

**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>242 «Tourism»</b>
<b>Specialization</b>	<b>«International Tourism»</b>
<b>Academic Degree</b>	<b>«Bachelor»</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 WEBSITES 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 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 Natalia</b>	First Vice-Rector for Scientific-Pedagogical Work, Doctor of Technical Sciences, Professor
<b>Melnichenko Svitlana</b>	Vice-Rector for Scientific Work, Doctor of Sciences (Economics), Professor
<b>Sai Valeriy</b>	Vice-Rector for Scientific-Pedagogical Work and International Relations, PhD in Economics, Associate Professor, Protocol Advisor of I Rank
<b>Vovk 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
<b>01 Education</b>		017 Physical education and sports	Sport management		
<b>02 Culture and art</b>		022 Design	Design		
<b>03 The Humanities</b>		035 Philology	Germanic languages and literature (including translation), first - English		
<b>05 Social and behavioural sciences</b>	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	053 Psychology	Practical psychology	053 Psychology	Psychology
	054 Sociology	054 Sociology	Sociology of economic activity	-	-
<b>06 Journalism</b>	061 Journalism	061 Journalism	Advertising and Public Relations	061 Journalism	Advertising
<b>07</b>	071	071	Accounting	071	Accounting



Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level		
		Major	Specialization	Major	Specialization	
<b>Management and Administration</b>	Accounting and taxation	Accounting and taxation	and taxation	Accounting and taxation	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		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
				International finance		Financial brokerage
						Financial technologies in business
	073 Management	073 Management	Management of foreign economic activity	073 Management	Management of foreign economic activity	

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
			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 recreational management		
		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		

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level		
		Major	Specialization	Major	Specialization	
	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	
					Customs– in English	
			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	

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
	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		
<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	

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
				Economy and organization of tourism	
		Digital tourism			
<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, Politehnichna 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 temporarily 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 EBSCO PUBLISHING.
- ScienceDirect - a polythematic database of full texts of Elsevier articles.
- DOAB (Directory of Open Access Books) - a directory of open access books.
- DOAJ (Directory of Open Access Journals) - a directory of peer-reviewed scientific and academic journals in all fields of knowledge.
- WILEY electronic library.
- Europeana - European digital library.
- EThOS (Electronic Theses Online Service) - scientific works of open archives of British universities.

- Full-text electronic database of educational and methodical materials of KNTEU.
- 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> <i>(Université d'Auvergne)</i> School of Management 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> 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> <i>(Université Paris-Est Créteil)</i> The Eiffel School of Management (IAE Gustave Eiffel) 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	<ul style="list-style-type: none"> <li>• Minimum requirement French/English B2/C1,</li> <li>• Bachelor degree</li> </ul>

*Continuation of the table*

Partner university, country	Academic degree	Specialty	Duration	Mode of study	Language	Admission requirements
<b>Audencia Nantes School of Management</b> Nantes, France	Master	<ul style="list-style-type: none"> <li>• Management</li> </ul>	1,5 year	full-time	French, 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> <i>(Université Grenoble Alpes)</i>  Faculty of Economics (Faculté d'Economie)  Grenoble, France	Bachelor (Licence)	<ul style="list-style-type: none"> <li>• Economics and Management</li> </ul>	1 year	online study mode	French, 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, 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> School of Languages, Literature and International Studies Preston, The United Kingdom	<b><i>English Language Summer and Winter Schools</i></b>		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>  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>
<b>The University of Bamberg (Otto-Friedrich University Bamberg)</b>  Bamberg, Germany	Master	<ul style="list-style-type: none"> <li>• Management of international information systems</li> <li>• European economy</li> </ul>	1 semester	full-time	German, English	<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 (DELTA, IELTS, ESOL) and take part in various forms of international academic mobility in the framework of cooperation agreements with European universities – KNUTE partners.

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

## **2.15. Opportunities for practical training.**

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

Kyiv National University of Trade and Economics maintains partnerships with more than 700 stakeholders. University partners include state and local government bodies, organizations, departments, services which provide basis for

the practice of students with further employment. The vast majority of them are the partners in educational programs, namely:

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

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

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

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

### **2.16. Learning in the workplace.**

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

Examples of on-the-job training are:

- Business2Students by Watsons is one of the key projects in the portfolio of partner synergies of KNUTE and the business sector. For several years in a row, the project has been working for students and in the interests of students. In the last educational and practical season, students studied the topic of communications and PR. The Business2Students project has a systemic and at the same time innovative character: master classes are held in an interactive format, students learned to write a PR strategy of the university, speakers prepared not only theoretical bases but also cases, real-life examples and real business situations;

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

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

### **2.17. Sports and recreation facilities.**

An important area of organizational and educational work of the University is the participation of students in such traditional activities as: University Day,

Knowledge Day and Dedication of the first year students, International Students' Day, Debut of the first year student, Miss and Mister KNUTE, Faculty Open Days, Donor Days, Tourism Day, Consumer Festival "Time To Act!", Student festival "Barbecue", Championship of the intellectual games "Brain Ring" and "My own game", Festival of wits and humor at KNUTE for the Rector's Cup and more.

The University has arts and culture center, where such creative amateur groups function: folk student academic chamber choir, contemporary dance studio "Light", vocal and contemporary music studio, folk and instrumental music group "At libitum" and others.

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

### **2.18. Student organizations.**

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

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

Information on student education, leisure, sports is available on the University's website (<http://www.knute.edu.ua>), KNUTE official Facebook page (<https://www.facebook.com/knteuofficial/>), KNUTE official Instagram social network page ([https://www.instagram.com/knute\\_news/](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. Profile of the educational program in specialty 242 "Tourism"  
(specialization "International Tourism")**

<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 Tourism and recreation
<b>Academic degree and qualification title in the original</b>	Level of higher education Bachelor Speciality «Tourism» Specialization «International Tourism»
<b>Educational program title</b>	«International Tourism»
<b>Qualification title (degree), program credits and duration</b>	Bachelor diploma, 240 credits ECTS Training period 3 years 10 months
<b>Accreditation</b>	Accreditation in Speciality 242 «Tourism», Certificate of accreditation НД № 1196406 of 21.11.2017 p. validity term 01.07.2021 p. MES of Ukraine
<b>Cycle\level</b>	HPK Ukraine– 6 level, FQ-EHEA – first cycle, EQF LLL – 6 level
<b>Academic background</b>	a certificate of secondary education
<b>Language(s) of instruction</b>	Ukrainian
<b>Program duration</b>	01.07.2021
<b>Educational program link</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 - Educational programme aim</b>	
Formation of general and professional competencies for the successful implementation of economic, organizational and managerial, production and technological activities in the field of international tourism	
<b>3 - Educational programme description</b>	
<b>Subject area (field of study, speciality, and specialisation)</b>	Field of study 24 «Service sector» Speciality 242 «Tourism» Specialisation «International Tourism» Compulsory educational modules – 153 кредити ECTS (63,7%); optional modules – 60 credits ECTS (25,0%); professional training – 18 credits ECTS (7,5%); preparation for the degree exam and assessment – 3 credits ECTS (1,3%), work on qualification paper and its defence – 6credits ECTS (2,6%).
<b>Educational programme orientation</b>	Educational and professional with applied orientation. Professional (specialization) aspects of the program are the formation of knowledge and skills in production, economic and management activities in the field of international tourism.
<b>The main focus of the educational programme and specialisation</b>	Special education in the field of tourism in specialty 242 "Tourism" Key words: organization of tourism, foreign language, tourism marketing, hotel business, restaurant business, tourist-recreational local studies, excursion business, specialized tourism; information systems and technologies in tourism; management. The theoretical content of the subject area is based on: basic concepts: tourism, tourist, sphere of tourism, forms and types of tourism, international tourism, tourist resources, international market of tourist services, objects and attractions of tourism; tourist product, excursion, tourist destination, tourist activity, tourist service, tourism economy,

	<p>tourist infrastructure, subjects of tourist business; concepts: 1) humanistic, patriotic and educational, national identity; 2) globalization and geolocalization of tourism; 3) geotoriality of tourism, geospatial organization of the tourist process; 4) sustainable tourism for development; 5) information technology; 6) holistic marketing, 7) service; 8) socially responsible business; principles that determine the principles of training: student-centered, competence-oriented, scientific, systematic and consistent learning, practice-oriented, interdisciplinary methods and means: general and special scientific methods: geographical, economic, sociological, psychological, informational, methods of tourist service (technological-production, interactive, service).tools and equipment: technical equipment and facilities for information processing, compliance with safety in tourism and tourism activities of tourism market entities, specialized licensed applications, maps, atlases, sports equipmentsubject area contains knowledge of tourism, tourism and excursion activities, organization of hotel and restaurant business, transport services, information systems and technologies in tourism, tourism economics, touring, tourism management and marketing, legal regulation and safety of tourism.</p>
<p><b>Specific features of the programme</b></p>	<p>The need for training, learning several foreign languages; training abroad.</p> <p>The program is implemented in the Ukrainian and English languages of instruction. The program reflects the loyalty provided by the Law of Ukraine "On Higher Education" in the context of academic autonomy.</p>
<p><b>4 - Carrier opportunities and further learning</b></p>	
<p><b>Carrier opportunities</b></p>	<p>Types and names of economic activity for which the bachelor is prepared for work (according to the National Classification of Ukraine "Classification of types of economic activity DK 009: 2010"):</p> <p>Section N. Activities in the field of administrative and support services</p> <p>Section 79. Activities of travel agencies, tour operators, other reservation services and related activities</p> <p>Group 79.1 Activities of travel agencies and tour operators</p> <p>Class 79.11. Activities of travel agencies</p> <p>Class 79.12. Activities of tour operators</p> <p>Group 79.9. Other booking services and related activities</p> <p>Class 79.90. Other booking services and related activities</p> <p>Section R. Education</p> <p>Chapter 85. Education</p> <p>Class 85.4. Higher Education</p> <p>Group 85.41. Vocational education at the level of higher vocational education</p> <p>85.42. Higher Education</p> <p>Section R. Arts, sports, entertainment and recreation</p> <p>Section 93. Activities in the field of sports, recreation and entertainment</p> <p>Class 93.2. Organization of recreation and entertainment</p> <p>Group 93.29. Organization of other types of recreation and entertainment</p> <p>Positions that the master is able to hold (according to the National Classification of Ukraine "Classifier of professions DK 003: 2010"): 3414</p> <p>Tourist service specialist</p> <p>3414 Tour operator</p> <p>3414 Guide</p> <p>3414 Leisure specialist</p>

