analyze the state of development of global and local markets of hotel and restaurant services to solve complex problems of hotel and restaurant business development, in particular in the international environment.                                                                                                                                                                                         |

|                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                            | <p>PC 2. Ability to systematize and synthesize information to take into account cross-cultural features of the hotel and restaurant business, in particular in the international environment.</p> <p>PC 3. Ability to plan and carry out resource provision of the hotel and restaurant business entities, in particular in the international environment.</p> <p>PC 4. Ability to create and implement product, service, organizational, social, managerial, infrastructural, marketing innovations in the economic activity of subjects of hotel and restaurant business, in particular in the international environment.</p> <p>PC 5. Ability to provide effective service, commercial, production, marketing, economic activity of subjects of hotel and restaurant business, in particular in the international environment.</p> <p>PC 6. Ability to coordinate and regulate relationships with partners and consumers, in particular taking into account national characteristics.</p> <p>PC 7. Ability to do business, particularly in an international environment.</p> <p>PC 8. Ability to develop anti-crisis programs of corporations, hotel and restaurant chains, hotel and restaurant business entities.</p> <p>PC 9. Ability to provide quality customer service.</p> <p>PC 10. Ability to apply the principles of social responsibility in the activities of hotel and restaurant business.</p> <p>PC 11. Ability to independently master new knowledge, to use innovative technologies in the field of hotel and restaurant business.</p> <p>PC 12. Ability to integrate knowledge and solve complex problems of hotel and restaurant business in multidisciplinary contexts, in new or unfamiliar environments with incomplete or limited information.</p> |
| <b>7 – Program learning outcomes (PLO)</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                            | <ol style="list-style-type: none"> <li>1. Ability to develop and to make effective decisions on the development of hotel and restaurant business, taking into account the goals, resources, constraints and risks, to ensure their implementation, to analyze and to compare alternatives, to assess the risks and consequences of their impact.</li> <li>2. Have excellent skills in national language and use it in professional activity. Practice to use foreign language(s) in professional activity.</li> <li>3. Ability to develop, implement and apply modern methods for evaluating the effectiveness of innovation in the hotel and restaurant business.</li> <li>4. Ability to monitor the situation in the market of hotel and restaurant services.</li> <li>5. Ability to assess new market opportunities, formulate business ideas and develop marketing measures under uncertain conditions and requirements that require the</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

|                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                        | <p>application of new approaches, methods and tools of socio-economic research.</p> <p>6. Ability to search for the necessary data in the scientific literature, databases and other sources, to analyze and evaluate this data, to systematize and organize information to solve complex problems of professional activity.</p> <p>7. Ability to investigate models of development of international and national hotel and restaurant chains (corporations).</p> <p>8. Ability to Initiate, develop and manage projects for the development of hotel and restaurant business entities, taking into account information, material, financial and personnel support.</p> <p>9. Ability to use specialized software to solve problems of management of basic and auxiliary business processes of hotel and restaurant business entities.</p> <p>10. Be responsible for the formation of effective personnel policy of hotel and restaurant business entities, organizational communications, development of professional knowledge, assessment of strategic team development, selection and motivation of staff to effectively solve professional problems.</p> <p>11. Ability to carry out research and / or conduct innovative activities in order to obtain new knowledge and create new technologies and types of services (products) in the hotel and restaurant business and in broader multidisciplinary contexts.</p> <p>12. Ability to clear and unambiguous to convey one's own knowledge, conclusions and arguments to specialists and non-specialists, in particular to students.</p> |
| <b>8 – Resource support for program implementation</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Academic staff</b>                                  | 95 % of professionals who realize the training of Masters' degree students in Educational program "International Tourism Business" must have Scientific Diploma Degree in Specialty. Foreign specialists and practitioners can take part in teaching the cycle of professional training.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Facilities</b>                                      | <p>Computer class of hotel business</p> <p>Computer class of tourist business management</p> <p>Computer class of design</p> <p>Laboratory of service organization in restaurant business establishments</p> <p>Laboratory of bar business enology</p> <p>Laboratory of computer-aided design systems</p> <p>Laboratory of integrated business process management systems</p> <p>Laboratory of heating and refrigeration equipment</p> <p>VR-library</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |



