

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

PROSPECTUS

European Credit and Transfer System (ECTS)

Field of Science	24 «Service Industry»
Field of Specialty	241 «Hotel and Restaurant Business»
Specialization	«International Hotel Business»
Academic Degree	«Master»

Kyiv 2018

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.

The list of grades for the subject reflects student's achievement in a way that is generally comprehensible and easily perceived in different educational establishments. For this purpose it uses a table of grades correspondence under 100-score assessment system, a national scale and an ECTS scale.

Table of correspondence of ECTS grading scale, national and KNUTE assessment systems

Grade according to ECTS scale	Definition	Grade according to KNUTE system
A	Excellent performance with few mistakes.	90–100
B	Above average with several mistakes.	82–89
C	Generally correct work with a number of significant errors.	75–81
D	Not bad, but considerable amount of drawbacks.	69–74
E	Performance meets the minimum criteria.	60–68

The end of the table

Grade according to ECTS scale	Definition	Grade according to KNUTE system
FX	Certain amount of work has to be done before retaking.	35–59
F	Serious further work, course repetition is required.	1–34

1. General information.

1.1. Name and address.

Kyiv National University of Trade and Economics
Address: 19 Kyoto St., Kyiv, 02156 Telephone: 513-33-48, 531-47-41,
Fax: 544-39-74, 544-74-14
Email: knteu@knteu.kiev.ua
Official website: <http://www.knteu.kiev.ua>

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

KNUTE is one of the most prestigious educational institutions of Ukraine. Its history dates back from 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 is a leader in the system of the higher education in Ukraine. According to the number of submitted applications of applicants to higher educational institutions it occupied the 5th place in Ukraine in 2017 as well as the 1st place – among the economic institutions of higher education in Ukraine.

KNUTE consists of 6 academic institutes, 11 colleges and higher business schools in 10 cities of the country located in Kyiv, Kharkiv, Vinnytsa, Chernivtsi, Khmelnytsky, Uzhgorod, Colomyja, Burshtyn, Zhytomyr, Odesa.

In the basic institution in Kyiv there are 6 faculties:

Faculty of International Trade and Law;

Faculty of Economics, Management and Psychology;

Faculty of Finance and Banking;

Faculty of Accounting, Auditing and Informational Systems;

Faculty of Restaurant, Hotel and Tourism Business;

Faculty of Trade and Marketing.

More than 40 thousand students study in 19 specialties at the university. The professional training of specialists is conducted in 45 bachelor and 56 master programs, 9 of which are in English.

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

In the educational institution there was established a modern base for scientific research, developed a unique method for the preparation of scientific and pedagogical staff: there are 15 educational and research Ph.D. programs, 7 specialized scientific councils for doctoral thesis in 9 specialties and master dissertations in 12 specialties operate.

The university has a strong research and teaching staff able to solve tasks successfully. Creative university research teams are working effectively to address pressing scientific problems, research results are published in the scientific journals “Visnyk of KNUTE”, “Foreign trade: economics, finance, law” and in the International scientific journal “Products and Markets”.

The proportion of lecturers with academic degrees of doctor of sciences and PhD is more than 77 percent. Experts of KNUTE are actively involved in developing strategic directions of quality education assurance, they take part in a number of commissions and workgroups of the Ministry of Education and Science of Ukraine as well as other ministries and departments. Renowned specialists and scholars, honored figures of science and education, laureates of state awards in science and technology work for the university.

The structure of KNUTE includes: Institute of Higher Qualification, Center for European Education, Distance Learning Laboratory, where the training and retraining of specialists is done on the main professional job, Training center for external independent testing (EIT), Preparatory Department for Foreign Citizens and Persons without Citizenship, Career Development Center, Center for technology transfer, Center of pedagogical and psychological studies, High School of Teacher Excellence, Center of formation of contracts, Training and Production Association, Business training center,

Scientific and Technical Center for certification of products, services and quality systems. At the university 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 system of ensuring the quality of educational activities and the quality of higher education.

The university has developed internal standards for higher education 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, television panels, LED screens, laboratories – with research equipment and inventory. In general, the university has 46 computer rooms with modern information databases and software. The library is the largest one among the economic educational institutions with the electronic services of readers, access to international catalogues and funds. For students, favorable social and living conditions have been created: there are hostels, cafeterias and dining rooms, medical centers, laundry and other household items. The university has a unique sports complex, which includes a football field with artificial cover, basketball and volleyball playgrounds, table tennis, boxing ring, gyms etc. Students and the staff have the opportunity to relax at two University recreation bases on the Black Sea.

KNUTE concluded numerous agreements on creative scientific and technical commonwealth and cooperation in training specialists in all fields, including the Ministry of Economic Development and Trade of Ukraine, 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, the leading commercial banks, trade, hotel and restaurant chains, advertising agencies, logistics and distribution centers and other organizations and institutions.

Creative contacts with more than 100 institutions of higher education, international centers and institutions from 30 countries of the world are established and maintained. An exchange of teachers and students is carried out, international projects are implemented, advanced training, retraining of specialists as well as students' practice in numerous universities of foreign countries, based on foreign enterprises, is conducted.

Kyiv National University of Trade and Economics is a member of the prestigious international organizations: International Association of Universities, University Agency of Francophonie, International Society of Commodity Scientists and Technologists, Association of Leading University Higher Business Schools, International Association of higher and secondary specialized educational institutions of trade and consumer cooperation, World Association for Recreation, etc.

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

1.3. Academic bodies.

Mazaraki Anatoliy	Rector, Doctor of Sciences (Economics), Professor, Academician of the National Academy of Educational Sciences of Ukraine, Honored Worker of Science and Technology of Ukraine, Laureate of State Prize of Ukraine in Science and Technology
Prytulska Natalia	First Vice-Rector for Scientific-Pedagogical Work, Doctor of Technical Sciences, Professor
Shapoval Svitlana	Vice-Rector for Scientific-Pedagogical Work, PhD in Technical Sciences, Associate Professor
Melnichenko Svitlana	Vice-Rector for Scientific Work, Doctor of Sciences (Economics), Professor
Sai Valeriy	Vice-Rector for Scientific-Pedagogical Work and International Relations, PhD in Economics, Associate

Professor, Protocol Advisor of I Rank

Shapoval

Leonid

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 Branch of Knowledge	Academic Degree «Bachelor»		Academic Degree «Master»	
	Major	Specialization	Major	Specialization
03 Liberal Arts	035 Philology	Germanic languages and literature (including translation), first - English	–	–
05 Social and behavioural sciences	051 Economics	Economic Cybernetics	051 Economics	Economic Cybernetics
		International Economics		International Economics
		Business Economics		Economic safety of enterprise
		Corporate finance		Financial management
	Branch markets Economics			
053 Psychology	Psychology	053 Psychology	Psychology	
06 Journalism	061 Journalism	Advertising and Public Relations	061 Journalism	Advertising
07 Management and Administration	071 Accounting and taxation	Accounting and taxation	071 Accounting and taxation	Accounting, taxation and business evaluation

Key and Title Branch of Knowledge	Academic Degree «Bachelor»		Academic Degree «Master»	
	Major	Specialization	Major	Specialization
		Financial control and audit		Financial analysis and audit
072 Finance, banking and insurance		State finance	072 Finance, banking and insurance	State finance
		Banking		Banking
		Management of public financial resources		Financial intermediation
		Financial intermediation		Insurance
		Insurance		Financial brokerage
		Taxation		
073 Management		Management of international economic activity	073 Management	Management of international economic activity
		Management of organizations		Management of organizations
		Trade management		Trade management
		Personnel management		Personnel management
		Hotel and restaurant management		Hotel and restaurant management
		Tourism management		Tourist and resort and recreational management
		Economic competition management		Economic competition management
075 Marketing		Marketing	075 Marketing	Marketing
		Advertising		Advertising
				Brand Management
076 Entrepreneur		Wholesale and retail trade	076 Entrepreneur	Wholesale and retail trade