	<p>3414 Specialist in rural tourism development  3414 Conference service specialist  3414 Specialized service specialist  3414 Tourist security specialist  3340 Instructor-methodologist on tourism  3439 Other technicians in management  3439 Inspector of Tourism  1317 Managers of small enterprises without management staff in commercial services (agency manager)</p>
<b>Further learning</b>	<p>Graduates of the first level of higher education with a bachelor's degree in "Tourism" can enroll in the second level of education (master's degree).</p>
<b>5 - Training and Assessment</b>	
<b>Teaching and learning</b>	<p>Student-centered learning, self-study, problem-oriented learning, practice learning, etc. Lectures, practical classes, independent work on the basis of textbooks, manuals and lecture notes, training through practice and professional internships, consultations with teachers, preparation of final qualifying work and attestation exam.</p>
<b>Assessment</b>	<p>Written exams, practice, term papers, presentations, individual projects, attestation and other types of work, which are evaluated in accordance with the "Regulations on the evaluation of learning outcomes of students and postgraduate students", "Regulations on the organization of the educational process of students".</p>
<b>6 - Programme competences</b>	
<b>Integral competence</b>	<p>The ability of a person to solve complex specialized and practical problems in a particular field of professional activity or in the learning process, which involves the use of certain theories and methods of relevant sciences and is characterized by complexity and uncertainty in the field of international tourism</p>
<b>General competence</b>	<p>C01. The ability to exercise their rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine  C02. Ability to preserve and increase moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, techniques and technologies, perform a variety of active recreation and a healthy lifestyle  C03. The ability to act socially responsibly and consciously  C04. Ability to think critically, analyze and synthesize C05.  The desire to preserve the environment  C06. Ability to search, process and analyze information from various sources  C07. Ability to work in an international context  C08. Skills in the use of information and communication technologies  C09. Ability to identify, pose and solve problems  C10. Ability to communicate in the state language both orally and in writing  C11 Ability to communicate in a foreign language  C12. Interpersonal skills  C13. Ability to plan and manage time</p>



	C14. Ability to work in a team and independently
<b>Professional competence</b>	<p>C15. Knowledge and understanding of the subject area and understanding of the specifics of professional activity</p> <p>C16. Ability to apply knowledge in practical situations</p> <p>C17. Ability to analyze the recreational and tourist potential of the territories</p> <p>C18. Ability to analyze the activities of the tourism industry at all levels of management</p> <p>C19. Understanding of current trends and regional priorities of tourism development in general and its particular forms and types</p> <p>C20. Understanding of processes of the organization of tourist trips and complex tourist service (hotel, restaurant, transport, excursion, recreational)</p> <p>C21. Ability to develop, promote, sell and organize the consumption of a tourist product</p> <p>C22. Understanding the principles, processes and technologies of organizing the work of the tourism industry and its subsystems</p> <p>C23. Ability to ensure the safety of tourists in ordinary and complex force majeure</p> <p>C24. Ability to monitor, interpret, analyze and systematize tourist information, the ability to present tourist information material</p> <p>C25. Ability to use information technologies and office equipment in the work of tourist enterprises</p> <p>C26. Ability to determine individual tourist needs, use modern technologies of tourist service and conduct pretentious work</p> <p>C27. Ability to cooperate with business partners and clients, the ability to provide effective communication with them</p> <p>C28. Ability to work in an international environment based on a positive attitude to dissimilarity to other cultures, respect for diversity and multiculturalism, understanding of local and professional traditions of other countries, recognition of intercultural issues in professional practice</p> <p>C29. Ability to act in the legal field, to be guided by the law</p> <p>C30. Ability to work with documentation and perform settlement operations on behalf of a travel business entity</p> <p>C31. Ability to analyze indicators of international tourism development, to conduct research on global and regional markets for international tourism services</p> <p>C32. Ability to manage the organization without the management apparatus through the implementation of management functions, using modern managerial tools</p>
<b>7 - Program learning outcomes</b>	
	<p>PLO01. Know, understand and be able to use in practice the basic provisions of tourism legislation, national and international standards for tourist services.</p> <p>PLO02. Know, understand and be able to use in practice the basic concepts of tourism theory, organization of the tourism process and tourism activities of the market of tourism services, as well as worldviews and related sciences.</p> <p>PLO03. Know and understand the basic forms and types of tourism, their division.</p> <p>PLO04. Explain the features of the organization of recreational and</p>

	<p>tourist space.</p> <p>PLO05. Analyze the recreational and tourist potential of the territory.</p> <p>PLO06. Apply the principles and methods of organization and technology of tourist services in practice.</p> <p>PLO07. Develop, promote and sell a tourism product.</p> <p>PLO08. Identify tourist documentation and be able to use it correctly.</p> <p>PLO09. Organize the process of customer service for tourism services based on the use of modern information, communication and service technologies and compliance with quality standards and safety standards.</p> <p>PLO10. Understand the principles, processes and technologies of organizing the work of the tourism business and its individualsubsystems (administrative, socio-psychological, economic, technical and technological).</p> <p>PLO11. Know the national and foreign language (s), at a level sufficient for professional activity.</p> <p>PLO12. Apply skills of productive communication with consumers of tourist services.</p> <p>PLO13. Establish links with tourism experts and the ones of other industries.</p> <p>PLO14. Show respect for individual and cultural diversity.</p> <p>PLO15. To show tolerance to alternative principles and methods of performing professional tasks.</p> <p>PLO16. Act in accordance with the principles of social responsibility and civic consciousness.</p> <p>PLO17. Manage your training for self-realization in the professional tourism field.</p> <p>PLO18. Adequately assess own knowledge and apply it in various professional situations.</p> <p>PLO19. Defend own views in solving professional problems in a well-argued manner.</p> <p>PLO20. Identify problem situations and suggest solutions.</p> <p>PLO21. Make informed decisions and be responsible for the results of own professional activities.</p> <p>PLO22. Perform tasks professionally in uncertain and extreme situations.</p>
<b>8 - Resource support for programme implementation</b>	
<b>Academic staff</b>	Specialists who train bachelors in the educational program "International Tourism" must have professional knowledge and professional skills in the field of tourism and resort and recreational business. Domestic and foreign practitioners in the field of tourism and resort and recreational business are invited to conduct problem lectures.
<b>Facilities</b>	<p>Computer classroom "Tourism Business Management"</p> <p>"Tourism" classroom</p> <p>Hotel business computer classroom</p> <p>Laboratory for the organization of services in the hotel industry</p> <p>Laboratory of bar business and oenology</p> <p>VR-library</p> <p>SMART library</p>
<b>Informational, teaching and learning materials</b>	<p>General scientific and special sources of recreational and tourist information, educational and methodical and monographic literature, cartographic sources, IT technologies and platforms and others. Author's developments of the teaching staff of the university.</p> <p>Use of KUNTE virtual learning environment and specialized software:</p>

	<p>Amadeus Selling Platform Software package "Sail: Enterprise" Samo-Tour software package</p> <p>Google Earth Geospatial Data Analysis Program</p> <p>Statistica Statistical Data Analysis Program</p> <p>Program for creating statistical surfaces and spatial regression surfaces "Surfer Golden Software"</p> <p>Microcal Origin graphic material development program</p> <p>MapInfo Pro 12.3 Travel Map Development Program</p>
<b>9 - Academic mobility</b>	
<b>National credit mobility</b>	National credit mobility is carried out in accordance with the concluded agreements on academic mobility, double graduation, etc.
<b>International credit mobility</b>	International credit mobility is realized through the conclusion of agreements on international academic mobility (Erasmus + K1), on double graduation, on long-term international projects involving student training and the issuance of a double diploma, etc.
<b>Training of foreign students</b>	Conditions and features of the educational program in the context of teaching foreign citizens: knowledge of the Ukrainian language at a level not lower than B1.

