3. Educational program

1. Profile of the educational program in the specialty 073 «Management» (specialization «Management and Business Administration in Hospitality»)

1 – General information	
Full name of HEI and structural unit	Kyiv National University of Trade and Economics Faculty of Restaurant, Hotel and Tourism Business Department of Hotel and Restaurant Business
Higher education degree and title of qualification in the original language	Master's degree Specialty «Management» Specialization «Management and Business Administration in Hospitality»
The official name of the educational program	«Management and Business Administration in Hospitality»
Type of diploma and scope of educational program	Master's degree, single, 90 ECTS credits, duration of study 1 year 4 months
Availability of accreditation	The Ministry of Education and Science of Ukraine, Ukraine, certificate of accreditation dated till July 01, 2024.
Cycle / level	NQF of Ukraine - level 7, FQ-ENEA - second cycle, EQF-LLL - level 7
Prerequisites	Bachelor's degree
Language (s) of instruction	Ukrainian, English
Duration of the educational program	July 01, 2024
Internet address for the permanent placement of the educational program description	https://knute.edu.ua
2 – Educational program aim	
Training of specialists capable of identifying and solving complex tasks and problems in the field of management and *business administration* or in the process of training, involving research and / or innovation and characterized by uncertainty of conditions and requirements, in particular *in the field of hospitality.*	
3 - Educational program characteristics	
Subject area (field of knowledge, specialty, specialization)	Field of knowledge 07 «Management and Administration», Specialty 073 «Management», Specialization «Management and Business Administration in Hospitality»
Educational program orientation	Academic, educational and professional, applied
Main focus of the educational program and specialization	Focusing on the implementation of educational trajectories with applied, research, scientific-practical and scientific-pedagogical focus. Special education and professional training to solve professional and scientific problems in business administration and management of hotel and restaurant and tourism businesses. Keywords: tourism and hotel and restaurant management, tourism

	and hotel and restaurant business, business administration, personnel management, revenue management, corporate governance, service quality management, strategic marketing, project management.
Features of the program	Interdisciplinary and multidisciplinary training of specialists in the management of organizations and their departments and *business administration, in particular in the field of hospitality*. Annual internship and internship abroad with certificates. Interactive field practical classes. Involvement of foreign scientists and practitioners in the field of hospitality in the educational process.
4 – Graduate employability and further learning	
Professional suitability to employment	DK 003: 2010 "National Classifier of Ukraine. Classification of Professions". 12 Heads of enterprises, institutions and organizations 13 Managers of small businesses without administrative staff 14 Managers (administrators) of enterprises, institutions, organizations and their divisions 1448 Managers (administrators) of travel agencies 1455 Managers in hotels and other accommodations 1456 Manager (administrator) of food security systems 1456.1 Managers (administrators) in restaurants 1456.2 Managers (administrators) in cafes, bars, canteens 1456.3 Managers (administrators) at enterprises that prepare and deliver ready meals 1492 Managers (administrators) in the field of culture, recreation and sports 1229.6 Heads of departments in the field of culture, recreation and sports 1229.7 Heads of other main divisions in other spheres of activity 1238 Project and program managers 1225 Heads of production units in restaurants, hotels and other accommodations 1317 Managers of small enterprises without management staff in commercial services 2320 Teachers of secondary schools 2310.2 Other teachers of universities and higher educational establishments 2351.1 Researchers (teaching methods) 2359.1 Other researchers in the field of education 2359.2 Other specialists in the field of education 2412.1 Researchers (work, employment) 2419.1 Researchers (marketing, business efficiency, production rationalization) 2481 Professionals in the field of tourism 2481.1 Researchers (tourism, sightseeing) 2481.2 Tourism experts 2483 Professionals in the field of sanatorium-resort business 2483.1 Researchers (recreation) 2483.2 Sanatorium and resort professionals 2441.2 Economists Brand manager of territories SMM manager Obtaining professional certificates based on the results of practical