Key and Title Branch of Knowledge	Academic Degree «Bachelor»		Academic Degree «Master»	
	Major	Specialization	Major	Specialization
	ship, trade and exchange activities	Merchandising and commercial logistics	ship, trade and exchange activities	Merchandising and commercial logistics
		Merchandising and organization of external trade		Merchandising and organization of external trade
		Customs		Customs
		Goods safety and quality management		Goods safety and quality management
08 Law	081 Law	Commercial law	081 Law	Commercial law
		Financial law		Financial law
		Legal security support of entrepreneurial activity		Legal security support of entrepreneurial activity
		Civil law and trial		Civil law and trial
12 Information technologies	121 Software engineering	Software engineering	121 Software engineering	Software engineering
	122 Computer sciences	Computer sciences	122 Computer sciences	Computer sciences
	124 System analysis	System analysis	–	–
18 Manufacturing and technologies	181 Food technologies	Restaurant technologies	181 Food technologies	Restaurant technologies
24 Service sector	241 Hotel and restaurant business	Hotel and restaurant business	241 Hotel and restaurant business	Hotel and restaurant business
				International hotel business
	242 Tourism	Tourism	242 Tourism	International Tourism business
28 Public management and administration	281 Public management and administration	Public management and administration	281 Public management and administration	Public management and administration

Key and Title Branch of Knowledge	Academic Degree «Bachelor»		Academic Degree «Master»	
	Major	Specialization	Major	Specialization
	tion		tion	
29 International relations	292 International economic relations	International business	292 International economic relations	International business
		International 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://www.knteu.kiev.ua/blog/read/?pid=4936&uk>

1.7. Mechanisms for credit mobility and prior learning recognition (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, Regulations on the procedure of realizing the right for academic mobility at KNUTE and agreements on education in terms of academic mobility on the basis of 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:

- Provisions on the organization of the educational process of students;
- Provisions on distance learning at KNUTE;
- Provisions on the procedure for realizing the right for academic mobility at KNUTE;
- Provisions on individual student curriculum at KNUTE;
- Provisions on the organization of completion and public presentation of term papers (projects) at KNUTE;
- Provisions on conducting student practical training at KNUTE;
- Provisions on assessment of learning outcomes of students and graduate students;
- Provisions on the appeal of the results of the final knowledge control of the students of KNUTE;
- Provisions on graduation qualification project (work);
- Provisions on the certification of higher education applicants and the examination commission for certification at KNUTE;
- Provisions on the procedure and grounds for the issuance of documents on higher education of the state standard at KNUTE;
- Provisions on the system of rating assessment of the students of KNUTE;
- Provisions on the observance of academic integrity by the pedagogical, scientific and pedagogical, scientific workers and 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 inclusion of current changes in identification records;
- 2) keeping documents in order;
- 3) providing information on writing requests of any institutions;
- 4) providing information to students, explanation as for the labour Law Code of Ukraine;
- 5) keeping military records of persons subjected to conscription;
- 6) issuance of certificates of form f.17 for regional draft boards;
- 7) registration of personal cards of the form P-2.

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 a 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.

In the hostel there are rooms with kitchens on each floor, a bathroom and centralized laundry.

Students from other cities get housing in dormitories in case if free rooms are available upon application from faculties by order of the Rector. The university and the student conclude a contract on the right of residence in the student dormitory, which establishes the rights and duties and responsibilities of the parties for compliance and enforcement.

Hostels addresses:

- № 1 – 8 Miliutenko st., Kyiv, 02156;
Tel. (044) 531-49-06, (044) 531-49-05;
- № 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 five modern canteens in buildings “B”, “D”, “E”, “L” and “H” (57-a Chigorin st.), where there is an opportunity to take quality, balanced and inexpensive meals.

The average cost of breakfast in the canteen of the University is from 20 to 28 UAH; lunch is from 31 to 44 UAH; dinner is from 17 to 23 UAH.

Cafes work every day in all academic buildings, where it is possible to buy own-produced foods: main dishes (over 100 types), including healthy food, side dishes (over 60 types), cold dishes (over 60 types), cold and hot drinks, fresh pastries and desserts, produced in own confectionery shop (over 90 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 living in the KNUTE dormitories is set at 40 percent of the size of the minimum academic scholarship.

2.5. Financial support of students. 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 The Cabinet of Ministers’ 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 and the Cabinet of Ministers of Ukraine (students from orphans and children deprived of parental care, students with disabilities, students from low-income families, suffered from Chernobyl Disaster, ATO members and their children, internally displaced persons, etc.) social grants are assigned.

Size of academic and social scholarships is established according to the Resolutions of the Cabinet of Ministers of Ukraine “About the size of scholarships in state and communal educational establishments, academic institutions” (28 of December 2016, № 1047).

Privilege payment for accommodation in hostels.

To 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, ATO participants, children of ATO participants, internally displaced persons) privileges are granted from payment for living in hostels.

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.

On the territory of the university there are medical points where a general practitioner together with a nurse and 2 nurse practitioners work, receiving students, performing immunizations, handling procedures, conducting health education work.

Medical treatment of foreign citizens temporarily residing on the territory of Ukraine is carried out in public and municipal health facilities at their own expense including health insurance contracts with Ukrainian insurers.

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 22nd of June 2011 № 667 and Article 44 of the Law of Ukraine “On insurance”.

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

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

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

2.8. Opportunities for students with disabilities and special needs.

KNUTE has created favorable conditions for studying, comfortable stay and accommodation of students with special needs.

Access for students with special needs, including those in wheelchairs to areas of higher education, dormitories has been provided:

- Building A is equipped with ramps, a lifting platform and an elevator for people with special needs;
- Building D, E, L, the Congress-hall (building B), dormitories № 2, 4 have ramps for wheelchairs;
- in dormitories № 2, 4 there are specially equipped rooms for people with handicapped physical capacities (toilet and bathroom with special handholds);
- staircase flights are equipped with handholds;
- lift call-button, light switchers in the university are placed on accessible for seated man level.

Students with special needs regularly receive welfare assistance. In order to ensure their social adaptation, psychological support of practical psychologists is provided.

The University provides social benefits which are guaranteed by the state to certain categories of students.

2.9. Learning facilities.

Library of KNUTE is a research, information, educational, 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 1.5 million copies of books, periodicals, dissertations and abstracts, and publications on electronic media. Annual increase of library's documents fund makes up nearly 10,000 exemplars, purchasing of periodicals forms of Ukraine and foreign countries makes up 100 items.

Library has modern technical facilities and resources. There were installed 90 computers and 3 powerful servers, were created necessary conditions for effective readers service, arrangement of documents funds, electronic catalogues, document exhibitions. There is free Wi-Fi connection to educational resources in the Internet.

To library users' service there are 6 reading-halls, 7 lending libraries, multimedia library, foreign literature hall, cards and electronic catalogues hall, new literature hall, MBA, special sectors such as methodological sector of KNUTE, dissertation and dissertation abstracts sector.

All work processes in the library are computerised: documents' funds compilation, scientific elaboration of documents, outgoing of the documents to users, search for the documents in electronic catalogues ("Ukrainian Stock House" – ALIS "UFD/Library") etc. For signing up and using the library there is an electronic signature (PIN-CODE) in reader's electronic form.