# 1. List of educational program components and their logical order.

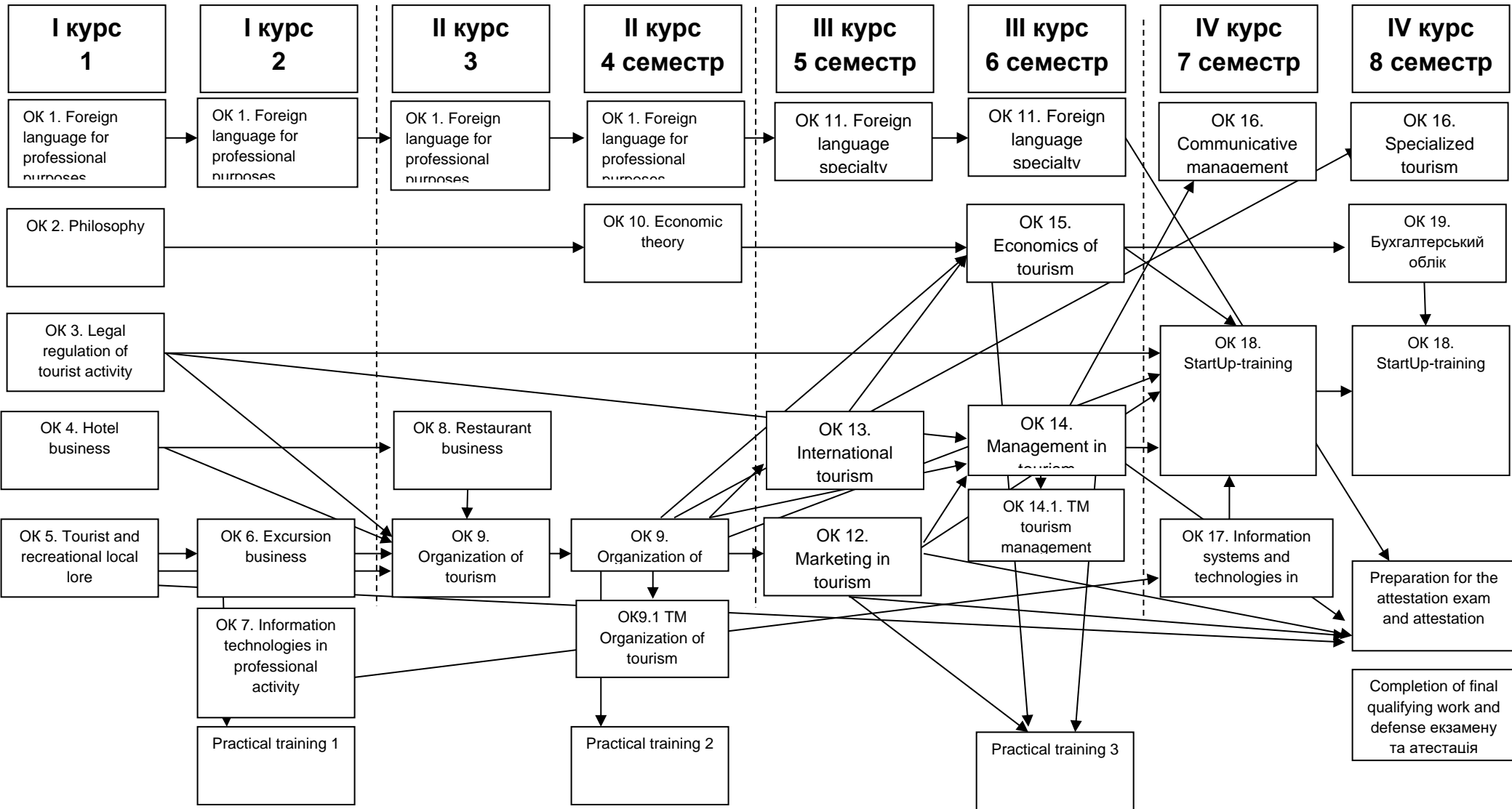
## 2.1. Educational Programme components list

<b>№</b>	<b>Educational Programme components (courses, course papers, trainings, qualifying examination, graduation work)</b>	<b>Total credits</b>
1	2	3
<b>Compulsory components of EP</b>		
CC 1.	Foreign language for professional purposes	24
CC 2.	Philosophy	6
CC 3.	Legal regulation of tourist activity	6
CC 4.	Hotel business	6
CC 5.	Tourist and recreational local lore	6
CC 6.	Excursion business	6
CC 7.	Information technologies in professional activity	6
CC 8.	Restaurant business	6
CC 9.	Organization of tourism	12
CC 9.1	TW on the organization of tourism	
CC 10.	Economic theory	6
CC 11.	Foreign language specialty	12
CC 12	Marketing in tourism	6
CC 13.	International tourism	6
CC 14.	Management in tourism	6
CC 14.1	TW on tourism management	6
CC 15.	Economics of tourism	
CC 16.	Communicative management	12
CC 17.	Information systems and technologies in tourism	6
CC 18.	StartUp-training	9
CC 19.	Specialized tourism	6
<b>Total credits for compulsory components:</b>		<b>153</b>
<b>Optional components of EP</b>		
OC1	Life safety	6
OC2	Business planning	6
OC3	Commercial law	6
OC4	Design	6
OC5	Diplomatic and business protocol and etiquette	6
OC6	Second foreign language	6
OC7	Ecology	6
OC8	E-commerce	6
OC9	Oenology	6
OC10	Business ethics	6
OC11	Ethnic cooking	6
OC12	Internet technologies in business	6
OC13	Cultural heritage of Ukraine	6
OC14	Cultural and cognitive tourism	6
OC15	Resort business	6
OC16	Logic	6
OC17	International exhibition activities	6
OC18	International Economics	6
OC19	International business	6
OC20	International Economic Relations	6

OC21	Public speaking	6
OC22	Politology	6
OC23	Legal regulation of tourism in the European Union	6
OC24	Psychology	6
OC25	Psychology of leadership and career	6
OC26	Management psychology	6
OC27	Recreation	6
OC28	Religious studies	6
OC29	Risk management in international business	6
OC30	World culture	6
OC31	Sociology	6
OC32	Startup management in tourism	42
OC33	Labor Law	6
OC34	Tourist cartography	6
OC35	Equipment of tourist and recreational complex	6
OC36	Event technology in tourism	6
OC37	WEB - design and WEB - programming	6
<b>Total credits for optional components:</b>		<b>60</b>
<b>Practical training</b>		
Practical training 1		3
Practical training 2		3
Practical training 3		3
Total		<b>18</b>
<b>Competence assessment</b>		
Preparation for the attestation exam and attestation		3
Completion of final qualifying work and defense		6
<b>Total number of credits</b>		<b>240</b>

For all components of the educational program, the form of final control is an exam.

## 2.2. Structural and logical scheme of EP



3. Form of competence assessment of applicants for higher education  
Competence assessment is carried out in the form of public defense of the final qualifying work and qualification exam.

The final qualifying work should include theoretical and analytical generalizations or solutions to practical problems in the field of tourism and recreation using theories and methods of tourism.

The final qualifying work must be checked for plagiarism.

The final qualifying work must be published on the official website of the higher education institution or its structural unit, or in the repository of the higher education institution.

The attestation exam should be aimed at verifying the achievement of learning outcomes defined by the standard of higher education and the educational program.

### 4.1. Programme Competences and EP Compulsory Components Matrix

Competences		Components																				
		CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20	
<b>General Competences</b>	C01			*						*	*											
	C02		*							*												
	C03									*			*		*							
	C04		*												*	*						
	C05									*			*									
	C06	*	*	*			*	*		*				*	*	*				*		
	C07	*				*				*		*		*								
	C08							*					*						*			
	C09	*		*						*			*		*	*						
	C10		*	*						*			*		*	*						
	C11	*										*					*					
	C12	*										*			*							
	C13														*	*						
	C14														*					*		
<b>Professional Competences</b>	C15								*					*	*							
	C16	*					*		*			*		*	*				*			
	C17				*																	
	C18								*					*	*							
	C19								*				*	*								
	C20				*		*		*	*			*	*								
	C21								*			*										
	C22								*					*	*							
	C23								*													
	C24	*					*		*			*										
	C25																	*				
	C26												*									
	C27												*		*				*			
	C28	*				*									*							
	C29			*						*					*					*	*	
	C30									*						*			*	*	*	
	C31													*								
	C32														*							





### 5.1. Program learning outcomes and EP compulsory components Matrix

Components / Program learning outcomes	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20
PLO01	*		*		*	*			*			*				*				
PLO02	*	*		*	*	*		*	*			*	*	*				*		
PLO03					*	*			*			*	*					*		
PLO04					*															
PLO05					*															
PLO06									*							*			*	
PLO07									*			*				*			*	
PLO08				*	*	*		*	*		*	*	*		*					
PLO09				*		*		*	*			*		*			*	*		
PLO10									*					*	*			*		
PLO11		*	*						*			*		*	*					
PLO12	*											*							*	*
PLO13	*			*		*	*	*	*					*		*				
PLO14	*			*										*		*				
PLO15									*											
PLO16									*			*		*						
PLO17		*												*						
PLO18									*			*		*	*					
PLO19														*	*					
PLO20										*										
PLO21									*					*						
PLO22														*						

## 5.2. Program learning outcomes and EP optional components Matrix

Components / Program learning outcomes	OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12	OC13	OC14	OC15	OC16	OC17	OC18	OC19	OC20	OC21	OC22	OC23	OC24	OC25	OC26	OC27	OC28	OC29	OC30	OC31	OC32	OC33	OC34	OC35	OC36	OC37		
PLO01	*	*	*	*				*					*	*				*		*		*	*	*										*					
PLO02			*	*			*			*								*					*														*		
PLO03		*		*																			*																
PLO04		*	*	*		*												*								*											*		
PLO05		*	*		*													*																			*		
PLO06		*	*	*				*			*							*																					
PLO07		*		*								*			*			*	*																				
PLO08					*			*		*	*	*											*	*											*				
PLO09		*	*	*			*	*		*						*																							
PLO10										*			*		*			*																					
PLO11																	*																	*		*		*	
PLO12																	*												*		*	*		*	*		*	*	
PLO13													*	*			*																		*				
PLO14		*			*				*																												*		
PLO15													*								*											*	*						
PLO16	*																			*		*												*			*		
PLO17																							*						*										
PLO18	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
PLO19																					*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
PLO20	*		*	*		*	*			*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
PLO21	*			*		*	*			*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
PLO22															*		*												*		*		*						

#### **4.1. Title. FOREIGN LANGUAGE FOR SPECIFIC PURPOSES.**

**Type.** Compulsory.

**Academic year.** 2021/2023.

**Semester.** I-II.

**Lecturer, academic degree, position.**

**Learning outcomes.** Formation of foreign language students communicative competence required for effective functioning in educational and professional environments.

