

The profile of the educational program 2020

General information	
The official name of the educational program	Management of hotel, resort and tourist service
Speciality	073 Management
Subject area	07 Management and administration
The degree and the name of the qualification in the original language	Bachelor of hotel and restaurant business
The type of degree and volume of the educational program	Bachelor degree, single, 240 ECTS credits, training period 3 years 10 months
Accreditation	
Cycle/level	The first (bachelor) level Ukraine NQF – level 7 The FQ-EHEA first cycle The EQF-LL – 6 level
Background	General secondary education
Language(s) of teaching	Ukrainian, English
The validity of the educational program	4 years
The web address of the permanent location of the description of the educational program	http://www.kname.edu.ua
The purpose of the educational program	
the training of specialists able to solve practical problems and complex specialized tasks in the management of organizations in the hospitality, resort and tourist services and their divisions on the basis of mastering the system of professional competences.	
Description of the educational program	
Subject area	<p>Subject area is the management of hotel, resort and tourist services and their units.</p> <p><i>Learning objectives:</i> - to prepare specialists able to solve practical problems and complex specialized tasks in the management of organizations in the hospitality, resort and tourist services and their divisions on the basis of mastering the system of professional competences.</p> <p><i>The theoretical content of the subject area:</i> paradigms, laws, regularities, principles, historical background of management development; concepts of system, situational, adaptive, crisis, innovation, project management, etc; functions, methods, technologies and management decisions in management.</p> <p><i>Methods, techniques, technologies and tools:</i> general scientific and specific research methods (analytical, economic-statistical, economic-mathematical, expert assessment, factual, sociological, documentary, book, etc.); methods of implementation the functions of management (marketing research techniques, methods of diagnosis methods of economic forecasting and planning, methods of designing of organizational structures of management, methods of</p>

	<p>motivation, methods of control, methods of evaluating the social, organisational and economic efficiency in management etc.); methods of management (administrative, economic, socio-psychological, technological); toolkit of management decisions (economic analysis, simulation modeling, decision tree).</p> <p><i>Tools and equipment:</i> modern information and communication equipment, information systems and software used in management.</p>
Orientation of the educational programme	Educational-professional
The main focus of the educational program and specialization	<p>General education in the field of management and administration majoring 073 Management, educational program Management of hotel, resort and tourist service.</p> <p>Key words: Management of hotel, resort and tourist service management of the structural divisions of the organizations of hotel, resort and tourist service, modern concepts of management, the management system of the organization, functions of management, methods of management, technology of administrative decision-making, information technologies in management, marketing management, management of structural subdivisions of the company along functional lines, organizational and economic effectiveness of management of the organization.</p>
Peculiarities of the program	Professional disciplines chosen by the student are taught in English
The suitability of graduates for employment and further education	
Suitability for employment	<p>Employment opportunities in public institutions and private companies for positions related to the management (control).</p> <p>Profession (according to the current edition of the national classifier of Ukraine: Classifier of professions (DK 003:2010):</p> <p>3436 Assistant managers</p> <p>3436.1 Assistant managers of enterprises, institutions and organizations</p> <p>3436.2 Assistant managers production and other major departments</p> <p>3436.3 Assistant managers of small businesses without management apparatus</p> <p>3436.9 Other assistants</p> <p>3435 Organizers of paperwork</p> <p>3435.1 Organizers of administration (public institutions)</p> <p>3435.2 Organizers of paperwork (economic activities)</p>
Further education	Obtaining the degree of master
Teaching and assessment	
Teaching and learning	student-centered learning, self-learning, problem-based learning, learning through internships, distance learning
Assessment	written examinations, defense of course paper, reports on production and pre-diploma practices, defense of master's work
Program learning outcomes	
Program learning outcomes (PLO) specified by the standard of higher	<p>PLO 1. To know the rights and responsibilities as a member of society, to realize the value of civil society, rule of law, rights and freedoms of man and citizen in Ukraine.</p> <p>PLO 2. To maintain the moral, cultural, scientific values and multiply</p>

<p>education of the specialty</p>	<p>the achievements of companies, use different types and forms of motor activity to maintain a healthy lifestyle.</p> <p>PLO 3. To demonstrate knowledge of theories, methods, and functions of management, contemporary concepts of leadership.</p> <p>PLO 4. To demonstrate skills of problem identification and justification of managerial decisions.</p> <p>PLO 5. To describe the contents of the functional areas of the organization.</p> <p>PLO 6. To demonstrate the skills of searching, gathering and analysis of information, calculation of indicators to justify management decisions.</p> <p>PLO 7. To show the skills of organizational design.</p> <p>PLO 8. To apply the methods of management to ensure the effectiveness of the organization.</p> <p>PLO 9. To demonstrate skills of cooperation, leadership, and teamwork.</p> <p>PLO 10. To show skills to applicate effective tools for motivating staff.</p> <p>PLO 11. To explain, analyze, and communicate in different areas of the organization.</p> <p>PLO 12. To assess the legal, social and economic impacts functioning of the organization.</p> <p>PLO 13. To demonstrate the ability to communicate competently in oral and written form in official and foreign languages.</p> <p>PLO 14. To identify the causes of stress, to adapt themselves and team members in a stressful situation, to find the means for its neutralization.</p> <p>PLO 15. To demonstrate the ability to act socially responsibly and public consciously based on ethical reasons (motives), respect for diversity and cultural sensitivity.</p> <p>PLO 16. To demonstrate the skills of independent work, flexible thinking, openness to new knowledge, to be critical and self-critical.</p> <p>PLO 17. To perform research individually and/or in group under the guidance of the leader.</p>
<p>Program learning outcomes (PLOI) specified by the higher education institution</p>	<p>PLOI 18. The ability to analyze the tourism potential of the territories, understand modern tendencies and regional priorities of development of sphere of tourism and recreation in general and their individual elements.</p> <p>PLOI 19. Understanding of the principles, processes, and technology the organization of work of the subject hotel and tourism business and its individual subsystems (administrative, socio-psychological, economic, technological).</p> <p>PLOI 20. The ability to decide on effective and efficient use of limited resources and to carry out the pricing in the enterprises of hotel and restaurant and tourism business using the economic mechanism of management.</p> <p>PLOI 21. The ability to apply the principles of organization of services aimed at health improvement of holidaymakers.</p> <p>PLOI 22. The ability to design technological process of production of catering institutions and the provision of basic and additional services.</p>