Media library provides information services in all areas of learning and research work of the university and promotes the use of Internet resources as educational potential. For the users is available fund of multimedia documents of educational and cognitive importance on different media (CD and DVD-discs, video-cassettes, etc.). It is being formed a full-text database of electronic textbooks and programs, methodical recommendations and works of KNUTE teachers. Also in the multimedia library was offered free access to the websites of national and foreign libraries, electronic information resources of Ukraine and foreign countries, international projects. Media library is equipped with modern computers connected to the Internet.

Media library allows reviewing and copying documents in electronic full-text form (if necessary). Equipped with 20 computers,

devices for reading CD- and DVD-ROMs, and contains a database of electronic textbooks, curricula and other information sources.

Media library, in addition to full-text databases on the Internet, is supplied with collections of documents in electronic form. Network local resources (learning-methodical editions) make up 4,695 copies. Documents on removable media make up 3,451 copies. Media library conducts monthly electronic informing of KNUTE structural units on new receipts and text databases. The university library has access to such electronic databases as:

- ALIS (UFD/Library).
- SCOPUS abstract and citation database.
- Full text base of information resource of the company “EBSCO PUBLISHING”.
- Database of economics and law (Polpred.com).
- Regulatory acts of Ukraine – base of legislative and regulatory acts of Ukraine.
- Open archives of Ukraine (oai.org.ua).
- “Commodity monitor” – an analytical weekly publication (publishing house “Derzhzovnishinform”).
- Countries of the world (Ukrainian National Information Agency “Ukrinform”).
- KNUTE packages of studying-methodical support.
- KNUTE publishing (archives).
- KNUTE fund of audio-, video-and photo materials.

The website of KNUTE Library (www.lib.knteu.kiev.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.

Formation of information culture of library users (researchers, teachers, students, etc.) is an important part of the library’s work. Library activities are aimed at information provision for users, which means the accessibility and timeliness of information access. There are practical classes for the first-year students on librarian-bibliographical knowledge in form of lectures, practical work and

excursions to the library. Great attention is paid to achieving knowledge of conducting document search in electronic catalogue of the library.

The introduction of new technologies gives an opportunity to broaden informational supplement of library users, what influences the quality of educational process. Cooperation with KNUTE structural units (faculties, departments, research and service departments) with the aim of improving the use of library collections and information resources, multi aspect 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.

Conditions of using library services:

- scientific literature lending library:
professors and lecturers, scientists – one studying year;
students – a month;
- study literature lending library:
professors and lecturers, scientists – one studying year;
students – a term;
- foreign literature lending library: all readers – one month (with possibility of extension of the use);
- fiction literature lending library: all readers – 21 days.

Timetable of library work: Monday – Friday – 09:00 – 17:45.

2.10. Organization of student mobility by mobility programs.

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

Study programs of the Center for European Education of KNUTE

Partner university, country	Academic degree	Specialty	Duration	Mode of study	Language	Admission requirements
University of Auvergne <i>(Université d'Auvergne)</i> School of Management Clermont-Ferrand, France	Bachelor (Licence)	<ul style="list-style-type: none"> • Management • Accounting and finance • International business 	1 year	full-time	English, French	<ul style="list-style-type: none"> • Minimum requirement French/English B2, • at least 2-3 years of study at KNUTE
	Master	<ul style="list-style-type: none"> • Operational Management • Small and Medium Enterprises Management 	2 years			<ul style="list-style-type: none"> • Minimum requirement English/ French B2/C1, • Bachelor degree
ESCP Europe Paris, France	Master	<ul style="list-style-type: none"> • Management 	2 years	full-time	English, French	<ul style="list-style-type: none"> • Minimum requirement French or English B2, • Bachelor degree
Paris-Est Créteil University	Bachelor (Licence)	<ul style="list-style-type: none"> • Enterprise management • Accounting, Audit 	1 year	full-time	French	<ul style="list-style-type: none"> • Minimum requirement French B1/B2, • at least 3 years of

Continuation of the table

<p>(Universite Paris-Est Creteil) The Eiffel School of Management (IAE Gustave Eiffel) Paris, France</p>		and Control				study at KNUTE
		<ul style="list-style-type: none"> • International Management 			English	<ul style="list-style-type: none"> • Minimum requirement English B2, • at least 3 years of study at KNUTE
		Specialty	Duration		Language	Admission requirements
	Master	<ul style="list-style-type: none"> • International Master in Business Management 				<ul style="list-style-type: none"> • Minimum requirement English B2/C1, • Bachelor degree
		<ul style="list-style-type: none"> • Management of Organizations • Marketing • Finance • Accounting, Audit and Control 	1-2 years		French	<ul style="list-style-type: none"> • Minimum requirement French B2/C1, • Bachelor degree
<p>Audencia Nantes School of Management Nantes, France</p>	Master	<ul style="list-style-type: none"> • Management • Media and communications 	1,5 year	full-time	French, English	<ul style="list-style-type: none"> • Minimum requirement French or English B2, • Bachelor degree

The end of the table

<p><i>(Université Grenoble Alpes)</i> Faculty of Economics (Faculté d'Economie) Grenoble, France</p>						<p>French or English B1/B2,</p> <ul style="list-style-type: none"> • at least 3 years of study at KNUTE
	Master	<ul style="list-style-type: none"> •Management •Finance •Marketing 	2 years	full-time	French	<ul style="list-style-type: none"> • Minimum requirement French B2/C1, • Bachelor degree
<p>University of Central Lancashire Preston, The United Kingdom</p>	<i>School of Language, Literature and International Studies</i>		(July-August)	full-time	English	Minimum requirement English B1
	<i>English Language Summer School</i> (Themed weeks on your choice)					

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 (Clermont-Ferrand)
	Audencia Nantes School of Management (Nantes)
	Grenoble Alps University (Grenoble)
	Paris-Est Créteil University (Paris)
	Paris Graduate School of Management (ESCP) (Paris)
The UK	University of Central Lancashire (Preston)
Poland	Crakow University of Economics (Crakow)
	Poznan University of Economics and Business (Poznan)
	Wroclaw University of Economics (Wroclaw)
Germany	University of Hohenheim (Stuttgart)
	Bremen University (Bremen)
	Würzburg University of Applied Sciences (Würzburg)

International programs and projects under the Erasmus+

List of educational institutions
Crakow University of Economics (Poland, Crakow)
The University of Szczecin (Poland, Szczecin)
Audencia Nantes School of Management (France, Nantes)
Grenoble Alps University (France, Grenoble)
Paris-Est Créteil University (France, Paris)
University of Central Lancashire (United Kingdom, Preston)
University of Hohenheim (Germany, Stuttgart)
Piraeus University of Applied Sciences (Greece, Piraeus)
Sofia University St. Kliment Ohridski (Bulgaria, Sofia)

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”.

In 2017, 68 contracts and agreements on cooperation as well as 50 memorials were signed, according to which state authorities, enterprises, institutions, public and business organizations became official partners of educational programs. Such number of partners greatly expanded the opportunities for undergraduate students who acquire “Bachelor”/“Master” degrees in various educational programs. According to individual contracts, more than 4000 students undertook an internship.

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.

As an example, a master class from Mary Shramko “Sugar flowers”, where students got to know the technique of making sugar flowers;

- a master class “Cheesemaking” from master-chef Iryna Novikova;

- field research of the theory of organization of trade enterprises carried out by university students, the research task facilitated acquaintance with the theory of the organization of such trade enterprises and networks as: “Retail Trend” Ltd., “Novus Ukraine”

Ltd., “Auchan Ukraine Hypermarket” Ltd., “FOZI-FOOD” Ltd., “Metro Cash & Carry Ukraine” Ltd., chain of stores “EVA”, “PROSTOR”, “Watsons” and “BROCARD”;

- professional training on discipline “Hotel business” in the hotel chains “Reikartz Hotel Group”, “Hilton”;

- a master class EVO MeetUp “I want my own online store”: where to start creating your own online business;

- theme workshop: “All about taxes” from the senior consultant of the tax department of PwC Ukraine, Olga Anufrieva, and many others.