	training
Further study opportunities	Master can continue education at the educational and educational-scientific level, improve qualification and receive additional postgraduate education.
5 – Teaching and assessment	
Teaching and learning	Student-centered learning, self-study, problem-oriented learning. Lectures, practical classes, independent work on the basis of textbooks, manuals and lecture notes, learning through practical training and professional internships, consultations with teachers, preparation of final qualifying work.
Assessment	Written exams, solving situational practical tasks, presentations, surveys, testing, essay writing, cases, public defense of the final qualifying work, etc. Assessment is carried out in accordance with the "Regulations on the assessment of learning outcomes of students and graduate students", "Regulations on the organization of the educational process of students".
6 – Program competencies	
Integral competence	Ability to solve complex problems and problems in the field of management and *business administration* or in the learning process, involving research and/or innovation under uncertainty of conditions and requirements, *in particular in the field of hospitality, involving the use of theories, methods, techniques and technologies of management.*
General competencies (GCs)	**GC 1.** Ability to conduct research at the appropriate level. **GC 2.** Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity). **GC 3.** Skills to use information and communication technologies. **GC 4.** Ability to motivate people and move towards a common goal. **GC 5.** Ability to act on the basis of ethical considerations (motives). **GC 6.** Ability to generate new ideas (creativity). **GC 7.** Ability to abstract thinking, analysis and synthesis.
Professional competencies of specialty (PCs)	**PC 1.** Ability to select and use concepts, methods and tools of management and business administration, in accordance with defined goals and international standards. **PC 2.** Ability to set values, visions, mission, goals and criteria by which the organization determines further directions of development, to develop and implement appropriate strategies and plans, in particular in the field of hospitality. **PC 3.** Ability for self-development, lifelong learning and effective self-management. **PC 4.** Ability to effectively use and develop human resources in the organization, in particular in the field of hospitality. **PC 5.** Ability to create and organize effective communications in the process of management and business administration.

	PC 6. Ability to form leadership qualities and demonstrate them in the process of managing people. **PC 7.** Ability to develop projects, manage them, show initiative and entrepreneurship, in particular in the field of hospitality. **PC 8.** Ability to use psychological technologies to work with staff. **PC 9.** Ability to analyze and structure the problems of the organization, make effective management decisions and ensure their implementation, in particular in the field of hospitality. **PC 10.** Ability to manage the organization and its development, in particular in accordance with the trends of tourism, hotel and restaurant business. ***PC 11.*** *Ability to integrate knowledge and solve complex problems of management and business administration in the field of hospitality in multidisciplinary contexts, in new or unfamiliar environments with incomplete or limited information.*
7 **– Program learning outcomes**	
	1. Critically comprehend, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions. 2. Identify problems in the organization and justify methods for solving them. 3. Design effective management systems for organizations. 4. Substantiate and manage projects, generate business ideas. 5. Plan the activities of the organization in strategic and tactical sections. 6. Have the skills to make, justify and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of current legislation, ethical considerations and social responsibility. 7. Organize and carry out effective communication within the team, with representatives of various professional groups and in the international context. 8. Use specialized software and information systems to solve management problems of the organization. 9. Be able to communicate in professional and scientific circles in the state and foreign languages. 10. Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional problems. 11. Provide personal professional development and planning of own time. 12. Be able to delegate authority and management of the organization (unit). 13. Be able to plan and implement information, methodological, material, financial and personnel support of the organization (unit) *14. Ability to manage innovation, commercial, marketing activities, develop and implement strategies and programs of management and administration in the field of hospitality in multidisciplinary contexts.* *15. Ability to influence consumer behavior and form segments of loyal consumers.*
8 – Resource support for program implementation	

Staffing	95% of the teaching staff involved in teaching professionally-oriented disciplines have degrees in the specialty. Foreign specialists from the professional environment of the hotel and restaurant business are invited to give problem lectures.
Material and technical support	Cabinet of Digital Technologies in the hotel and restaurant business Educational and scientific laboratory on food production technology Educational and scientific laboratory on restaurant technology Educational and scientific laboratory of restaurant service organization Cabinet "Tourism" Computer class on tourism organization Computer design class Laboratory of heating and refrigeration equipment Laboratory of oenology and bar business Sensory analysis laboratory HoReCa design laboratory Laboratory of design and engineering Laboratory of computer-aided design systems Laboratory of integrated business process management systems VR-library, SMART-library
Information and educational-methodological support	KNUTE's use of virtual learning environment, software: innovative hotel management system Fidelio V8; program complex "Parus-Hotel", program complex "Parus-Restaurant"; Liko system for automation of restaurants or a chain of restaurants; Amadeus global booking system. Author's developments of the academic teaching staff.
9 – Academic mobility	
National credit mobility	On general grounds within Ukraine. Short-term education of students on a predetermined course in other institutions of higher education.
International credit mobility	Under the EU Erasmus + program based on bilateral agreements between KNUTE and higher education institutions of partner countries.
Training of foreign applicants for higher education	Training of foreign citizens is possible.