PLOI 23. To provide professional communication in the tourism industry and to develop skills in group interaction.

PLOI 24. To formulate business ideas, to develop and implement business plans

PLOI 25. To provide professional communication: create communication products, to analyze communicative activities, adequately react to criticism, to generate and to reason with new ideas, carry out a communicative effect on people, encouraging them to activities, bring your own thoughts, to reveal, to apply information and communication technology to develop skills of group interaction

PLOI 26. To analyze the historical facts and documents that describe the history of O. M. Beketov National University of Urban Economy in Kharkiv:

- to use acquired knowledge of the history of the University for the conscious search for little known and unknown facts from the history of the University, faculties, departments, life and scientific-pedagogical activities of teachers, the life of the student society of the University at different times of the historical past and bringing these data into the learning process,
- to form a conscious, informed the glorious pages of the historical heritage of the University a sense of respect for the conscientious and dedicated work of previous generations of teachers and students, pride for achievements in the creation of a powerful scientific, educational and material-technical base of the University
- to use methods of social research

PLOI 27. To analyze the peculiarities of cultural processes in the modern world

- to make a comparative description of the main cultural centres of today's world
- to analyze patterns of cultural development of mankind,
- to draw historical parallels between the contemporary cultural situation and historical past

PLOI 28. To analyze the role and importance of the modern city in the context of global and local challenges

PLOI 29. To apply the skills of conflict management in professional activities, tools, and strategies for their management and resolution

PLOI 30. To have basic methods of protection of intellectual property, to apply the rules of registration of intellectual property rights

PLOI 31. To apply the main provisions of political science in the solution of professional tasks

PLOI 32. To apply the categorical apparatus of psychology in the system of professional training and practice, to meet the basic mental social-psychological and psycho-physiological manifestations of personality, to perceive evidence-based psychological interpretation of the structural elements of the psyche of the individual, conscious of

	<p>their own mental sphere, to analyze different types of activities</p> <p>PLOI 33. To understand the practice of accounting, analysis, auditing, taxation of business activities</p>
Resource support for program implementation	
Staffing	<p>The qualitative level of professional training of masters administered by qualified scientific-pedagogical staff of the Department, which includes doctors and candidates of sciences, professors, associate professors. For the teaching the special professional disciplines the experts with extensive experience in the hotel and restaurant service are involved. Teachers have a certificate of proficiency in English at level B2 and have passed the international internships.</p>
Material and technical base	<p>Lectures are held in classrooms with multimedia equipment. Practical classes are conducted in specialized computer classes with the use of information and communication equipment, information systems and software used in the hotel and restaurant business: Many of these products have been or are being actively implemented in the educational process: MS Project, Teamwork, TeamLab., Open Workbench., GanttProject, dotProject., Outlook, OneNote, EverNote, Nirvana, Wunderlist, Keep, MS Office, Office 365, Document. online, AllFusion Process Modeler 7, MS Visio, MS PowerPoint, MS Sway, Libre office.Impress, FreeMind, Mind42, ViSta, MacANOVA., Matrixer, Parus Hotel Parus Restaurant.</p>
Information and methodological support	<p>All educational components are provided by the following teaching materials: textbooks, manuals, lecture notes, methodical instructions and recommendations, individual assignments, collections of practical tasks (cases), examples of solving typical problems, or perform common tasks computer presentation, illustrative materials, resource directories and the like.</p> <p>All teaching materials available to students in the reading rooms of the scientific library http://library.kname.edu.ua/index.php/uk/ , including in the hall of the information service, equipped with computers with access to the Internet and the local network of the University in the digital repository http://eprints.kname.edu.ua on the portal of distance learning Center http://cdo.kname.edu.ua/</p>
Academic mobility	
National credit mobility	<p>In accordance with the regulations of the academic mobility of students, doctoral students, scientific and pedagogical employees of O. M. Beketov National University of Urban Economy in Kharkiv</p>
International credit mobility	<p>Cooperation agreement between the University and:</p> <ul style="list-style-type: none"> - Lodz technical University (Poland), agreement No. 89, October 2017 - The University of New Horiz (Slovenia), agreement No. 88, 12.10. 2017 - Middle East Technical University (Turkey, Ankara), agreement No. 69, 28.03. 2016 - University of Aristotle (Greece, Thessaloniki), agreement No. 75, 22.02.2018 - Estonian University of Natural Sciences (Tartu), agreement No. 90, 10.10. 2017
Training of foreign applicants for higher education	<p>According to the Rules of admission to O. M. Beketov National University of Urban Economy in Kharkiv</p>