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, which includes such creative amateur groups as: folk student academic chamber choir, contemporary dance studio “Light”, vocal and contemporary music studio, folk and instrumental music group “At libitum”.

The University created the right conditions for physical training and sports: a modern stadium with artificial turf, sports ground, two modern sports halls, a gym, a boxing and wrestling room, fitness rooms. There are also such sports sections as: football (men and women), volleyball (men and women), basketball, badminton, general physical training, athletics, table tennis, athletic gymnastics, aerobics, fitness, body fitness, judo-sambo, boxing, physical rehabilitation.

2.18. Student organizations.

Public life of KNUTE 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”, “Lawyer”, “Entrepreneur”, “Manager”, “Cyberneticist”, “Advertiser”, “Luca Pacioli”, “Audit Student Union”, “Chemists of KNUTE”, “Culinary Club”, psychological club “Wisdom of Generations”, tourist club “Everest”, sports clubs in football, basketball, volleyball, wrestling, union of consumerists “OSA”, law clinic “Center of legal protection”, business incubator; students take part in the Ukrainian movement "Youth for Consumer Rights".

Information on student learning, leisure and sports is placed in the newspaper “University and Time”, student magazine “Kyoto, 19”, online magazine “Vivat Academia” of the Scientific society of students, postgraduates, doctoral students and young scientists on the University website (<http://www.knteu.kiev.ua>), on the official webpages of KNUTE in social networks “Facebook” (<https://www.facebook.com/knteuofficial/>), “Instagram” (https://www.instagram.com/knute_news/), “YouTube” (<https://www.youtube.com/user/kyotostreet>) and in the programs of student television “KNUTE-TV”.

3. Program profile.

Profile of the program «International Hotel Business» Academic Degree «Master»	
Type of diploma and program volume	Single degree (provided on the basis of one institution), 90 ECTS credits / 1.4 years
Higher Education Institution	Kyiv National University of Trade and Economics
Accreditation Institution	Ministry of Education and Science of Ukraine
Accreditation Period	2016–2026
Program Level	Second Level
A	The aim of the educational program
	Preparation of competitive highly socially mobile professionals capable on the basis of prevailing in the learning process general and specific competencies to meet effectively the challenges of organizing and coordinating the business activities of international hotel

	<p>operators that are part of the national market and hotel chains, independent businesses hotel industry that goes to international hotel services markets.</p> <p>Implementing the studentcentered learning concept, organization-centered creative learning process, implementation of the principles of cooperation and academic mobility with educational organizations.</p>	
B	Program Description	
	Field of Science	24 «Service sector»
	The main focus of the program and specialization	<p>Implementation of applied educational trajectories with research, scientific and scientific-pedagogical bias.</p> <p>Acquiring basic theoretical knowledge, practical skills and abilities to solve professional and scientific tasks in organizational, industrial and technological activities of the hotel business (international hotel operators, national hotel chains, independent hotel management companies).</p>
	Program Orientation	Academic, professional and applied
	Peculiarities and Differences	Internships and training abroad with obtaining certificates. Interactive on-site practical training. Attracting foreign researchers and practitioners of known hotel and restaurant in the educational process
C	Suitability for employment and further education	
	Suitability for Employment	<p>Professionals in the field of hotel and restaurant business</p> <p>Specialist in hospitality in places of accommodation (hotels, tourist complexes, etc.).</p> <p>Specialist in hotel business</p> <p>Restaurant Business Specialist</p> <p>Research activity</p> <p>Research and teaching activities</p>
	Further education	Postgraduate studies: Training in educational and scientific programs 073 "Management", 075 "Marketing", 051 "Economy", 056 "International Economic Relations"
D	Teaching Style	
	Approaches to	Lectures (thematic and problem), workshops on

	teaching and learning	information technology and active learning methods (situational, calculation and analytical tasks cases), consultation with teachers, preparation of final qualifying project (paper)
	Assessment Methods	Written and oral exams, tests, oral presentations, defence of final qualifying project (paper)
E	Program Competences	
	General competences	<p>1. Instrumental competence: the ability to form outlook for the development of the human being, society and nature, spiritual culture; ability to consider social phenomena in the development and the specific historical conditions; the ability to self-regulation and a healthy lifestyle; ability to work with information, including a global computer network; ability to justify management decisions and the ability to ensure their legitimacy;</p> <p>2. Interpersonal competence: the ability to carry out communication activities; ability to work in a team; positive attitude towards the otherness of other cultures; ability to work in an international environment; capacity for criticism and self-criticism;</p> <p>3. System competence: the ability to work independently and autonomously; ability to act from the standpoint of social responsibility to take an active civic stance; the ability to take an active stance and develop leadership skills; ability to perform professional activities in accordance with the quality standards; ability to create a culture of thinking, perception; ability to learn; the ability to generate new ideas (creativity); ability to adapt to new situations in professional activity; the ability to implement projects.</p>
	Special competences	1. Organizational and management function: the ability to apply theoretical basis of modern organization and management of enterprises in hotel and restaurant management; strategic management in making decisions on the

	<p>development and management of the organizations in the market; understanding the theoretical positions of marketing strategies; management of strategic marketing activities of the international hotel and restaurant business based on the study of legal documents, regulatory, special, reference materials and resources of global information network; explore the regional and global markets of hotel and restaurant services; understanding the psychological patterns of governmental activity and identification of psychological methods of constructive conflict resolution; ability to identify objects and subjects of intellectual property; understanding the status and problems of labor in the international hotel and restaurant business; understanding the theoretical foundations of modern business process reengineering, methods of its implementation; the ability to allocate the specific contract law to determine its effect on the activity of hotel and restaurant business.</p> <p>2. Technological function: the ability to scientifically justify the use of innovative technologies in international restaurant and hotel service.</p> <p>3. Research function: understanding the methodology and techniques of scientific research, the ability to make a direct choice of topics and research, organization of research work for future application of its results in practice; understanding of the educational process. Ability to develop scientific and methodological support of educational process in educational institutions. The ability to teaching, monitoring and evaluating the results of teaching.</p>
F	<p style="text-align: center;">Program Learning Outcomes</p> <p>- ability to identify strategic objectives of the international hotel and restaurant business; ability to carry out a strategic diagnosis in the decision-making; ability to build a competitive market map, highlight key success factors and develop competitive advantages of</p>

hotel and restaurant business; ability to determine the competitiveness of hotel and restaurant business, their services, market capacity and conduct strategic planning activities in the market; the ability to use different methods and tools for strategic management of scientifically based decision-making; ability to analyze and develop measures to improve the organizational structure and culture in the management of the organization: the ability to use alternative approaches to development / selection strategies /; the ability to assess the risks of implementing alternative strategic decisions; ability to establish effective control and qualitative feedback in the management of international hotel and restaurant business;

knowledge of the essence of strategic marketing;

- knowledge of the essence of strategic marketing; features, methods and principles; knowledge of different theoretical approaches to the development of the overall strategic doctrine according to the specifics of the hotel and restaurant services, and the structure of functional strategies marketing management necessary for its implementation; the ability to focus on market competitors; to analyze market parameters, structure and capacity needs of the target markets, target audience segmentation, consumer product brands positioning relative to competitors; forecasting the level of potential demand, marketing research; the ability to implement complex strategies for creative development of hotel and restaurant business to promote their product brands, and develop strategic plans for their implementation;