2. List of educational program components and their logical sequence

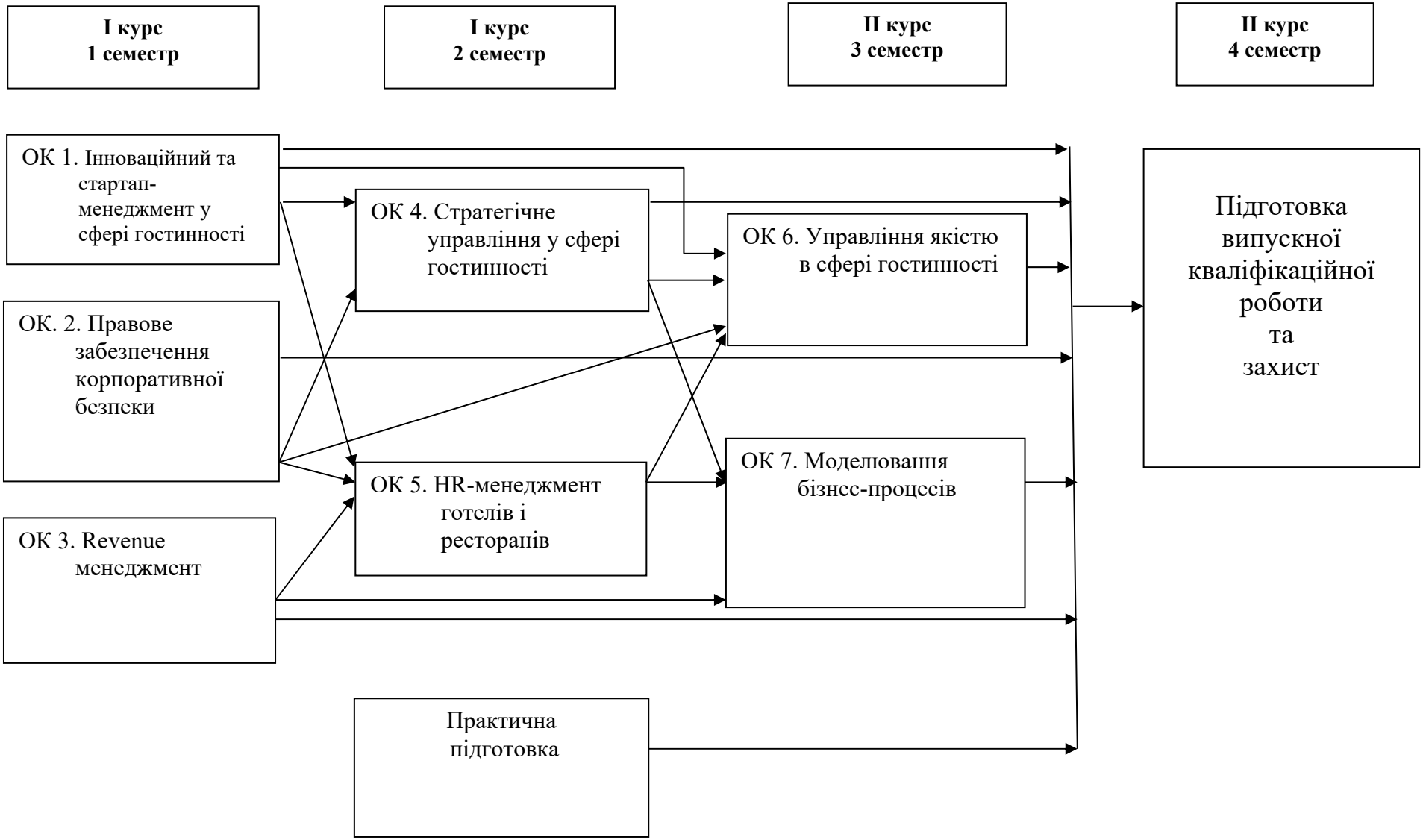
2.1. List of educational program components

Course code	Components of the educational program (academic disciplines, course projects (works), practical training, qualification examination, graduation thesis)	Amount of credits
1	2	3
Compulsory components CCs		
CC 1.	Innovative and startup management in the field of hospitality	6
CC 2.	Legal support of corporate security	6
CC 3.	Revenue management	6
CC 4.	Strategic management in the field of hospitality	7,5
CC 5.	HR-management of hotels and restaurants	7,5
CC 6.	Quality management in the field of hospitality	6
CC 7.	Business process modeling	6
Total amount of compulsory components:		**45**
Optional Components OCs		
OC 1.	Anti-crisis psychology	6
OC 2.	Brand management	6
OC 3.	Hotel business	6
OC 4.	Business protocol and etiquette	6
OC 5.	Contract law	6
OC 6.	Innovative restaurant technologies	6
OC 7.	Intellectual Property	6
OC 8.	Consumer law	6
OC 9.	Concepts and restaurant creative approach	6
OC 10.	Resort touring	6
OC 11.	International tourism	6
OC 12.	Methodology and organization of scientific research	6
OC 13.	Behavior of consumers of hospitality services	
OC 14.	Business psychology	6
OC 15.	Psychology of image	6
OC 16.	Psychology of self-determination	6
OC 17.	Restaurant business	6
OC 18.	Strategic marketing in the hotel and restaurant business	6
OC 19.	Digital marketing technologies	6
OC 20.	Business process management	6
OC 21.	Luxury service management	6
OC 22.	Management of tourist destinations	6
OC 23.	Financial management	6