|                                                       |                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Informational, teaching and learning materials</b> | Using the virtual of KNUTE teaching environment and specialist software: innovative system of hotel management Fidelio V8; Program complexes Amadeus selling platform, "Parus": Enterprise, system Liko. Authors' development results of teaching staff.                                |
| <b>9 – Academic mobility</b>                          |                                                                                                                                                                                                                                                                                         |
| <b>National credit mobility</b>                       | National credit mobility is carried out according to concluded agreements about academic mobility.                                                                                                                                                                                      |
| <b>International credit mobility</b>                  | International credit mobility is realized 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. |
| <b>Training of foreign students</b>                   | 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

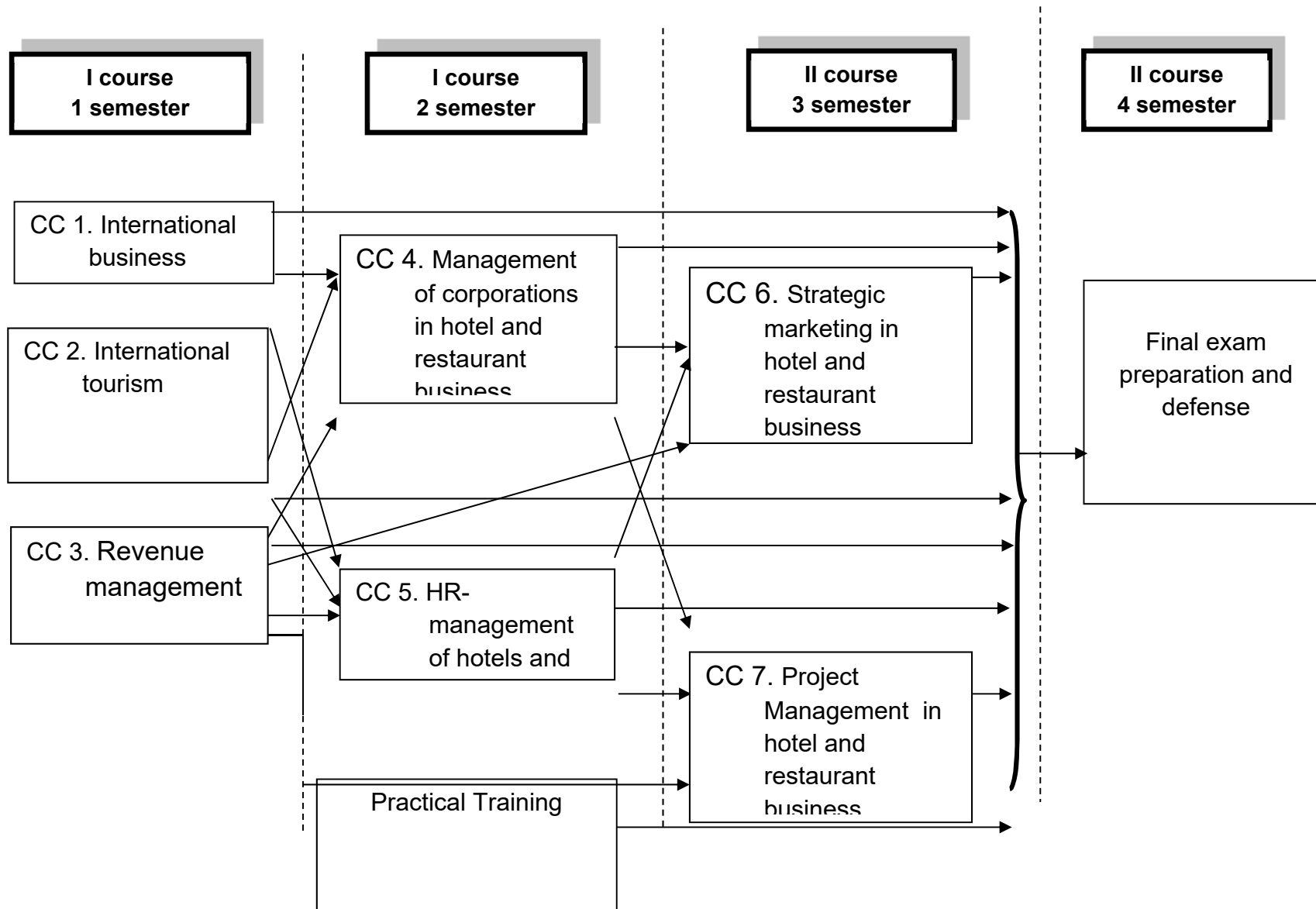
### 2.1. List of educational program components