- knowledge of content and psychological characteristics of management, characteristics of different leadership styles and their effectiveness; knowledge of the laws of effective communication in the organization; conditions for positive motivation of employees; the ability to use different methods of constructive conflict resolution by actors in the management of hotel and restaurant business; ability to isolate the psychological impact and motivational components to ensure the effectiveness of management activities; the ability to use individual psychological characteristics of subordinates in communicative interaction;

- ability to ensure the protection of public economic interest on the basis of existing legal norms in the activities of the hotel and restaurant business; ability to classify objects and subjects of intellectual property; knowledge of the order protection of intellectual property rights protection system of intellectual property;

- basic knowledge of the Law of Ukraine "On Labour Protection" safety management system (SMS) in the industry and production levels; ability to use scientifically based methods and tools for security, maintaining the health and performance rights at work; knowledge of factors that may cause occupational diseases; ability to establish measures and means of improving working conditions; the ability to conduct a scientific analysis of working conditions in terms of the possibility of a production process hazardous and harmful factors of environment; ability to organize and develop regulations for safety, operating within the company; ability to ensure safe operation of the organization process equipment and maintenance processes in enterprises of hotel and restaurant management;
- knowledge of the conceptual foundations of using re-engineering of business processes technology in the enterprise; knowledge of methods of business process reengineering based on information technology; ability to change depending on the categories of business processes to choose the most appropriate means exposure to new information technologies; ability to apply new tools automate the management of business processes; ability to use methods and tools of structural, functional and cost simulation and modeling business processes and the decisions on their reorganization;
- the ability to determine contracts order of involving entities; order of business contracts; ability to apply the basics of legal regulation of contractual relations in the context of business regulation; the ability to define the concept and content of commercial contracts; analyze certain types of contracts; ability to use methods of protection of rights and legal interests of participants of contractual relations; ability to work with legal documents that govern the contractual relationships between entities;
- ability to apply methodological foundations comprehensive assessment of the effectiveness innovations; knowledge of guidelines and methodological approaches to the development of innovative hotel technology; the ability to improve existing and develop innovative technology accommodations; knowledge of guidelines and methodological approaches to design a hotel product; knowledge of scientific principles to the creation of the operational program of hotel and restaurant business; knowledge of innovative forms and methods of service and additional services in the business of hotel and restaurant management; knowledge of modern standards of service systems;

	<p>- the ability to develop own definitions, decisions, strategies, expand competence and diversification into components on the market of hotel and restaurant services; ability to formulate a hypothesis, purpose, objectives of the study independently within the overall research process; ability to analyze financial and material resources, employment, psychological support for the process of scientific research; ability to adopt and apply various types of scientific methods of information processing, to processing and interpretation of analytical data, summarize the results of research; use modern methods of design and technical capabilities of the results of research, writing scientific reports, prepare scientific publications; ability to develop methodologies and guidelines for the implementation of research results; the ability to issue guidance for users developed methods; ability to analyze the results of the research and assess their effectiveness; the ability to form a creative group and organize its work, creating a creative atmosphere;</p> <p>- the ability to use advanced techniques, a variety of teaching methods and teaching intensive technologies, taking into account contingent and specific subjects; ability to participate directly in the organization of various forms of training in university and at work, chose teachers and trainers; ability to provide education and training as one holistic pedagogical process, to the formation of modern professional culture professionals in international hotel business.</p>
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4. Academic Program

The head of the project team (the guarantor of educational program) – Doctor of Sciences (Economics), Professor Boyko Margarita Grygorivna

Specialization	International Hotel Business
Field of Specialty	« Hotel and Restaurant Business»
Field of Science	«Service Industry»
Academic Level	Second
Academic Degree	Master
Total Amount of ECTS Credits	90
Duration of Study	1 year 4 months
1.	Requirements for the education of persons who can begin studying in educational and professional program
	Admission based on the degree of Bachelor of higher education to

study for a degree of Master of higher education is carried out by the results of entrance examinations.

A person can be enrolled to Kiev National Trade and Economic University for Master's degree on the basis of bachelor's degree acquired in another specialty (the other field of science) after successfully passing an additional entrance test taking into account the average score of the bachelor's diploma.

To related specialties belongs *hotel and restaurant business* (Bachelor degree).

Entrance examinations for Master degree consists of professional testing ("Hotel Business", "Management", "Marketing") and exam in a foreign language.

Admission to the program is regulated by the Admission Rules of KNTEU.

2. The list of disciplines		
Name of discipline	Number of ECTS credits (for every discipline)	<i>Place in a logical sequence of studying (year of study)</i>
1. International Tourism	6	1
2. Revenue Management	6	1
3. Strategic Marketing	6	1
4.1 Methodology and Organization of Scientific Research	6	1
4.2 International Marketing	6	1
4.3 International Finance	6	1
4.4 Accounting and financial reporting according to IFRS	6	1
4.5 Hospitality Services Consumer Behavior	6	1
4.6 Business Process Management	6	1
4.7 Value-oriented Management	6	1
5. Management of Corporations in Hospitality	7,5	2
6.1 Contract Law	6	2
6.2 Intellectual Property	6	2
6.3 Consumer Law	6	2
7.1 Brand Management	7,5	2
7.2 International Business	7,5	2

7.3 International Trade Finance	7,5	2
8. Project Management in Tourism and Hospitality Business	6	3
9. Hospitality Services Quality Management	6	3
10.1 Diplomatic Protocol and Etiquette	6	3
10.2 Oratory	6	3
10.3 Business Psychology	6	3
10.4 Theory and Practice of Translation	6	3
Professional (prediploma) practice	9	3
Final qualifying paper fulfillment and defense	12	4
The form of certification of higher education applicants	Defense of Final Qualifying Paper	
Share of the normative preparation content disciplines (percentage)	60 %	
Expected Learning Outcomes		
Competencies that master should acquire		
General	<ol style="list-style-type: none"> 1. The ability to take an active stance and develop leadership skills 2. The ability to use a foreign language as a means of business communication 3. The ability to carry out communication activities 4. The capacity for adaptation and action in the new situation. 5. The ability to explain the processes of formation of outlook on development of the human being, society and nature, spiritual culture 6. To analyze social phenomena in the development and specific historical conditions 7. Work with information in global computer networks 8. The ability to justify management decisions and to ensure eligibility 9. The ability to use creative methods and general scientific knowledge in professional activity 	
Professional (specialized)	<ol style="list-style-type: none"> 1. The ability to organize the activities of the hotel business in the international market of hotel services 2. The ability to control the activities of integrated structures in the hospitality industry and their units; 3. Ability to calculate the volume of foreign trade 	

	<p>activities in key functioning areas of hotel chains, independent hotel management companies, taking into account inflation and currency convertibility</p> <ol style="list-style-type: none"> 4. The ability to study ways to implement a sustainable competitive advantage in the international market of hotel services; hotel chains, independent hotel management companies 5. Ability to work in an international economic and political and legal environment 6. The ability to form an effective system to monitor and control the activities of hotels that operate in the international market of hotel services 7. The ability to form corporate mission and goals of the international market of hotel services 8. Ability to coordinate and balance the relationship with contact audiences in the implementation of the international market of hotel services 9. Apply international regulations for the implementation international operations 10. To analyze the interaction of structural elements of monetary and financial relations hectares nationally and internationally 11. Develop and implement quality systems in enterprises hospitality industry 12. Using the methodology of project management in the hospitality industry 13. Analyze international experience in hotel business leaders and implement the national market of hotel services 14. Ability to substantiate management decisions regarding forms of concentration of capital in the international hospitality industry 15. Evaluate the mechanisms of transnational corporations in the hospitality industry 16. Develop strategies of multinational corporations in the hospitality industry
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5. Information on academic components (disciplines).