**Compulsory disciplines studied before.** Input level knowledge of a foreign language B1 +.

**Course outline.** Formation of basic foreign language competence and development speech activity in the field of economics and business. Themes for communication: Business and commercial organizations. Organization and staff. Product, market and market relations. Finances. Accounting and Auditing. Banks and banking. International business. Business tools communication.

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

1. Латигіна А.Г. Basic English of Economics / А.Г. Латигіна – К.: КНТЕУ, 2016. – 456 с.

2. Hans Mol, Terry Phillips. English for Tourism and Hospitality in Higher Education Studies. – Cambridge University Press, 2001. – 132 p.

3. Ian MacKenzie. English for Business Studies. Students' book / Ian MacKenzie. – Cambridge University Press, 2011. – 191 p.

**Planned learning activities and methods of education.** Practical classes, independent work; interactive methods and technologies teaching, computer testing.

**Methods of assessment:**

- current control - surveys, testing, tests;
- final control - a written exam at the end of each semester.

**Learning and teaching language.** English.

#### **4.2. Title. PHILOSOPHY.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** I.

**Lecturer, academic degree, position.** Morozov Andriy, Ph. D in Philosophy, Doctor of philosophical sciences, associate professor

**Learning outcomes.** Formation of philosophical culture of thinking and cognition of the world around and oneself, skills of application of philosophical methodology.

**Compulsory disciplines studied before.** "Psychology", "History of Ukraine", "History of Ukrainian culture" (level of general education).

**Course outline.** Philosophy as a universal type of knowledge. Ontology. Philosophical understanding of the world. Philosophical anthropology. Human philosophy. Philosophy of consciousness. Epistemology. Philosophy of cognition. Dialectics is a general theory of development. Philosophy of society. Philosophy of economics. Philosophy of morality. Philosophy of religion. Philosophy of culture. Philosophy of civilization.

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

1. Alexander Spirkin. Fundamentals of Philosophy / Alexander Spirkin. — M. : Progress Publisher, 1990. — 423 p.
2. Noel Brooke Moore. Philosophy: The Power of Ideas / Brooke Noel Moore, Kenneth Bruder. — Boston : McGraw-Hill, 2018. — 618 p.
3. A New History of Western Philosophy in four parts / Anthony Kenny. — New York : Clarendon Press/Oxford University Press, 2019. — Vol. 1-4. — Philosophy in the Modern World. — 945 p.
4. B. Russel. A History of Western Philosophy / B. Russel. — London : George Allen & Unviwn LTD, 2018. — 923 p
5. Donald M. Borchert. Encyclopedia of Philosophy / Donald M. Borchert. — New-York : Thomson Gale, 2006. — Vol. 1—10. — 6200 p.

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

**Methods of assessment:**

- current control (computer testing, colloquims, written tests);
- final control: exam.

**Learning and teaching language. English.**

#### **4.3. Title. LEGAL REGULATION OF TOURISM ACTIVITY.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** I.

**Lecturer, academic degree, position.** Ivashchenko D., Lecturer Assistant of the Department of International, Civil and Commercial Law.

**Learning outcomes.** Formation of necessary legal knowledge, skills and abilities inherent in professional training, with a focus on self-expansion of students' knowledge of legal regulation of tourist activity.

**Compulsory disciplines studied before.** "Science of law", "Organization of tourism".

**Course outline.** Tourist activity as an object of legal regulation. International legal principles of tourism. Passport and visa formalities in tourism. Customs and currency formalities in tourism. Organizational and legal support of tourist activity. Civil law obligations and agreements in the field of tourism. Legal responsibility in the field of tourism. Regulatory and legal support tourist activity. Subjects of realization of the state policy in the sphere of tourism. Rights and responsibilities of tourism entities. Concept tourist visa as a right to leave a citizen of Ukraine for tourism. State registration of a tourist enterprise. Organizational and legal providing tour operator activities. Legal bases of travel agency activities. Regulatory framework for licensing in the field of tourism in Ukraine. Contract for tourist services. Excursion contract service. Hotel service agreement. See responsibilities of tourism entities. Responsibility tour operator for civil obligations. Responsibility travel agent for non-compliance with the terms of the contract for tourists.

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

1. Козловський Є. В. Правове регулювання туристичної діяльності : навч. посіб. / Є. В. Козловський ; Київський нац. ун-т культури і мистецтв . – Київ : Центр учбової літ. (ЦУЛ), 2015 . – 268 с.
2. Єпіфанова, Ю. С. Правове регулювання туристичної діяльності: навч. посіб. / Ю. С. Єпіфанова, Л. В. Новікова, О. А. Файєр ; Харків. нац. ун-т ім. В. Н. Каразіна. - Харків : Бровін О. В., 2014. - 237 с.
3. Торяник В.М. Правове регулювання туристичної діяльності : навч. посіб. / В. М. Торяник, П. В. Макушев ; за заг. ред. О. В. Негодченка ; Дніпропетр. гуманітар. ун-т. - Дніпропетровськ : ВВПЗ "ДГУ", 2016. - 255 с.

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

**Methods of assessment:**

- current control (survey, testing, comprehensive control work, etc.);
- final control - written exam.

**Learning and teaching language.** English.

#### **4.4. Title. HOTEL BUSINESS.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** I.

**Lecturer, academic degree, position.** Avdan O.G. PhD in Economics, Ass. Prof of the Department of Hotel and restaurant Business.

**Learning outcomes.** Formation of theoretical knowledge and competencies on conducting business activities in hotel enterprises.

**Compulsory disciplines studied before.** "Organization of tourism".

**Course outline.** The genesis of the hotel business. International, European, national approaches to classification and typification of accommodation facilities. Classification and typification of hotel enterprises of Ukraine. Functional organization hotel enterprises. Organization of hotel rooms enterprises. Organization of administrative and non-residential groups premises of hotel enterprises. Cleaning technologies support sanitary and hygienic and ecological requirements of the hotel territory enterprises, lobby group of premises, residential, non-residential and administrative groups of premises. Hotel reservation systems services. Mobile applications and information technology in the organization of customer service of hotel services. Logistics processes hotel enterprises. Organization of service functional divisions of hotel enterprises. Organization exterior and interior of hotel enterprises. Culture customer service in the format of compliance quality standards. Ensuring the safety of consumers in hotel enterprises. Organization of work of hotel staff enterprises. Personal and professional competencies of staff depending on the functional areas of hotel enterprises.

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

1. Розметова О.Г. Організація готельного господарства: підручник / О.Г. Розметова, Т.Л. Мостенська, Т.В. Влодарчик. – Кам'янецьПодільський: Абетка, 2014. – 432 с.
2. Бойко М.Г. Організація готельного господарства: Електронний підручник. / Бойко М.Г., Гопкало Л.М. / –К.: Київ. нац. торг.-екон. ун-т, 2015. – 501 с.
3. HoReCa : навч. посіб. : у 3 т. Т. 1 Готелі / [А.А. Мазаракі, С.Л. Шаповал, С.В. Мельниченко та ін.] ; за ред. А.А. Мазаракі. – Київ : Київ. нац. торг.-екон. ун-т, 2017. – 412 с.

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

**Methods of assessment:**

- current control - surveys, colloquia, testing;
- final control - written exam.

**Learning and teaching language.** English.

**4.5. Title. TOURISM AND RECREATION COUNTRY STUDIES.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** I.

**Lecturer, academic degree, position.** Gladkiy O.V. Prof. of the Department of Tourism and Recreation

**Learning outcomes.** Formation of knowledge, skills and competencies professional use of geographical information in relation to determining the attractiveness of tourist resources and evaluation of tourism the potential of countries and regions for the development of different types of tourism.

**Compulsory disciplines studied before.** "Geography".

**Course outline.** Tourist and recreational local lore as a scientific discipline. Research methods of tourist and recreational local lore. Tourism potential and determinants of tourism development. Tourist resources as a basis for tourism development. Tourist regional studies. Geography of tourism for recreational purposes. Geography of active types of tourism. Geography of adventure tourism. Geography event (event), religious and business tourism. geography urban, rural and ecological tourism. Theoretical and methodological basics of tourist local lore. Characteristics of countries European, American, Middle Eastern, African tourist macro-regions, tourist macro-region of Asia and the Pacific ocean.