| №                                     | Educational Program components                              | Total credits |
|---------------------------------------|-------------------------------------------------------------|---------------|
| <b>CC (compulsory component)</b>      |                                                             |               |
| CC 1.                                 | International business                                      | 6             |
| CC 2.                                 | International tourism                                       | 6             |
| CC 3.                                 | Revenue management                                          | 6             |
| CC 4.                                 | Management of corporations in hotel and restaurant business | 7,5           |
| CC 5.                                 | HR-management of hotels and restaurants                     | 7,5           |
| CC 6.                                 | Strategic marketing in hotel and restaurant business        | 6             |
| CC 7.                                 | Project Management in hotel and restaurant business         | 6             |
|                                       | <b>Total credits for compulsory components:</b>             | <b>45</b>     |
| <b>OB (optional block of courses)</b> |                                                             |               |
| OB 1.                                 | Crisis psychology                                           | 6             |
| OB 2.                                 | Brand-management                                            | 6             |
| OB 3.                                 | Hotel business                                              | 6             |
| OB 4.                                 | Business etiquette                                          | 6             |
| OB 5.                                 | Contract Law                                                | 6             |
| OB 6.                                 | Intellectual property                                       | 6             |

| №      | Educational Program components                                          | Total credits |
|--------|-------------------------------------------------------------------------|---------------|
| OB 7.  | Consumer Law                                                            | 6             |
| OB 8.  | Corporate Law                                                           | 6             |
| OB 9.  | Methodology and organization of scientific research                     | 6             |
| OB 10. | International credit settlement and currency transactions               | 6             |
| OB 11. | International strategies of economic development                        | 6             |
| OB 12. | International Finance                                                   | 6             |
| OB 13. | International Marketing                                                 | 6             |
| OB 14. | International MICE-tourism                                              | 6             |
| OB 15. | Accounting and financial reporting according to international standards | 6             |
| OB 16. | Consumer behaviour of hospitality services                              | 6             |
| OB 17. | Psychology of Business                                                  | 6             |
| OB 18. | Psychology of image                                                     | 6             |
| OB 19. | Psychology of self-determination                                        | 6             |
| OB 20. | Digital Marketing Technologies                                          | 6             |
| OB 21. | Business Process Management                                             | 6             |
| OB 22. | Management of luxury service                                            | 6             |
| OB 23. | Management of luxury tourism                                            | 6             |
| OB 24. | Management of tourism destinations                                      | 6             |
| OB 25. | Management of service quality in hotels and restaurants                 | 6             |
| OB 26. | Price-oriented management                                               | 6             |
|        | <b>Total credits for compulsory components</b>                          | <b>24</b>     |
|        | <b>Practical Training</b>                                               |               |
|        | <b>Practical (Pre-diploma) training</b>                                 | 9             |
|        | <b>Assessment</b>                                                       |               |
|        | <b>Final exam preparation and defense</b>                               | 12            |
|        | <b>Optional components of EP</b>                                        | <b>90</b>     |