5.1. Title. International Tourism.

5.2. Type. Compulsory.

5.3. Academic year. 2018/19.

5.4. Semester. I.

5.5. Lecturer, academic degree, position. Dupliak T.P., Candidate of Sciences (Economics), Associate Professor (has passed Internship at the University of Central Lancashire, England, at the Cracow University of Economics, Poland, within the EU Erasmus+ Program «Learning Mobility»).

5.6. Learning outcomes. Creation of students' 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.

5.7. Compulsory disciplines studied before. «Geography of Tourism», «Organization of Tourism».

5.8. Course outline. International tourism terminology. Forms of international tourism. History of international tourism. Impacts of international tourism: economic, sociocultural, environmental. The effects of international tourism on the economy: direct effects, indirect effects, induced effects. The role and types of international tourism organizations. Key figures of international tourism. Regional structure of international tourism market. Ukraine in the international tourism market. Transnationalization of tourist business. Types of transnational corporations in tourism. Corporate governance models of transnational tourism corporations. Transnational corporations in tourism market of Ukraine: trends and outlook. International hotel chains as a form of transnational corporations. Organizational structures of transnational tourism corporations. Performance of transnational tourism corporations.

5.9. Recommended sources and other educational resources / means.

1. Міжнародний туризм: навчальний посібник / В.С. Великочий, О.І. Дутчак, В.В. Шикеринець. – Івано-Франківськ: Видавець Кушнір Г.М., 2015. – 254 с.

2. Міжнародний туризм: навчальний посібник / Т.В. Божидарнік, Н.В. Божидарнік, Л.В. Савош – К.: Центр учбової літератури, 2012. – 307 с.

3. International Tourism and Hospitality in the Digital Age. S. Kumar, 2015. – 327 p.

4. International Business and Tourism: Global Issues. T. Coles, C. Michael Hall, 2008. – 285 p.

5. Tourism Highlights 2016. The World Tourism Organization (UNWTO), 2016 – 16 p.

5.10. Planned learning activities and methods of education.

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

5.11. Methods of assessment:

- formative assessment (testing, situational tasks, defending individual and group projects).

- summative assessment (written exam).

5.12. Learning and teaching language. English.

5.1. Title. Revenue Management.

5.2. Type. Compulsory.

5.3. Academic year. 2018/19.

5.4. Semester. I.

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

5.6. Learning outcomes. Gaining by students modern economic thinking and special knowledge of revenue management, practical skills in using the analytical technologies to optimize and maximize profitability of hotels based on forecasting consumer behavior and stimulate demand.

5.7. Compulsory disciplines studied before. «Enterprise Management», «Marketing», «Communicative Management» and «Enterprise Economy».

5.8. Course outline. Revenue management concept as the analytical technology of revenue management. Theoretical and methodological principles of Revenue management. Revenue management as a basis for the development and application in practice techniques to ensure optimal number of sales rooms for a maximum price through the most effective channels. Factors affecting the efficiency of Revenue Management techniques and ensure successful operation of the hotel. Methods, techniques, models for the application of practical and effective approach to the formation of the fair market value of hotel

services as a commodity, the development of a flexible pricing policy, the definition of low income level of the hotel. Revenue management as Property Management System in compliance with ethical relationships.

5.9. Recommended sources and other educational resources / means.

1. Hotel Revenue Management: From Theory to Practice / Stanislav Ivanov - Varna: Zangador, 2014 - 395 p. https://www.researchgate.net/.../262918029_Hotel_Revenue_Management_From_Theory_to_Practice

2. The Theory and Practice of Revenue Management / K. T., Ryzin G. J. V. Springer - Science + Business Media, Inc, 2012 – 712 p.

3. Introduction to Revenue management for the hospitality industry/ Tranter K. A., Stuart-Hill, T. & Parker, J. Harlow: Pearson Prentice Hall, 2008 – 234p.

4. Revenue Management. A Practical Pricing Perspective/ Yeoman, I. & McMahon-Beattie U. Palgrave Macmillan, 2011 – p.271

5.10. Planned learning activities and methods of education.

Combination of traditional and nontraditional methods of education with the use of innovative technologies:

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

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

5.11. Methods of assessment:

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

- summative assessment (written exam)

5.12. Learning and teaching language. English.

5.1. Title. Strategic Marketing.

5.2. Type. Compulsory.

5.3. Academic year. 2018/19.

5.4. Semester. I.

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

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

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

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

5.9. Recommended sources and other educational resources / means.

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

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

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

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

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

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

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

5.11. Methods of assessment:

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

5.12. Learning and teaching language. English.

5.1. Title. Management of Corporations in Hospitality.

5.2. Type. Compulsory.

5.3. Academic year. 2018/19.

5.4. Semester. II.

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

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

5.7. Compulsory disciplines studied before. «Enterprise Management», «Marketing», «Communicative Management» and «Enterprise Economy».

5.8. Course outline. Theoretical basics of the corporate governance. The external sphere of corporations. Corporate relations participants and the corporate governance authorities. Strategic corporations planning. Evaluation of the corporate management effectiveness. Economic mechanism of corporation management. Reporting and control in the corporate management system. Management of the corporate capital. Management of government corporate rights. Strategic analysis in the management of corporations. Strategy development corporations in tourism. Corporate social responsibility and corporate culture in tourism.

5.9. Recommended sources and other educational resources / means.

1. Поважний О.С. Корпоративне управління: Підручник / О.С.Поважний, Н.С. Орлова, А.О.Харламова.- К.: Кондор, 2012.

2. Corporate Management of Diversified Companies - Information Demand and Information processing/ Nicolas Rabener: German National library. - 2006.- 406 p.

3. Corporate Management, Governance, and Ethics Best Practices/S. Rao Vallabhaneni/ New Jersey, 2008 – 485p.

4. Corporate Governance: A Practical Guide to the Legal Frameworks and International Codes of Practice/Alan Calder–Kogan Page Publishers, 2008 – 282p.

5. Corporate Reputation: Managing Opportunities and Threats/Mr Graeme Martin, Professor Ronald J Burke, Professor Cary L Cooper CBE Gower Publishing, Ltd., 2012 - 356 p.

5.10. Planned learning activities and methods of education.

Combination of traditional and nontraditional methods of education with the use of innovative technologies:

- lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures / binary lectures / dual lectures / lectures with prearranged errors).
- seminars (training / presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / work in groups / etc.).

5.11. Methods of assessment:

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

5.12. Learning and teaching language. English.

5.1. Title. Project Management in Hotel, Restaurant and Tourism Business.

5.2. Type. Compulsory.

5.3. Academic year. 2018/19.

5.4. Semester. III.

5.5. Lecturer, academic degree, position. Boyko M.G., Doctor of Sciences, Professor

5.6. Learning outcomes.

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

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

5.8. Course outline. Project Management in the system of management of organization. Project Feasibility. Planning the Project. Project Time Management. Project Resources Planning. Project

Control. Project Risk Management. Project Quality Management. Project Team Management.

5.9. Recommended sources and other educational resources / means.

1. Kerzner, H. Project management. A systems approach to planning, scheduling and controlling. — New York, 2013. — 1243p.

2. Lock, D. Project Management, Gower Publishing, Eighth edition. – GB, 2014. – 511p.

3. Noordzij G. Project Management of Hotel Opening. - Processes Publisher: CreateSpace Independent Publishing Platform, 2014.- 184 p.

4. Dismore P. The AMA Handbook of Project Management / P. Dismore, I. Cabanis-Brewin .- American Management Association, 2012- 505 p.

5. Jack R. Meredith Project Management in Practice / Samuel J. Mantel, Scott M. Shafer, Margaret M. Sutton, Publisher: Wiley; 5 edition. - 2014 -336 p.