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

1. Malskaya MP Tourist local lore. Europe: textbook. way. / M.P. Malska, MZ Gamkalo, O.Yu. Bordun. - 2nd type. - Kyiv: Center textbook lit., 2010. - 224 p.
2. Tourist country studies in tables and schemes [Text]: [educational manual] / NO Aleshugina, OO Zelenskaya, IV Smal; for order. I.V. Resin. - Nizhyn: PP Lysenko MM, 2011. - 387 p.
3. Tonkoshkur MV Tourist country studies: a textbook / MV Tonkoshkur, M.M. Pokolodna, IL Polchaninov. - H.: KNAMG, 2012. - 473 s.



**Planned learning activities and methods of education.** Lectures, seminars, practical classes with the use of innovative technologies, collective and individual training.

**Methods of assessment:**

- current control (surveys, presentations, computer testing, control work);
- final control - written exam

**Learning and teaching language.** English.

#### **4.6. Title. EXCURSION BUSINESS.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** II.

**Lecturer, academic degree, position.** Gladkiy O.V. Prof. of the Department of Tourism and Recreation

**Learning outcomes.** Formation in students of theoretical, professional knowledge and practical skills that allow yourself to organize and plan excursion activities; develop and to conduct excursions; to carry out excursion service.

**Compulsory disciplines studied before.** "Organization of tourism", "Hotel business".

**Course outline.** Theoretical and methodological principles of local lore. Tourist local lore potential of tourist regions of Ukraine. Excursion and her essence. Classification of excursions. Methods of excursion preparation. Methods and techniques of the tour. Professional skill guide. Differentiated approach to sightseeing service.

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

1. Галасюк С. С. Організація туристичних подорожей та екскурсійної діяльності: навч. посіб. / С. С. Галасюк, С. Г. Нездоймінов. – К.: «Центр учбової літератури», 2013. – 178 с.
2. Король О. Д. Організація екскурсійних послуг у туризмі: навч.-метод. посіб. / О. Д. Король. – Чернівці: ЧНУ, 2016. – 144 с.
3. Покоłodна М. М. Організація екскурсійної діяльності : підручник / М. М. Покоłodна. – Харків : ХНУМГ ім. О. М. Бекетова, 2017. – 180 с.

**Planned learning activities and methods of education.** Lectures, practical classes with the use of information technology, field trips occupation.

**Methods of assessment:**

- current control (survey, testing, execution individual work and its presentation, control work);
- final control - written exam.

**Learning and teaching language.** English.

#### **4.7. Title. INFORMATION TECHNOLOGIES IN PROFESSIONAL ACTIVITY.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** II.

**Lecturer, academic degree, position.**

**Learning outcomes.** Formation of future specialists is necessary for the level of information and computer culture, acquisition of practical PC skills and the use of modern information technologies for solving economic problems.

**Compulsory disciplines studied before.** "Informatics" level complete secondary education.

**Course outline.** General information about information, information systems and computers. Architecture and software personal computer. System software. Foundations building computer networks. MS Word text editor. Technology of creating, editing presentations using the program MS PowerPoint. Basics of work in the environment of the MS spreadsheet Excel. Create, edit and format spreadsheets. Working with functions and formulas. Create, edit and format graphs and charts. Spreadsheet tools as databases. Creation of summary tables, search of the decision, selection parameter. Technology for creating, editing and managing tables MS Access database. Create, edit, and use queries reports and screen forms in the MS Access database. Basics of construction computer networks. Basic communication technologies. Program security and data.

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

1. Мельникова О.П. Економічна інформатика: навч. посіб. для студ. вищ. навч. закл. / О.П. Мельникова. – Київ : Центр учбової літератури, 2010. – 424с.
2. Рейнольдс Г. Искусство презентаций: идеи для создания и проведения выдающихся презентаций, 2-е издание, исправленное и дополненное, Гарри Рейнольдс. – Вильямс, 2014. – 320 с.
3. Форкун Ю.В. Информатика: навч. посіб. / Ю. В. Форкун, Н. А. Длугунович. – Львів : Новий Світ, 2012. – 464 с.

**Planned learning activities and methods of education.** Study disciplines are conducted through lectures (classroom) and laboratory classes (in a computer class on a PC), providing consolidation of theoretical knowledge, promote the assimilation of practical skills.

**Methods of assessment:**

- current control (computer testing, survey);
- final control - written exam.

**Learning and teaching language.** English.

**4.8. Title. RESTAURANT BUSINESS.**

**Type.** Compulsory.

**Academic year.** 2022/2023.

**Semester.** III.

**Lecturer, academic degree, position.** Honchar Yu. Ass. Prof of the Department of Technologies and Organization of Restaurant Business.

**Learning outcomes.** Formation of a system of specialized knowledge and practical skills in the field of performing specific functions of institutions restaurant industry.

**Compulsory disciplines studied before.** "Organization of tourism".

**Course outline.** Restaurant business as a component of the hospitality industry. See restaurants and their characteristics. Principles their rational placement. Components of the production and service process. Organization of sales of restaurant products. Characteristics of services and material and technical base for the organization customer service in catering establishments of hotel enterprises of different types and forms of ownership. Organization and modeling the process of serving different contingents of consumers. Organization customer service in transport, cultural participants, public and sporting events, hotel residents, foreign tourists, consumers in places of mass recreation, markets and in shopping malls.

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

1. Архіпов В.В. Організація ресторанного господарства: навч. посіб. / В.В. Архіпов, В.А. Русавська. 2-ге вид. – К.: Центр учб. л-ри, 2012. – 280 с.
2. Сало Я.М. Технологія ресторанної справи: навч.-практ. посіб. / Я.М. Сало. – Львів: Афіша, 2013. – 560 с.
3. Мальська М. П. Ресторанна справа: технологія та організація обслуговування туристів (теорія та практика): Підручник / М. П.

Мальська, О. М. Гаталяк, Н. М. Ганич – К.: «Центр учбової літератури», 2013. – 304 с.

**Planned learning activities and methods of education.** Combination traditional and non-traditional teaching methods using innovative technologies: lectures (review, thematic, problem); practical classes (trainings, presentations, discussions, work in small groups, situation simulations, case studies).

**Methods of assessment:**

- current control (survey, testing, individual creative task);
- final control - written exam.

**Learning and teaching language.** English.

#### **4.9. Title. ORGANIZATION OF TOURISM.**

**Type.** Compulsory.

**Academic year.** 2022/2023.

**Semester.** III-IV.

**Lecturer, academic degree, position.** Kravtsov S.S. Ass. Prof. of the Department of Tourism and Recreation.

**Learning outcomes.** Acquisition of competencies in the organization of tourist trips in the field of tourism, touring and organization tourism business.

**Compulsory disciplines studied before.** "Tourist and recreational local lore".

**Course outline.** . Tourism as a type of economic activity. Functions of tourism, conditions and factors of its development. Organization of the market of tourist services. Classifications in tourism. International, regional and national indicators of tourism development. Formation of the tourism policy of Ukraine. Tourism policy of Ukraine at the present stage. Technology creation of a tourist product and formation of its range. Organization of transport trips and transportation. General principles organization of transport services for tourists. Tourist transportation by air. Tourist transportation by rail transport. Tourist formalities: types, legislative regulation, conditions of performance. Tour rating and tour design technologies. Tour rating and agency business in tourism. Sales formation tour operator networks and forms of agency work. Identification travel service providers. Program tourism as a basis of modern touring. Receptive touring rating. Enterprising tour rating. Consolidated tour rating. IT technologies tour rating. Targeting tourist markets. IT technology for tourists.

Electronic sales of tourist services. Mobile technologies and services in the field of tourism.

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

1. Організація туристичних подорожей: навч. посіб. / Г.І.Михайліченко, А.Ю. Єременко. – Київ : Київ. нац. торг.-екон. ун-т, 2011. – 392 с.
2. Михайліченко Г.І. Організація туристичних подорожей: електроний підручник. – Київ: ЦІТ КНТЕУ, 2015. – 348 с.
3. Гуменюк Г.М. Організація туристичних подорожей: навчально-методичний посібник. – Івано-Франківськ: НАІР, 2014. – 364 с.

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

**Methods of assessment:**

- current control (surveys, colloquia, computer testing, individual tasks, case, practical work);
- final control - written exam, term paper

**Learning and teaching language.** English.

**4.10. Title. ECONOMIC THEORY.**

**Type.** Compulsory.

**Academic year.** 2022/2023.

**Semester.** IV.

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

**Learning outcomes.** Students should know and use economic terminology, explain the basic concepts of economics; understand the principles of economic science, the peculiarities of the functioning of economic systems; use professional reasoning to convey information, ideas, problems and ways to solve them to specialists and non-specialists in the field of economic activity; explain the models of socio-economic phenomena in terms of fundamental principles and knowledge based on an understanding of the main directions of development of economics; apply appropriate economic and mathematical methods to solve complex economic problems; to realize the main features of the national economy, its institutional structure, directions of economic policy of the state; apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the results.

**Compulsory disciplines studied before. PHILOSOPHY.**

**Course outline.** The essence and method of economics. Needs, resources and production capabilities of society. Economic systems, forms of organization of social production and property relations. Money theory and turnover of money. Market and market economy. Competition and monopoly in a market economy. Capital as the basis of entrepreneurship. Production costs, profits and price. Infrastructure, turnover capital and trade. Genesis, essence and sources of borrowed capital. Income, wages and employment. Social reproduction and economic growth. Government and its economic function, finance and budget system. Essence and structure of the world economy. Globalization.