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 characterized 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<br>Компетентності | OK 1 | OK 2 | OK 3 | OK 4 | OK 5 | OK 6 | OK 7 |
|------------------------------|------|------|------|------|------|------|------|
| <b>ЗК 1</b>                  |      |      |      |      | +    |      |      |
| <b>ЗК 2</b>                  | +    | +    | +    | +    | +    | +    | +    |
| <b>ЗК 3</b>                  |      |      |      |      | +    |      | +    |
| <b>ЗК 4</b>                  |      |      |      | +    |      |      | +    |
| <b>ЗК 5</b>                  | +    | +    | +    | +    | +    | +    |      |
| <b>ЗК 6</b>                  | +    | +    | +    | +    | +    | +    | +    |
| <b>ЗК 7</b>                  | +    | +    | +    | +    | +    | +    | +    |
| <b>ЗК 8</b>                  | +    | +    | +    | +    |      |      |      |
| <b>СК 1</b>                  | +    | +    | +    | +    | +    | +    | +    |
| <b>СК 2</b>                  | +    | +    |      |      | +    | +    | +    |
| <b>СК 3</b>                  | +    | +    | +    | +    | +    | +    | +    |
| <b>СК 4</b>                  | +    | +    | +    | +    | +    | +    | +    |
| <b>СК 5</b>                  | +    |      |      | +    |      | +    | +    |
| <b>СК 6</b>                  | +    | +    |      | +    | +    | +    | +    |
| <b>СК 7</b>                  | +    | +    | +    | +    | +    | +    | +    |
| <b>СК 8</b>                  |      |      |      | +    |      |      | +    |
| <b>СК 9</b>                  |      |      |      | +    | +    | +    | +    |
| <b>СК 10</b>                 | +    |      |      | +    | +    |      | +    |
| <b>СК 11</b>                 | +    | +    | +    | +    | +    | +    | +    |
| <b>СК 12</b>                 | +    | +    | +    | +    | +    | +    | +    |

## 4.2. Program Competences and EP Components Matrix

| Компоненти<br>Компетентності | BK 1. | BK 2. | BK 3. | BK 4. | BK 5. | BK 6. | BK 7. | BK 8. | BK 9. | BK 10. | BK 11. | BK 12. | BK 13. | BK 14. | BK 15. | BK 16. | BK 17. | BK 18. | BK 19. | BK 20. | BK 21. | BK 22. | BK 23. | BK 24. | BK 25. | BK 26. |
|------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>3K 1</b>                  | +     |       |       |       |       |       |       |       |       |        |        |        |        |        |        |        | +      | +      | +      |        |        |        |        | +      |        | +      |
| <b>3K 2</b>                  |       |       |       | +     |       |       |       |       |       |        | +      |        |        |        |        |        |        |        |        |        |        |        |        |        | +      |        |
| <b>3K 3</b>                  |       |       |       | +     |       |       |       |       |       |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| <b>3K 4</b>                  |       |       |       |       |       |       |       |       |       |        |        |        |        |        |        | +      |        |        |        |        |        |        |        |        |        |        |
| <b>3K 5</b>                  |       |       | +     | +     |       |       |       |       |       |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| <b>3K 6</b>                  |       |       |       |       |       |       |       |       |       |        | +      |        |        |        |        |        |        |        |        |        | +      |        |        |        |        |        |
| <b>3K 7</b>                  | +     |       |       |       | +     |       |       |       | +     |        |        |        |        |        |        |        | +      | +      | +      | +      |        |        |        |        |        |        |
| <b>3K 8</b>                  |       |       |       | +     |       |       |       |       |       |        |        |        | +      |        |        |        |        |        |        |        |        |        |        | +      |        |        |
| <b>CK 1</b>                  |       |       |       |       |       |       |       |       |       |        |        |        |        |        |        |        |        |        |        | +      |        |        |        |        |        |        |
| <b>CK 2</b>                  |       |       |       | +     |       |       |       |       |       |        |        |        | +      |        |        |        |        |        |        |        | +      |        |        | +      |        | +      |
| <b>CK 3</b>                  |       |       |       | +     |       |       |       |       |       |        |        |        |        |        |        |        |        |        |        |        | +      |        |        |        | +      | +      |
| <b>CK 4</b>                  |       |       |       |       |       | +     | +     | +     | +     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| <b>CK 5</b>                  |       |       |       |       |       |       |       |       |       |        |        | +      |        |        |        | +      |        |        |        |        |        |        |        |        |        |        |
| <b>CK 6</b>                  |       | +     | +     |       |       |       |       |       |       | +      | +      | +      | +      | +      | +      | +      | +      |        |        |        | +      | +      | +      | +      | +      | +      |
| <b>CK 7</b>                  |       | +     |       |       |       |       |       |       |       |        | +      |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| <b>CK 8</b>                  |       |       |       |       |       | +     | +     | +     | +     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| <b>CK 9</b>                  | +     |       |       |       |       |       |       |       |       |        |        |        |        |        |        |        | +      | +      | +      | +      |        |        |        |        |        | +      |
| <b>CK 10</b>                 |       | +     | +     |       |       |       |       |       |       | +      | +      | +      | +      | +      | +      | +      |        |        |        |        |        | +      | +      | +      | +      | +      |
| <b>CK 11</b>                 |       |       |       |       |       |       |       |       |       |        |        | +      |        | +      |        |        |        |        |        |        |        | +      | +      |        | +      | +      |
| <b>CK 12</b>                 |       |       |       |       |       |       |       |       |       | +      | +      | +      | +      | +      | +      |        |        |        |        |        |        |        | +      |        |        |        |