5.10. Planned learning activities and methods of education.

Combination of traditional and nontraditional methods of education with the use of innovative technologies:

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

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

5.11. Methods of assessment:

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

- summative assessment (written exam).

5.12. Learning and teaching language. English.

5.1. Title. Hospitality Services Quality Management.

5.2. Type. Compulsory.

5.3. Academic year. 2018/19.

5.4. Semester. III.

5.5. Last name, first name and patronymic of the lecturer, academic degree, position. T.P. Dupliak, Candidate of Sciences (Economics), Associate Professor.

5.6. Learning outcomes. Creation of students' theoretical knowledge and practical skills in quality management of enterprises of hotel, restaurant and tourism business.

5.7. Compulsory disciplines studied before. «Management», «Marketing».

5.8. Course outline. The theory bases of standardization and certification services. The state system of standardization. The certification system of services. Licensing. Scientific bases of quality services management. Domestic and foreign experience of quality services management. Quality services management. Mechanism and process of the quality services management. The effectiveness of the quality services management. Organization of quality services control.

5.9. Recommended sources and other educational resources / means.

1. Управління якістю в туризмі: Підручник / Н.С. Кудла. – К.: Центр навчальної літ., 2015. – 328 с.

2. Управління якістю послуг готелів: теорія та практика : монографія / Т.І. Ткаченко, С.В. Мельниченко, М.В. Босовська, О.В. Полтавська. – К.: КНТЕУ, 2012. – 700 с.

3. Building Quality Management Systems: Selecting the Right Methods and Tools. L. Rocha-Lona, J. Arturo Garza-Reyes, V. Kumar, 2013 – 202 p.

4. Service Quality Management in Hospitality, Tourism, and Leisure. C. Mok, B. Sparks, J. Kadampully, 2009 – 339 p.

5. Total Quality Management. V. Vijayan, H. Ramakrishnan, 2014 – 263 p.

5.10. Methods of education. Combination of traditional and nontraditional methods of education with the use of innovative technologies:

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

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

5.11. Methods of assessment:

- formative assessment (oral tests / written tests / situational tasks).

- summative assessment (written exam).

5.12. Learning and teaching language. English.

5.1. Title. Contract Law.

5.2. Type. Optional.

5.3. Academic year. 2018/19.

5.4. Semester. II.

5.5. Lecturer, academic degree, position. Reguretska O.V., Candidate of Sciences (Law), Associate Professor.

5.6. Learning outcomes.

The study of “contract law” should result in students’ knowledge of contract law basic concepts and categories (contract, essential terms and conditions of the contract, contract term, contract price, etc.), sources of contract law, the legal status of the contract parties, contract legal nature and peculiarities, the basic principles of the regulation of contractual relations. Students should be able to determine the contract types under the laws of Ukraine, to determine the essential terms of contract various types, to identify their differences and to determine the legal consequences of making different types of contracts. Students should be able to apply the current law for the contract draft legal analysis on their own.

5.7. Compulsory disciplines studied before. "Theory of State and Law", "Civil Law", "Administrative Law", "Commercial Law".

5.8. Course outline. The subject, method and system of contract law. The basic principles of contract law. Sources of contract law. The subjects of contract law. Types of contracts under the laws of Ukraine. Essential terms of the contracts. Contracts on property transfer to the ownership, contracts for property transfer for temporary use, contracts on works and service provision.

5.9. Recommended sources and other educational resources / means.

1. Бе́ляневич О.А. Господарське договірне право України (теоретичні аспекти): монографія / О.А. Бе́ляневич. – К.: Юрінком Інтер, 2006. – 592 с.

2. Кузнецова Н.С. Договірне право України. Загальна частина: навч. посіб. / Н. С. Кузнецова, О.А. Бе́ляневич, С. . Бервено та ін.; ред. О.В. Дзера. – К.: Юрінком Інтер, 2008. – 891 с.

3. Gayle E. Hanlon (2009), "International Business Negotiations in Saudi Arabia", in James R Silkenat, Jeffrey M. Aresty & Jacqueline Klosek eds., *The ABA Guide to International Business Negotiations* (3rd ed.), Chicago, Illinois: American Bar Association, - pp. 851–229 of 918

4. D Hutchison and F du Bois “Contracts in General” in F du Bois (ed.) Wille’s Principles of South African Law 9 ed (2012) - pp.733-887.

5.10. Planned learning activities and methods of education.

Combination of traditional and nontraditional methods of education with the use of innovative technologies:

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

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

5.11. Methods of assessment:

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

- summative assessment (written exam)

5.12. Learning and teaching language. English.

5.1. Title. Oratory.

5.2. Type. Optional.

5.3. Academic year. 2018/19.

5.4. Semester. III.

5.5. Lecturer, academic degree, position. Voitsitska I.V., Candidate of Sciences (History), Associate Professor.

5.6. Learning outcomes.

Forming of complete system idea of main laws of Oratory as a science which develops future specialists’ intellect and culture of speech.

5.7. Compulsory disciplines studied before. According to the structural and logical scheme of educational process. Oratory course is studied after such courses as Psychology, Logic, Business Ethics.

5.8. Course outline.

The Concept of Oratory and Its Functions. Oratory as a theory of speaking. Elocution. The outlines of oratory excellence. Speaker and audience. Public speech. Figures of public speech. The basics of speech technique in public speaking. Proof and grounding in public speech.

5.9. Recommended sources and other educational resources / means.

1. Ключев Е.В. Риторика (Инвенция. Диспозиция. Элокуция): учебное пособие для вузов / Е.В. Ключев – М. : ПРИОР, 2001. – 272 с.

2. Кузнецов И.Н. Практикум по риторике : учебно-справочное пособие / И.Н. Кузнецов. – Мн. :Совр. слово, 2004. – 352 с.

3. Олійник О. Риторика : навч. посіб. для студ. вузів. /О. Олійник. – К. : Кондор, 2009. – 170 с.

4. Сагач Г.М. Ділова риторика :Мистецтво риторичної комунікації / Г.М. Сагач – К. : Зоря, 2003.

6. Corbett E. P.J., Connors R. J. Classical Rhetoric for the Modern Student / Edward P.J. Corbett, Robert J. Connors. – Oxford University Press, USA, 1998. – 578 p.

6. Wilson N.D. The Rhetoric Companion / N.D. Wilson. – Canon Press, 2011. – 160 p.

5.10. Planned learning activities and methods of education. Lectures, seminars, practical trainings by using different non-traditional methods.

5.11. Methods of assessment:

- formative assessment (oral tests / written tests; checking compendiums / presentations / exercises / situational tasks, business games, etc.);

- summative assessment (credit).

5.12. Learning and teaching language. English.

5.1. Title. Business Psychology.

5.2. Type. Optional.

5.3. Academic year. 2018/19.

5.4. Semester. III.

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

5.6. Learning outcomes.

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

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

5.8. Course outline.

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

5.9. Recommended sources and other educational resources / means.

1. Іпатів Е.Ф., Левківський К.М., Павловський В.В. Психологія управління в бізнесі. / Іпатів Е.Ф., Левківський К.М., Павловський В.В. - Х.; К.: НМЦВО, 2010. – 320 с.

2. Grant P. Business Psychology in Action/ P. Grant - Agency Publisher: The Association for Business Psychology, 2016.-200 pp.

3. Biggs D. Management Consulting: A guide for students/ D. Biggs-London: Cengage Learning, 2012.-186 pp.

4. McKenna E. Business Psychology and Organizational Behaviour: A students handbook/E.Mckenna-Agency Publisher: Psychological Press, 2010.-698 pp.