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

1. McConnell Campbell R., Brue Stanley L., Flynn Sean M. Economics: principles, problems and policies (2009). McGraw-Hill/Irwin: Eighteenth Edition. 917 p.
2. Hoover Kevin D. Applied intermediate macroeconomics. Cambridge University Press, New York, 2012. – 899 p.
3. Економічна теорія: підручник / Київ. нац. торг.-екон. ун-т ; [В. Д. Лагутін та ін.] ; за заг. ред. д-ра екон. наук, проф. В. Д. Лагутіна. - Київ : Київ. нац. торг.-екон. ун-т, 2017. - 607 с.

**Planned learning activities and methods of education.** Combination of traditional and non-traditional methods with the use of innovative technologies: lecture-visualization; practical classes (case-study / brainstorming / presentations / essays / discussion / work on errors / modeling situations / solving analytical problems).

**Methods of assessment:**

current assessment (testing, colloquia, problem solving, etc.);  
final assessment (exam).

**Learning and teaching language.** English.

**4.11. Title. FOREIGN LANGUAGE OF SPECIALTY.**

**Type.** Compulsory.

**Academic year.** 2023/2024.

**Semester.** V-VI.

**Lecturer, academic degree, position.**

**Learning outcomes.** Formation of foreign language communicative competence necessary for effective communication in education and professional environments.

**Compulsory disciplines studied before.** "Foreign language (for professional orientation) ".

**Course outline.** Formation of speech, language, linguistic and sociocultural and pragmatic competencies necessary for a successful professional oriented communication in a foreign language. Mastering the terminology of the hotel and restaurant business within the following topics: Modern hospitality and food industry. Modern travel (types, trends, nutrition during travel). Types of hotels. Classification hotels. Hotel organization and staff. Food industry, types of service in restaurants and meals in hotels. Menu, its role and planning principles. Restaurants, their activities and personnel.

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

1. Галаган В. Я. Deutsch in der Gastronomie / В. Я. Галаган. – К. : Київ. нац. торг.-екон. ун-т, 2014. – 332 с.

2. Хистова Л.М., Кравченко В.О. English in the Tourism Industry : підручник / Л.М. Хистова, В.О. Кравченко. – К. : Київ. нац. торг.-екон. ун-т, 2015. – 321 с.

3. Karine Almelda. Réstauration. Cuisine et service en sale / Karine Almelda, Christian Cino, Frédéric Garivet. – Foucher, 2015. – 272 p.

**Planned learning activities and methods of education.** Practical classes, independent work. Using traditional and innovative teaching methods and technologies.

**Methods of assessment:**

- current control - surveys, testing, tests;
- final control - written exam.

**Learning and teaching language.** English

#### **4.12. Title. MARKETING IN TOURISM.**

**Type.** Compulsory.

**Academic year.** 2023/2024.

**Semester.** V.

**Lecturer, academic degree, position.**

**Learning outcomes.** Formation of knowledge in theory and practice marketing and acquisition of competencies and skills of independent work on

the formation and satisfaction of consumer needs at the level of travel agent, operator and destination.

**Compulsory disciplines studied before.** "Organization of tourism", "Recreation", "Psychology", "Statistics".

**Course outline.** The essence and evolution of the concept of marketing, features and prospects for the development of marketing in tourism, marketing environment subjects of the tourist market, the tourist market as an object of marketing, consumer behavior of tourists, market segmentation of tourist services, methodical bases of marketing researches, applied directions marketing research in tourism, product marketing policy of the tourist enterprise and destination, marketing price policy of the tourist enterprise, marketing policy of sale tourist product, tourist communication policy enterprises and destinations, the concept of holistic marketing in tourism, marketing of tour operators and agents, travel marketing destinations, marketing of enterprises of related market sectors, non-commercial marketing in tourism, e-marketing technologies in tourism, the role of marketing in strategic tourism planning businesses and destinations, marketing planning, organization and control of marketing activities in tourism.

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

1. Менеджмент і маркетинг туризму: навч. посіб / Т.М. Афонченкова, О.В. Булюк, Б.П. Масенко та ін.; за ред. О.Є. Лугініна. – Київ: Ліра, 2012.

2. Мальська М.П. Основи маркетингу у туризмі : підручник / М.П. Мальська, Н.Л. Мандюк. – К.: «ЦУЛ», 2016. – 336 с.

3. Соціально-етичний маркетинг: монографія / А. А. Мазаракі, Є. В. Ромат, Г. В. Алданькова, ін. та ; за ред. А.А. Мазаракі та Є.В. Ромата. – Київ : КНТЕУ, 2013. – 327 с

**Planned learning activities and methods of education.** Lectures, seminar, practical with the use of active teaching methods.

**Methods of assessment:**

current control (survey, computer testing);

final control - written exam.

**Learning and teaching language.** English.

**4.13. Title. INTERNATIONAL TOURISM.**

**Type.** Compulsory.

**Academic year.** 2023/2024.



**Semester. V.**

**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.

#### **4.14. Title. MANAGEMENT IN TOURISM.**

**Type.** Compulsory.

**Academic year.** 2023/2024.

**Semester.** VI.

**Lecturer, academic degree, position.** Kravtsov S.S. Ass. Prof. of the Department of Tourism and Recreation.

**Learning outcomes.** Formation of future specialists of modern managerial thinking and specialists in the field of management, understanding of the conceptual foundations of system management of organizations, taking into account the sectoral specifics and features of the organization of work in the tourism business, the training of the manager of the manager, which will be able to provide a high level of efficiency of the system of operational management of the tourism enterprise and its units.

**Compulsory disciplines studied before.** "Science of law", "Economic theory", "Organization of tourism", "Marketing in tourism"

**Course outline.** Management as a type of professional activity in tourism. Evolution of management. Management functions and technology. Mechanism of management. Management of connecting processes. Tourist enterprise as an open dynamic system. Forms of management tourist activity. Organizational management of tourism enterprises. Content and features of personnel management tourist enterprise. Personnel policy of tourism enterprises. Hiring and organizational socialization of staff tourist enterprise. Evaluation of tourist staff enterprises. Management of organizational behavior. Management development of the personnel of the tourist enterprise. Self - management of tourist enterprise. Recommended sources and other training resources / resources. Operational management of a tourist enterprise. Management of the working space of the tourist enterprise. Reputation management of a tourist enterprise. Management tourist enterprise in the economy of impressions. Efficiency management.

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

1. Білоусов О.М., Лугінін О.Є., Морозова О.С., Соколова Л.В. Менеджмент туристичної галузі : підручник. Херсон: Видавничий дім «Гельветика», 2017. 580 с.
2. Мальська М. П., Білоус С. П. Менеджмент організацій: теорія та практика : навч. посіб. Київ : SBA-Print, 2019. 190 с.
3. Рульєв В.А., Гуткевич С.О. Менеджмент : навч. посібник. Київ : Центр учбової літератури, 2019. 312 с.

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

**Methods of assessment:**

- current control (computer testing, surveys, discussions essays, case studies, presentations of collective project tasks, written control works);

- course work on management.
- final control - written exam.

**Learning and teaching language.** English.

#### **4.15. Title. ECONOMY OF TOURISM.**

**Type.** Compulsory.

**Academic year.** 2023/2024.

**Semester.** VI.

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

**Learning outcomes.** Formation of competencies and modern economic thinking, a system of special knowledge to determine the role of tourism in the national and regional economy, analysis financial and economic activities of tourism entities, substantiation of economic strategy of enterprise development and its tactics implementation, methods of calculating key indicators of financial economic activity taking into account external and internal environment of functioning of tourist subjects activities.

**Compulsory disciplines studied before.** "Economic theory", "Foreign economic activity of the enterprise", "Statistics".

**Course outline.** The economic essence of tourism as a sphere of services and type economic activity. Tourist information support activities. Satellite accounts in tourism. The multiplier effect in tourism. Travel services market. Competition and competitiveness in the market of tourist services. Economic mechanism of activity of tourism enterprises. Capital, assets and financial resources of the tourist enterprise. Production potential tourist enterprise. Marginal income, profitability and profitability of the tourist enterprise. Pricing policy tourist enterprises. The cost of tourist services, the price tour package and methods of substantiation of the tour operator's price. Mechanism of regulation of prices for tourist services. Planning the activities of entities of tourist activity. Financial policy of tourist enterprises. Investment policy of a tourist enterprise. Risks business activities of tourism entities.

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

1. Городня Т.А. Економіка туризму: теорія і практика: Навчальний посібник / Т.А. Городня, А.Ф. Щербак. – К.: Кондор-Видавництво, 2012. – 436 с.

2. Бойчик І.М Економіка підприємства: підручник. / І.М.Бойчик. – К.: Кондор -Видавництво, 2016. – 378 с.

3. Мальська М.П. Економіка туризму: теорія та практика: Підручник / М.П. Мальська, М.Й. Рутинський, С.В. Білоус, Н.Л. Мандюк. – К.: «Центр учбової літератури», 2014. – 544 с.

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

**Methods of assessment:**

- current control (survey, computer testing);
- final control - written exam.

**Learning and teaching language.** English.

#### **4.16. Title. COMMUNICATIVE MANAGEMENT.**

**Type.** Compulsory.

**Academic year.** 2024/2025.

**Semester.** VII.

**Lecturer, academic degree, position.**

**Learning outcomes.** Acquisition of knowledge and practical communication competencies for organizing and conducting effective professional communication with consumers of tourist services, clients and business partners of tourism enterprises and organizations understanding of the psycholinguistic mechanisms of successful communication positive interaction in tourism, taking into account its cross-cultural nature, determining the optimal ways of communicative influence on interlocutors, ensuring their further effective behavior.