### 5.1. Program Competences and EP Components Matrix

| Програмні результати навчання | Компоненти |      |      |      |      |      |      |
|-------------------------------|------------|------|------|------|------|------|------|
|                               | ОК 1       | ОК 2 | ОК 3 | ОК 4 | ОК 5 | ОК 6 | ОК 7 |
| 1                             | +          | +    | +    | +    | +    | +    | +    |
| 2                             | +          | +    |      |      |      |      |      |
| 3                             |            |      | +    | +    | +    | +    | +    |
| 4                             | +          | +    | +    | +    |      | +    | +    |
| 5                             | +          | +    | +    | +    |      | +    | +    |
| 6                             | +          | +    | +    | +    | +    | +    | +    |
| 7                             | +          | +    |      | +    |      |      | +    |
| 8                             | +          | +    | +    |      |      | +    | +    |
| 9                             | +          | +    | +    | +    | +    | +    | +    |
| 10                            |            |      |      | +    | +    | +    | +    |
| 11                            | +          | +    | +    | +    | +    | +    | +    |
| 12                            | +          | +    | +    | +    | +    | +    | +    |

#### **4.1. Title. INTERNATIONAL BUSINESS.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** I.

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

**Learning outcomes.** Students acquire modern economic thinking and special knowledge about the functional and institutional structure of international business, its laws, trends and problems of development in the conditions of globalization processes.

**Compulsory disciplines studied before.** "Economic Theory", "Philosophy", "Hotel and Restaurant Management" and "Marketing", "Distribution Service Management".

**Course outline.** Subject, content and tasks of the discipline "International business". The environment of international business. Organizational legal forms of international business. Strategies for the exit of companies into foreign markets. Human Resource Management in International Business. Ethics and Social Responsibility in International Business. National models of international business.

**Recommended sources and other educational resources / means.**

1. Вергун В.А. Міжнародне корпоративне управління : навч. посіб. / В.А. Вергун, О.І. Ступницький, В.В. Якубовський. – Київ: ВПЦ «Київський університет», 2012. – 360 с.
2. Михайленко О.Г., Красніков Д.А. Посібник – Дн-ськ: Видавництво «КИТ», 2014. – 128 с.
3. Білоцерківець В.В., Завгородня О.О., Лебедева В.К. Міжнародна економіка. Підручник./ За ред. А.О. Задой, В.М. Тарасевича – К.: Центр учбової літератури, 2012. – 416 с.

**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.

**4.2. 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.

**4.3. Title. REVENUE MANAGEMENT.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** I.

**Lecturer, academic degree, position.** Kulyk M.V., Candidate of Sciences (Economics), Associate Professor.

**Learning outcomes.** Theoretical knowledge and practical skills in order to put in practice theoretical aspects of Revenue management, use basic elements and principles of Revenue management and mechanism of its implementation in enterprise activity, use of economic forecasting methods of Revenue management.

**Compulsory disciplines studied before.** «Management in hotel and restaurant business», «Marketing», «Communicative Management» and «Hotel Business»

**Course outline.** Economic Basis of Revenue Management. Revenue Management System. Hotel revenue management process. Market segmentation, profiling and targeting. Revenue management analysis.

Revenue management forecasting. Pricing hotel revenue management strategy. Non-pricing hotel revenue management tools. Managing revenues in various hotel revenue management centres. Information provision for the revenue management process. Hotel revenue management, ethics and relationship marketing.