5. Grant P. Business Psychology in Practice/ P. Grant - Agency Publisher: Whurr Publishers, 2011.-245 pp.

6. Passmore J. Top Business Psychology models/ J. Passmore-London:Kogan Page, 2012.-224 pp.

5.10. Planned learning activities and methods of education.

Combination of traditional and nontraditional methods of education with the use of innovative technologies:

– lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures);

– seminars (training / presentations / discussions/ work in groups / case study/ brainstorming).

5.11. Methods of assessment:

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

- summative assessment (written exam).

5.12. Program language. English.

5.1. Title. International Marketing.

5.2. Type. Optional.

5.3. Academic year. 2018/19.

5.4. Semester. I.

5.5. Lecturer, academic degree, position. 5.6. **Learning outcomes.** Sai Dariia, PhD, Associate professor at International Economic Relations Department.

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

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

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

5.9. Recommended sources and other educational resources / means.

1. Svend Hollensen “Essentials of Global Marketing”, © Pearson Education Limited 2008. ISBN: 978-0-273-71784-3.

2. John Burnett “Core Concepts of Marketing”, Copyright © 2008 by John Burnett, Publisher: Global Text Project 2008.

3. Sak Onkwisit and John J. Shaw “International Marketing: Analysis and Strategy”, Fourth edition 2004, Simultaneously published in the UK, USA and Canada by Routledge. ISBN: 0415311330, 9780415311335

4. Philip Kotler, Gary Armstrong, “Principles of marketing: Global Edition”, ISBN-10: 1292092483 • ISBN-13: 9781292092485 ©2016 • Pearson • Paper, 736 pp.

5. Philip Kotler, Kevin Lane Keller “Marketing Management”— Twelfth edition, Prentice Hall 2006. ISBN 0-13-145757-8

6. “Strategic Marketing Process e-book”, Copyright © 2006-2009 Moderandi Inc. All rights reserved.

7. Jr. Joseph Hair, [Robert P Bush](#), [David J Ortinau](#) “Marketing Research: Within a Changing Information Environment”, McGraw-Hill/Irwin; 3 edition (January 14, 2005). ISBN-10: 0072830875, ISBN-13: 978-0072830873

8. Susan Dann, Stephen Dann “Competitive marketing strategy”, Copyright © Pearson Education Australia 2007, For upper level undergraduate students. ISBN 9780733971617, ISBN 0 7339 7161 X.

9. “Alliances and joint ventures. Patterns of internationalization for developing country enterprises”, Publisher: United Nations Industrial Development Organization. Vienna International Centre, P.O. Box 300, 1400 Vienna, Austria. Printed in Austria V.05-91195—June 2006—1,000

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

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

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

5.11. Methods of assessment:

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

5.12. Learning and teaching language. English.

5.1. Title. Accounting and financial reporting according to IFRS.

5.2. Type. Optional.

5.3. Academic year. 2018/19.

5.4. Semester. I.

5.5. Lecturer, academic degree, position. Holovina D.V. Candidate of Sciences (Economics), Associate Professor (Deputy dean of the Faculty of Accounting, Auditing and Information Systems)

5.6. Learning outcomes. The mastery of theoretical knowledge on International Accounting Standards (IAS), and International Financial Reporting Standards (IFRS) basic provisions, to obtain practical skills of using accounting methods and procedures concerned with Financial Statements making and presentation.

5.7. Compulsory disciplines studied before. « Accounting ».

5.8. Course outline. International Financial Reporting Standards essence and basic requirements for their implementation. Financial Statements content, structure and requirements for their presentation. Additional informational disclosure in financial statements. Information on company's assets recognition, assessment, and disclosure in financial statements. Information on company's liabilities recognition, assessment and disclosure features. The requirements for recognition, assessment and information on company's revenues and expenses disclosure. Financial instruments accounting and presentation in financial reporting procedure. Recognition, assessment and information disclosure on investments in jointly controlled assets, transactions and businesses in financial reporting. Changes in foreign exchange rates and price changes effects presentation methods in financial reporting. Changeover to International Financial Reporting Standards.

5.9. Recommended sources and other educational resources / means.

1. Голов С.Ф. Бухгалтерський облік та фінансова звітність за міжнародними стандартами. / С.Ф. Голов, В.Н. Костюченко. – 3-тє вид., перероб. і доп. – Х.: Фактор, 2013. – 1072с.

2. Костюченко В.М. Консолідована фінансова звітність: міжнародний досвід та практика України : навч.-практ. посіб./ В.М. Костюченко; Міжнар. ін-т менеджменту (МІМ-Київ). -К.: Центр учбової літератури. - 2008.-528 с.

3. Задорожний З.В. Облік і звітність за міжнародними стандартами. Навчальний посібник. / З.В.Задорожний, В.М.Панасюк, Є.К. Ковальчук, В.Ю.Бродоський - 2-е видання, виправлане, доповнене.-Тернопіль:ТНЕУ, 2014. - 446 с.

4. Conceptual Framework for Financial Reporting / – [Electronic resource]. – Access mode: <http://www.ifrs.org>

5. International Accounting Standards 1 «Presentation of Finance Statement»/ – [Electronic resource]. – Access mode: <http://www.ifrs.org>

5.10. Planned learning activities and methods of education.

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

5.11. Methods of assessment:

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

5.12. Learning and teaching language. English.

5.1. Title. International Trade Finance.

5.2. Type. Optional.

5.3. Academic year. 2018/19.

5.4. Semester. II.

5.5. Lecturer, academic degree, position. Avanesova I.A., Candidate of Sciences (Economics), Associate Professor

5.6. Learning outcomes.

The formational of theoretical knowledge and practical skills concerning the application of financial and credit support methods for International Business.

5.7. Compulsory disciplines studied before. “International Economic Relations”, “Corporate Finance”, “Money and credit”.

5.8. Course outline. The exchange rate as a basis of the international credit-settlements' system. Methodological bases of international settlements. Financial and credit support of foreign economic activity. Practical aspects of using of foreign currency operations as the basis of currency risk management company. Methods of preventing the adoption exchange rate risk of a company.

5.9. Recommended sources and other educational resources / means.

1. International trade finance. – Міжнародні кредитно-розрахункові та валютні операції: course unit / auth. Iryna Avanesova; KNUTE, Banking department.—Kyiv: KNUTE, 2013.— 58 p.

2. Міжнародні кредитно-розрахункові та валютні операції (International trade finance): опор. конспект лекцій /авт. І.А.Аванесова.— Київ: КНТЕУ, 2015.— 74 с.

3. Фінансові послуги: навчальний посібник / І.А.Аванесова. – К.: КНТЕУ, 2007. – с.364.

4. Reporting in foreing economic activity. – Звітність в ЗЕД: опор. Конспект лекцій : lecture notes; academic degree "Master"; field of science 0306 "Management and Administration"; field of Specialty 03060104 "Management of Foreign Economic Activity" / author: D.V. Karpenko; International Economy Department. — Kyiv : KNUTE, 2016. — 76 p.

5. Mishkin, F. S. The economics of money, banking, and financial markets / F. S. Mishkin. — 6th ed. — Boston : Addison Wesley, 2003. — 738 p.

6. Dictionary of banking & finance: Over 9 000 terms clearly defined. — 3rd. ed. — London : Bloomsbury Publishing Pic, 2003. — 396 p.

7. Kharenko, M. Exchange control implications for cross-border finance / M. Kharenko, M. Orlov // The Ukrainian Journal of Business Law. — Kiev :ЗАТ "Юридична практика", 2004. — Vol. 2, № 4. — С. 22-23.

5.10. Planned learning activities and methods of education.

Combination of traditional and nontraditional methods of education with the use of innovative technologies:

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

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

5.11. Methods of assessment:

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

- summative assessment (written exam)

5.12. Learning and teaching language. English.

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