OC 24.	Financial technologies	6
OC 25.	Value-oriented management	6
OC 26.	Health tourism	6
Total amount of optional components:		**24**
Practical training		
	Practical training	9
Attestation		
	Preparation of the final qualification work and its defense	12
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		**90**

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

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



3. Form of attestation of applicants for higher education

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

The final qualification work should involve solving a complex problem or problem in the field of management, a task or problem in the field of management that requires research and /or innovation and is characterized by complexity and uncertainty of conditions, using theories and methods of economics.

The final qualification work should not contain academic plagiarism, falsification, fabrication.

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

4.1. Matrix of correspondence of program competencies to EP compulsory components

Components / Competencies	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
GC 1	+	+	+	+	+	+	+
GC 2					+		
GC 3		+	+		+	+	
GC 4					+		
GC 5			+		+	+	+
GC 6	+		+		+	+	+
GC 7	+	+	+	+		+	+
PC 1	+	+	+	+	+	+	+
PC 2			+		+		
PC 3	+	+	+	+	+	+	+
PC 4					+		
PC 5			+		+		+
PC 6			+	+	+		
PC 7				+			+
PC 8					+		
PC 9		+	+	+	+	+	+
PC 10	+	+	+	+	+	+	+
PC 11			+	+	+		

4.2. Matrix of correspondence of program competencies to EP optional components

Components / Competencies	OC 1.	OC 2.	OC 3.	OC 4.	OC 5.	OC 6.	OC 7.	OC 8.	OC 9.	OC 10.	OC 11.	OC 12.	OC 13.	OC 14.	OC 15.	OC 16.	OC 17.	OC 18.	OC 19.	OC 20.	OC 21.	OC 22.	OC 23.	OC 24.	OC 25.	OC 26.
GC 1		*								*		*						*			*	*	*			
GC 2	*	*	*	*	*		*	*	*			*	*	*		*			*		*		*	*	*	*
GC 3																	*			*						
GC 4	*											*	*	*	*								*	*	*	*
GC 5	*			*			*					*	*	*	*								*	*	*	
GC 6		*				*											*			*						
GC 7										*												*				*
PC 1	*	*								*		*	*					*	*	*	*	*	*	*		
PC 2		*										*	*					*	*		*		*	*		
PC 3													*	*	*									*	*	
PC 4	*												*		*									*		
PC 5																		*								
PC 6														*	*										*	
PC 7		*																*								*
PC 8	*			*								*	*	*	*								*	*	*	
PC 9			*														*	*			*					
PC 10			*			*					*	*				*	*	*	*	*			*			
PC 11		*											*											*		

5.1. Matrix for providing program learning outcomes (PLOs) with EP compulsory components

Components / Components	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
1		+	+	+	+	+	+
2		+		+	+	+	
3	+		+		+		+
4							+
5		+		+	+	+	+
6			+	+	+		+
7		+	+		+	+	+
8		+	+	+		+	
9	+	+	+	+	+	+	+
10			+	+	+	+	+
11				+	+		+
12					+		+
13	+	+	+	+	+	+	+
14	+	+	+	+	+	+	+
15	+	+					

5.2. Matrix for providing program learning outcomes (PLOs) with EP optional components

Components / PLOs	OC 1.	OC 2.	OC 3.	OC 4.	OC 5.	OC 6.	OC 7.	OC 8.	OC 9.	OC 10.	OC 11.	OC 12.	OC 13.	OC 14.	OC 15.	OC 16.	OC 17.	OC 18.	OC 19.	OC 20.	OC 21.	OC 22	OC 23.	OC 24.	OC 25.	OC 26.
1										*							*	*			*					
2		*	*									*				*										*
3																		*			*					
4		*				*												*								
5		*																			*					
6	*				*		*	*	*				*	*	*								*	*	*	
7				*															*							
8																	*			*						
9		*		*	*	*	*	*	*	*	*	*				*			*			*				*
10	*			*									*	*	*								*	*	*	
11	*												*	*	*								*	*	*	
12																		*			*					*
13			*													*	*	*	*		*					*
14	*	*															*									
15												*					*		*							

Record of Changes

№	Date	Items to be amended	Initiator of a change	Surname, initials of the person responsible for making changes	Signature