**Compulsory disciplines studied before.** "Ukrainian language (for professional direction)", "Psychology", "Tourism Organization", "Management", "Marketing in tourism"

**Course outline.** Theoretical principles of communicative management. Content, structure and tasks of communicative management. Communicative competence. Psychodiagnostics of the consumer of tourist services and communication partner. Selection of the main psychological personalities of the consumer of tourist services and a business partner. Methods and techniques of professional verbal communication in tourism. Communicative techniques of successful presentation and personal selling tourist product. Speech techniques. Basic forms and tools of non-verbal communication of the tourism manager. Business the image of the employee of the tourist

enterprise. Intercultural communication in the tourism business. National business styles communication in different regions and countries of the world. Modern communicative technology. Professional communication in the Internet environment. Communicative culture and professional etiquette of a tourism manager.

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

1. Антипцева А. Комунікативний менеджмент: Навч.-метод. посіб. для студентів денної і заочної форм навчання / А. Антипцева. – Х., 2013. – 53 с.
2. Писаревський І.М. Професійно-комунікативна компетентність (в туризмі): підручник / І.М. Писаревський, С.А. Александров ; Харк. нац. акад. міськ. госп-ва. – Харків : ХНАМГ, 2010. – 230 с.
3. Жигайло Н. Комунікативний менеджмент : навч. посібник / Наталія Жигайло - Львів : ЛНУ імені Івана Франка, 2012. - 368 с

**Planned learning activities and methods of education.** Lectures, practical classes (communicative training) using information technology.

**Methods of assessment:**

- current control (surveys, discussion of communication results active training, testing);
- final control - written exam.

**Learning and teaching language.** English.

**4.17. Title. INFORMATION SYSTEMS AND TECHNOLOGIES IN TOURISM.**

**Type.** Compulsory.

**Academic year.** 2024/2025.

**Semester.** VII.

**Lecturer, academic degree, position.**

**Learning outcomes.** Formation of knowledge and competencies regarding introduction and application of modern information technologies in activities of tourist enterprises

**Compulsory disciplines studied before.** "Economic Informatics "," Tourism Organization "

**Course outline.** Characteristics of modern information systems and technologies in tourism business. Organization of information management resources of the tourist enterprise. Information and technical providing a tourist office. Automated control systems enterprises in the field of tourism.

The use of Internet technologies in tourism. Global (GDS) and alternative (ADS) booking systems tourist services. Internet sites of tourist enterprises. E-business in tourism. Multimedia and Mobile Technologies in in the field of tourism. Geographic information systems (GIS) in tourism.

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

1. Скопень М.М. Інформаційні системи і технології в готельно-ресторанному та туристичному бізнесі: підручник / М.М. Скопень, М.К. Сукач, О.П. Будя, О.І. Артеменко, Л.А. Хрущ / За ред.. д.т.н., проф. М.К. Сукача. – К.: Видавництво Ліра-К, 2016. – 768 с.

2. Гаврилов В.П. Інформаційні системи і технології в туризмі: навчальний посібник для студентів напряму підготовки 6.140103 "Туризм" / В. П. Гаврилов. – Харків : ХНЕУ ім. С. Кузнеця, 2016. – 168 с.

3. Гуцол А. Інноваційні технології в туризмі: Навчальний посібник / А. Гуцол. – Северодонецьк : ПП «Поліграф-Сервіс», 2015. – 343 с

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

**Methods of assessment:**

- current control (survey, computer testing);
- final control - written exam.

**Learning and teaching language.** English.

**4.18. Title. STARTUP TRAINING.**

**Type.** Compulsory.

**Academic year.** 2024/2025.

**Semester.** VII-VIII.

**Lecturer, academic degree, position.**

**Learning outcomes.** Formation of knowledge and competencies regarding forecasting the development of financial and economic activities under enterprises.

**Compulsory disciplines studied before.** "Tourism Economics", "Management", "Hotel business", "Restaurant business", "Information systems and technologies in tourism".

**Course outline.** The essence and significance of financial and economic modeling activity of the enterprise. Identification of financial and economic factors activity of the enterprise by means of factor analysis. Specifics modeling of financial and economic activities of enterprises for using

correlation-regression analysis. Development methodology economic-mathematical multiple regression model. Construction model-indicator of the relationship between financial and economic results activities of the enterprise and indicators that affect them. Technology of construction of economic-mathematical forecast model in the form of a trend. Construction of a trend model to determine the rank system of factors of financial and economic sphere of activity among others. Assessment and analysis of competitive potential enterprises through financial and economic modeling activity of the enterprise.

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

1. Моделювання економічної динаміки : навч. посіб. / Г.В. Лаврінський, О.С. Пшенишнюк, С.В. Устенко та ін. – Київ : АТИКА, 2012. – 276 с.
2. Сергеева Л.Н. Нелинейная экономика: модели и методы / Л.Н. Сергеева ; науч. ред. Ю.Г. Лысенко; Запорож. госуд. ун-т. – Запорожье : Полиграф, 2012. – 217 с.
3. Федонін О.С. Потенціал підприємства: формування та оцінка : навч. посіб. / О.С. Федонін, І.М Рєпіна, О.І. Олексюк. – Київ: КНЕУ, 2013. – 316 с.

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

**Methods of assessment:**

- current control (survey, testing);
- final control - exam.

**Learning and teaching language.** English.

**4.19. Title. SPECIALIZED TOURISM.**

**Type.** Compulsory.

**Academic year.** 2024/2025.

**Semester.** VIII.

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

**Learning outcomes.** Formation of knowledge and competencies regarding organization of development of specialized types of tourism and creation target programs of specialized tours

**Compulsory disciplines studied before.** «Tourist-recreational local lore "," Organization of tourism ".

**Course outline.** Concepts and types of specialized tourism. History of origin and development of specialized types of tourism. Resource base of specialized tourism. World tourist flows by target segments international tourism market. Development and implementation of programs stay of tourists in various types of specialized tourism. Essence and features of creating an offer in business, religion, cruise, eventual, sports, ecological, medical and health-improving as well as other types of specialized tourism. Forms and methods service of tourists at planning of specialized kinds tourist travel.

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

1. Великочий В.С. Міжнародний туризм: навч. посібник для студентів спеціальності 8.14010301 «Туризмознавство» / В.С. Великочий, О.І.Дутчак, В.В. Шикеринець. – Івано-Франківськ: Видавець Кушнір Г.М., 2015. – 254 с.
2. Шульгіна Л.М. Маркетингова діяльність підприємства на ринку послуг зеленого туризму: монографія / Л.М. Шульгіна, А.І. Зінченко, Н.А. Крахмальова. – Київ: КНУТТД; КНТЕУ; НТТУ "КПІ", 2014. – 253 с.
3. Вишневецький В.І. Екологічний туризм: навч. посібник / В.І. Вишневецький. – К.: Інтерпрес ЛТД, 2015. – 140 с.

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

**Methods of assessment:**

- current control (surveys, colloquia, computer testing);
- final control - written exam.

**Learning and teaching language.** English.

**4.20. Title. ACCOUNTING.**

**Type.** Compulsory.

**Academic year.** 2024/2025.

**Semester.** VIII.

**Lecturer, academic degree, position.**

**Learning outcomes.** Theoretical and practical training for solving specific tasks in accounting and formation information base for business management in the conditions market, acquisition of knowledge and formation of documentary skills registration of business operations, conducting synthetic



and analytical accounting to summarize accounting data on tourist enterprises.

**Compulsory disciplines studied before.** "Economic theory", "Finance, money and credit", "Economics of tourism", "Management".

**Course outline.** The essence of accounting and its functions. Regulation accounting in Ukraine. Principles of accounting. Assets, equity and liabilities as objects of accounting accounting. Organization of accounting and accounting policy. Documentation as an element of the method of accounting. Inventory, evaluation and calculation. Accounting system on enterprise. Balance sheet, its content and structure. Accounts accounting and double entry. Accounting main economic processes of the tourist enterprise.

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

1. Бухгалтерський облік у торгівлі та ресторанному господарстві: навч. посіб. / за заг. ред. Л.В. Нападовської. - К. : Київ. нац. торг.-екон. ун-т, 2012. - 395 с.

2. Чеснакова Л.С. Бухгалтерський облік: навч. посіб. / Л.С. Чеснакова, А.В. Алексеєва, В.В. Масалітіна; за заг. ред. Л.С. Чеснакової. - К. : Київ. нац. торг.-екон. ун-т, 2009. - 397 с.

3. Білоусько В.С. Теорія бухгалтерського обліку: навч. посіб. для студ. вищ. навч. закл. – 3-тє вид., перероб. і доп. / В.С. Білоусько. – К. : Кондор, 2007. – 423с.

**Planned learning activities and methods of education.** Combination traditional and non-traditional teaching methods using innovative technologies:

- lectures (thematic, problem);
- practical classes (traditional, with simulation of situations);
- individual work.

**Methods of assessment:**

- current control (testing; oral and written interview);
- final control - written exam.