### **Recommended sources and other educational resources / means.**

1. Ivanov, S. (2014), Hotel Revenue Management: From Theory to Practice, Zangador, Varna.
2. Kimes, S.E. (2011), “The future of hotel revenue management”, Journal of Revenue and Pricing Management, Vol. 10 No. 1, pp. 62-72.
3. Oskam, J. and Zandberg, T. (2016), “Who will sell your rooms? Hotel distribution scenarios”, Journal of Vacation Marketing, Vol. 22 No. 3, pp. 265-78.
4. Oxford Business Group (2014), “Heavy lifting: Hotel investments are ramping up capacity ahead of 2022”, available at: [www.oxfordbusinessgroup.com/analysis/heavy-lifting-hotel-investments-are-ramping-capacity-ahead-2022](http://www.oxfordbusinessgroup.com/analysis/heavy-lifting-hotel-investments-are-ramping-capacity-ahead-2022)

### **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.

#### **4.4. Title. CORPORATE MANAGEMENT IN HOTEL AND RESTAURANT BUSINESS.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** II.

**Lecturer, academic degree, position.** Kulyk M.V., Candidate of Sciences (Economics), Associate Professor.

**Learning outcomes.** Gaining by students modern economic thinking and special knowledge of corporate management, practical skills in developments of strategic ways of developing a corporate organization and providing its competitiveness, formation and development of corporate culture, control of investment and dividend policy of JSC.

**Compulsory disciplines studied before.** «Management in hotel and restaurant business», «Marketing», «Communicative Management» and «Hotel Business»

**Course outline.** Theoretical basics of the corporate management in hotel and restaurant business. The external sphere of corporations. Corporate relations

participants and the corporate governance authorities. Strategic corporations planning. Evaluation of the corporate management effectiveness. Economic mechanism of corporation management. Reporting and control in the corporate management system. Management of the corporate capital. Management of government corporate rights.

Strategic analysis in the management of corporations. Strategy development corporations in hotel and restaurant business. corporate social responsibility and corporate culture in hotel and restaurant business.

### **Recommended sources and other educational resources / means.**

1. Corporate Management of Diversified Companies - Information Demand and Information processing/ Nicolas Rabener: German National library. - 2006.- 406 p.
2. Corporate Management, Governance, and Ethics Best Practices/S. Rao Vallabhaneni/ New Jersey, 2008 – 485p.
3. Corporate Governance: A Practical Guide to the Legal Frameworks and International Codes of Practice/Alan Calder–Kogan Page Publishers, 2008 – 282p.
4. Corporate Reputation: Managing Opportunities and Threats/Mr Graeme Martin, Professor Ronald J Burke, Professor Cary L Cooper CBE Gower Publishing, Ltd., 2012 - 356 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.

**4.5. Title.** **HR-MANAGEMENT HOTELS AND RESTAURANTS.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** II.

**Lecturer, academic degree, position.** Авдан О. Г.

**Learning outcomes.** Formation of students' knowledge, skills, professional worldview in the field of HR-management of hotels and restaurants and ability to organize and motivate staff to achieve a common goal, work in a team, develop systematic managerial thinking with taking into account the industry specifics and features of management work in hospitality.

**Compulsory disciplines studied before.** "Hotel management and restaurants "," Hotel business "," Restaurant business "," Economy of hotels and restaurants "," Strategic marketing in hotel and restaurant business "," Management of corporations in the hotel and restaurant business "," Business Process Management ".

**Course outline.** Theoretical principles of HR-management. HR staff in the hospitality management system. Organization of activities and functions HR management services. HR policy and HR strategy. Planning hospitality staff. Recruitment and adaptation of personnel in the field hospitality. Assessment of professional competencies of staff in the field hospitality. Personnel

logistics of personnel in the field of hospitality. Development professional competencies of staff in the field of hospitality. Organizational behavior and team HR-management in the field of hospitality. The effectiveness of HR-management in the field of hospitality.

**Recommended sources and other educational resources / means.**

1. Палеха Ю.І. Менеджмент персоналу: навчальний посібник. –К.:Ліра-К, 2017. - 336 с.
2. Пушкар З.М. , Пушкар. Б.Т. Кадровий менеджмент: Навчальний посібник –Тернопіль: Осадца Ю.В., 2017. –210с.
3. Robert L. Mathis, John H. Jackson. Human Resource Management, 13th Edition, US, University of Wyoming, 2017 – Retrieved from: <https://core.ac.uk/download/pdf/33797590.pdf>

**Planned learning activities and methods of education.** Lectures, seminars, practical classes with the use of information technologies.