**Learning and teaching language.** English.

#### **4.21. Title. SECOND FOREIGN LANGUAGE**

**Type.** Optional.

**Academic year.**

**Semester.**

**Lecturer, academic degree, position.**

**Learning outcomes.** Formation of foreign language skills intercultural communication in typical communicative spheres and situations relevant to the student body. Mastering linguistic, sociocultural and socio-psychological skills, knowledge and abilities that will provide the ability and readiness of the individual for intercultural dialogue

**Compulsory disciplines studied before.** Zero level training.

**Course outline.** Acquaintance, personal information. Time of day, days of the week, months. Family and family relations. Free time. Professions. Routine. Products food, food. Flat. City, city orientation, attractions and monuments. Health and disease. Transport. Weather and seasons. Clothing. Holidays and gifts. Modern means of communication. Problems and their solutions. Appearance and clothes, fashion. Office and office equipment. Animals, plants, landscapes. Climate. School, university, education system. Relationships between people. Visiting institutions and completing formalities. Travel, hotels. Cultural events and interests. Machinery. Sports in human life, types sports. Outstanding personalities, changes in the life of the individual. Cinematography, films. Advertising, shopping, shopping, complaints. Information, statistics, graphs, charts. Homeland, nature, landscapes, travel. Fashion trends. Relationships. Body language. Computer in the modern world, technical inventions. Legality, crime, punishment. Art and culture. Sphere service, bank and customer. Political systems. Transport. IN job search, resume, interview. Education and profession.

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

1. Krenn W., Puchta H. Motive. Deutsch als Fremdsprache / W. Krenn, H. Puchta. – Huber Verlag, 2016.
2. F.Castro, F.Marín, R.Morales. Nuevo ven. Nivel 1,2,3. Español para extranjeros. – Edición Edelsa. Grupo Didascalía.S.A., 2008.
3. Iwona Stempek. Polski. Krok po kroku poziom A2/B1. Zeszyt ćwiczeń / Iwona Stempek, Anna Stelmach. – Kraków: Polish-courses, 2014. – 82 str.

**Planned learning activities and methods of education.** Practical classes, independent work. Traditional and innovative methods and learning technologies.

**Methods of assessment:**

- current control (surveys, testing, tests);
- final control - written exam.

**Learning and teaching language.** English.

#### **4.22. Title. CULTURAL TOURISM**

**Type.** Optional.

**Academic year.**

**Semester.**

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

**Learning outcomes.** Knowledge of the most popular types of tourism, united by cultural goals and motives, professional competencies of the formation, promotion and organization of cultural tourism product on the base of the resource potential of cultural heritage and modern creative industries in the regions of Ukraine and the world.

**Compulsory disciplines studied before.** Tourism Organization

**Course outline.** Essence and characteristic of cultural tourism. Culture as a source of tourist interest. Tourism potential of creative industries. Cultural and historical tourism. Ethnocultural tourism. Gastronomic tourism. Wine tourism. Industrial tourism. Features of formation and promotion of cultural tourism product. Trends and perspective directions of cultural tourism development.

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

1. Cultural Tourism / Hilary du Cros, Bob McKercher – Routledge, 3rd Edition, 2020. – 340 pages.
2. Cultural Tourism / Kevin Griffin, Razaq Raj, Nigel Morpeth – Hardback, 2013 – 260 pages.
3. Cultural Heritage and Tourism: An Introduction / Dr. Dallen J. Timothy – Channel View Publication, 2011. – 528 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.

#### **4.23. Title. STARTUP MANAGEMENT IN TOURISM**

**Type.** Optional.

**Academic year.** 2024/2025

**Semester.** VII

**Lecturer, academic degree, position.** Kravtsov S.S. Ass. Prof. of the Department of Tourism and Recreation

**Learning outcomes.** The result of studying the discipline "Startup management in tourism" is the acquisition of certain competencies, namely future professionals must know the legal basis for the operation of startups in tourism, the procedure for their creation and sources of funding; should be able to generate successful business ideas based on features tourism; be able to choose the optimal business model of a startup, to form team of like-minded people and successfully manage its development, present startup in front of stakeholders; have to gain practical skills from developing a business plan for a startup in tourism.

**Compulsory disciplines studied before.** "Organization of tourism", "Marketing in tourism", "Management".

**Course outline.** The essence of startup in the tourism business. Organizational legal principles of startup. Creation procedure and stages of development startup. Startup business model. Stakeholders startups. Formation startup teams and management of its development. Work organization space startup. Time management in a startup. Startup management technologies. Startup presentation. Digital Startup Technology tourism business.

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

1. Райз Е. Стартап без помилок. Посібник зі створення успішного бізнесу з нуля / Ерік Райз. – К.: Виват, 2016. – 368 с.
2. Тіль П. Від нуля до одиниці. / Пітер Тіль, Блейк Мастерс: Пер. з англ. – К.: Наш формат, 2016. – 232 с.
3. Blank S. The Startup owner's manual / Steve Blank, Bob Dorf. – Pescadero: K&S Ranch Press, 2012. – 608 p.

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

**Methods of assessment:**

- поточний контроль (опитування, колоквіуми, комп'ютерне тестування, індивідуальні завдання, кейс, практичні роботи);
- підсумковий контроль – письмовий екзамен.

**Learning and teaching language.** English.

**4.24. Title. INTERNATIONAL ECONOMIC RELATIONS**

**Type.** Optional.

**Academic year.**

**Semester.**

**Lecturer, academic degree, position.**

**Learning outcomes.** Formation of students' skills and abilities effective use of acquired knowledge for independent analysis processes and phenomena of international economic relations; assimilation methodological approaches to assessing the state and development trends of the main forms of IEM, which allows the use of empirical and statistical analysis of the external international environment for justification strategies of foreign economic activity at the level of individual enterprises involved in international trade and production and investment relations with foreign counterparties.

**Compulsory disciplines studied before.** "International economic relations ".

**Course outline.** The subject of studying the discipline "IER", its place among other economic disciplines, structure and logic of teaching. World economy: essence, elements and subjects, stages of formation, factors of development. Socio-economic principle of systematization of the countries of the world. Evolutionary periods of formation of IER. The environment of IER, the international division of labor and cooperation of production. International economic integration. International trade as a leading form of IER. Regulation of international trade. IER in the services sector. International movement of capital. International Investment Cooperation. International portfolio investment. International Stock Market. World currency-financial system. Balance of payments and international calculations. International credit relations. International Migration of the Workshop International Scientific- 53 Technical Exchange. E-commerce in the IER system. International economic organizations in multilateral economic cooperation and regulation of IER. Economic unity of the world and global problems of IER.

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

1. Міжнародні економічні відносини : підручник / за ред . А . П . Голікова , О . А . Довгаль . – Х . : ХНУ імені В . Н . Каразіна , 2019. – 464 с .
2. Міжнародні економічні відносини: Навч. посібник. / [ ред.. В.В. Козик, М.А. Зайця] – О.: ТОВ Плутон, 2019. - 352 с.
3. Світова економіка : [підручник] / За ред. А.П. Голикова, О.А. Довгаль. – Х. : ХНУ імені В. Н. Каразіна, 2019. – 268 с

**Planned learning activities and methods of education.** Thematic and problem lectures, practical classes in the form of discussion "for/against ", analysis of current articles on topics, presentations of projects in small groups, writing thematic essays on current topics.

**Methods of assessment:**

- current control (survey, testing);
- final control (written exam).

**Learning and teaching language.** English.

**4.25. Title. BUSINESS PLANNING**

**Type.** Optional.

**Academic year.**

**Semester.**

**Lecturer, academic degree, position.**

**Learning outcomes.** Formation of students of knowledge and skills in the field of business planning. Acquisition of skills to form goals; ability to independently look for, analyze and select the necessary information, conduct research on the relevant market and identify the trends of its development; Ability to develop business models of ideas, project, enterprises; to develop a business plan, check the realism of business ideas and evaluate the possibility of the initiator of the project to implement the business plan; The ability to analyze the effectiveness of a business plan, apply specialized software.

**Compulsory disciplines studied before.** "Economic Theory", "Tourism Economics".

**Course outline.** Business plan as a business management tool in a market economy. Goals of development of a business plan, methodology for compilation of different standards. Computer reserves to develop a business plan. Preparatory stage of development of a business plan. Requirements for content and methodology for developing a analytical section of the business plan Marketing plan. Production plan. Organizational plan. Risk assessment. Financial plan. Diagnosis of a business plan and evaluate the effectiveness of its implementation. Presentation of a business plan.

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

1. Карпов В.А. Планування та аналіз підприємницьких проектів : навч. посібник – Одеса: ОНЕУ, 2014. – 243 с.
2. Гетало, В. П. Бізнес-планування: Навч. посібник для студентів вищих навч.закладів / В .П. Гетало, Г. О. Гончаров, А. В. Колісник. – К. :

Професіонал, 2012. – 240 с.

3. Должанський, І. З. Бізнес-план: технологія розробки : навч. посіб. для студ.вищ. навч. закладів /І.З. Должанський, Т. О. Загорна. – 2-ге вид. – К. : Центр учбової літератури, 2014. – 384 с.

**Planned learning activities and methods of education.** Combination of traditional and non-traditional teaching methods using innovative technologies:

- lectures (thematic / problem / lecture-consultation;
- seminar / practical / training / presentation / discussion /communicative method / moderation / simulation of situations / "brain attack "/ work in small groups, etc.).

**Methods of assessment:**

- current control (testing; oral / written survey; checking the prepared essay / situational tasks, etc.);
- final control (exam).

**Learning and teaching language.** English.