**Methods of assessment:**

- current control - survey; testing; practical solutions tasks, cases; solving individual creative tasks; essay; presentations, moderation.
- final control - written exam.

**Learning and teaching language.** English.

**4.6. Title. STRATEGIC MARKETING.**

**Type.** Compulsory.

**Academic year.** 2022/2023.

**Semester.** III.

**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. Пащук О. Маркетинг послуг. Стратегічний підхід / О. Пащук. – 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.

**4.7. Title. PROJECT MANAGEMENT IN HOTEL AND RESTAURANT BUSINESS.**

**Type.** Compulsory.

**Academic year.** 2022/2023.

**Semester.** III.

**Lecturer, academic degree, position.** Boyko M.G., Doctor of Sciences (Economics), Professor

**Learning outcomes.** formation of students' portfolio of professional competencies that will allow project management to achieve business goals. Based on the results of studying the discipline, the student will acquire professional competencies for designing a project management system for hotel and restaurant business facilities; development of procedures and methods for monitoring the implementation of hotel and restaurant business projects; organization of team work on the implementation of projects based on principles of team formation; assessment of the conditions and consequences of management decisions on the implementation of projects of hotel and restaurant business; change management as a result of project initiation and implementation; application of quantitative and qualitative methods of project justification for making sound management decisions on; project development and implementation time management; project resource management and cost; use of international project management standards; diagnostics of market and specific risks of the project in the hotel and restaurant business; development of a business plan, implementation of feasibility study of the project and ensuring its implementation; increasing the efficiency of project resource management;

**Compulsory disciplines studied before.** «Management», «Hotel Business», «HR-management hotels and restaurants»

**Course outline.** Theoretical basis of the discipline project management in the hospitality and restaurant business. Rationale for the project in the hotel and restaurant business. Project planning in the hotel and restaurant business. Project execution time management in the hotel and restaurant business. Project resource management in the hotel and restaurant business. Project human resource management. Project cost management in the hotel and restaurant business. Project risk management in the hotel and restaurant business. Project quality management in the hotel and restaurant business. Project control in the hotel and restaurant business.

**Recommended sources and other educational resources / means.**

1. HORECA: textbook. aid .: in 3 vols. Vol.1. Hotels / Ed .. A.A. Mazaraki. – K .: KNUTE. – 2016 -348 p.
2. Extreme project management: using leadership, principles, and tools to deliver value in the face of volatility / by Doug DeCarlo; foreword by James P. Lewis; afterword by. Robert K. Wysocki. — 1st ed. p. cm .— (The Jossey-Bass business & management series) 2014.— 555 p
3. Lewis J. Fundamentals of Project Management.— Publisher: AMACOM; Fourth Edition edition, 2012.— 202 p.
4. Making project decisions through risk management. - <http://md-management.ru/articles/html/article32632.html>.
5. Examples of completed PM Expert outsourcing projects. - <http://www.pmexpert.ru/>

**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.

**4.8. Title.** INTERNATIONAL MARKETING.

**Type.** Optional.

**Academic year.** 2021/2022.

**Semester.** I.

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

**Learning outcomes.** Formation of theoretical and special knowledge, practical skills and abilities in the field of international marketing among students, which are necessary for achievement of commercial objectives in international business.

**Compulsory disciplines studied before.** The discipline is studied on the grounds of basic macroeconomic background. According to the structure and logical scheme for specialty 03060104 “International economic activity management” - "International marketing" have to be studied after such disciplines as "Microeconomics", "Marketing", "International economic relations", "Organization of foreign trade transactions"; for specialties 03060101 “Organizations management and administration” (specialty “Hotel and restaurant business management”) and 14010101 “Hotel and restaurant

business” – after studying such disciplines as “Hotels and restaurants economics”, "Marketing", "Marketing Communications", "Management".

**Course outline.** International Marketing Essence and Tasks. International Marketing Environment. International Marketing Researches. Foreign Target Market Segmentation and Selection. Positioning on International Market. Foreign Markets Entry Modes. Product Policy on Foreign Markets. International Channels of Distribution. International Marketing Communications. International Pricing Policy. Management of International Marketing Activity. International marketing in Ukraine.

**Recommended sources and other educational resources / means.**

1. Svend Hollensen “Essentials of Global Marketing”, © Pearson Education Limited 2008. ISBN: 978-0-273-71784-3.
2. John Burnett “Core Concepts of Marketing”, Copyright © 2008 by John Burnett, Publisher: Global Text Project 2008.
3. Sak Onkwisit and John J. Shaw “International Marketing: Analysis and Strategy”, Fourth edition 2004, Simultaneously published in the UK, USA and Canada by Routledge. ISBN: 0415311330, 9780415311335
4. Philip Kotler, Gary Armstrong, “Principles of marketing: Global Edition”, ISBN-10: 1292092483 • ISBN-13: 9781292092485 ©2016 • Pearson • Paper, 736 pp.
5. Philip Kotler, Kevin Lane Keller “Marketing Management”—Twelfth edition, Prentice Hall 2006. ISBN 0-13-145757-8
6. “Strategic Marketing Process e-book”, Copyright © 2006-2009 Moderandi Inc. All rights reserved.
7. Jr. Joseph Hair, Robert P Bush, David J Ortinau “Marketing Research: Within a Changing Information Environment”, McGraw-Hill/Irwin; 3 edition (January 14, 2005). ISBN-10: 0072830875, ISBN-13: 978-0072830873
8. Susan Dann, Stephen Dann “Competitive marketing strategy”, Copyright © Pearson Education Australia 2007, For upper level undergraduate students. ISBN 9780733971617, ISBN 0 7339 7161 X.
9. “Alliances and joint ventures. Patterns of internationalization for developing country enterprises”, Publisher: United Nations Industrial

Development Organization. Vienna International Centre, P.O. Box 300, 1400 Vienna, Austria. Printed in Austria V.05-91195—June 2006—1,000

10. Marieke de Mooij, «Global Marketing and Advertising: Understanding Cultural Paradoxes» 4th edition, ISBN-13: 978-1452257174, ISBN-10: 1452257175, Copyright © 2014 by SAGE publications, Inc.

11. Dr. Alan Fyall and Dr. Brian Garrod, “Tourism Marketing: A Collaborative Approach”, ISBN 1-873150-90-3, ISBN 1-873150-89-x, Copyright © 2005 Alan Fyall and Brian Garrod.

**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:**

- OT - Oral test; E - Essay; D - Digest; IA- Individual Assignments; WT - Written test.
- summative assessment (written exam).

**Learning and teaching language.** English.

**4.9. Title. MANAGEMENT OF SERVICE QUALITY IN HOTELS AND RESTAURANTS.**

**Type.** Optional.

**Academic year.** 2021/2022.

**Semester.** I.

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

**Learning outcomes.** Identify and solve complex management problems in a sphere of service quality management of hotels and restaurants based on specific of hotel and restaurant business subjects' functioning.

**Compulsory disciplines studied before.** Hotel Business

**Course outline.** Theoretical basis of a quality management. Domestic and international experience of quality management in hotels and restaurants. Quality management concept in hotels and restaurants. Methodology of quality management in hotels and restaurants. Quality evaluation in hotels and restaurants. Efficiency of quality management in hotels and restaurants. Quality management systems in hotels and restaurants. Certification of quality management system in hotels and restaurants. Quality control and audit in hotels and restaurants.

**Recommended sources and other educational resources / means.**

1. Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience / Robert C. Ford, Michael C. Sturman, Cherrill P. Heaton. – Delmar Cengage Learning, 2011. – 544 pages.

2. Service Quality Management in Hospitality, Tourism, and Leisure / Connie Mok, Beverley Sparks, Jay Kadampully. – Routledge, 2013. – 358 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.

**4.10. 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.** 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.

**4.11. 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. Іпатов Е.Ф., Левківський К.М., Павловський В.В. Психологія управління в бізнесі. / Іпатов 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 Assosiation 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 Pychoplogy 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.

