

## The profile of the educational program Management of hotel, resort and tourist service, speciality 073 Management

<b>1 – General information</b>	
<b>Full name of the institution of higher education</b>	O. M. Beketov National University of Urban Economy in Kharkiv
<b>The degree and the name of the qualification in the original language</b>	Bachelor of hotel and restaurant business
<b>The official name of the educational program</b>	Management of hotel, resort and tourist service
<b>The type of degree and volume of the educational program</b>	Bachelor degree, single, 240 ECTS credits, training period 3 years 10 months
<b>Accreditation</b>	Ministry of Education and Science of Ukraine; certificate UD 21008293, valid until July 1, 2028
<b>Cycle/level</b>	The first (bachelor) level Ukraine NQF – level 7 The FQ-EHEA first cycle The EQF-LL – 6 level
<b>Background</b>	General secondary education
<b>Мова(и) викладання</b>	Ukrainian, English
<b>Термін дії освітньої програми</b>	5 років
<b>Інтернет-адреса постійного розміщення опису освітньої програми</b>	<a href="http://www.kname.edu.ua">http://www.kname.edu.ua</a>
<b>2 – The purpose of the educational program</b>	
	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.
<b>3 - Description of the educational program</b>	
<b>Subject area</b>	<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>
<b>Orientation of the educational programme</b>	Educational-professional
<b>The main focus of the educational program and specialization</b>	<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>
<b>Peculiarities of the program</b>	Professional disciplines chosen by the student are taught in English
<b>4 – The suitability of graduates for employment and further education</b>	
<b>Suitability for employment</b>	<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>
<b>Further education</b>	Obtaining the degree of master
<b>5 – Teaching and assessment</b>	
<b>Teaching and learning</b>	student-centered learning, self-learning, problem-based learning, learning through internships, distance learning
<b>Assessment</b>	written examinations, defense of course paper, reports on production and pre-diploma practices, qualifying work
<b>6 – Програмні компетентності</b>	
<b>Integral competence</b>	Ability to solve complex specialized problems and practical problems, which are characterized by complexity and uncertainty of conditions, in the field of management or in the learning process, which involves the application of theories and methods of social and behavioral sciences

<p><b>General Competences (GC)</b>, specified by the standard of higher education of the specialty</p>	<p>GC 1. Ability to exercise their rights and responsibilities as a member of society, to realize the values of civil (democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.</p> <p>GC 2. Ability to preserve and increase moral, cultural, scientific values and increase the achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, techniques and technologies. forms of physical activity for active recreation and a healthy lifestyle.</p> <p>GC 3. Ability to abstract thinking, analysis, synthesis.</p> <p>GC 4. Ability to apply knowledge in practical situations</p> <p>GC 5. Knowledge and understanding of the subject area and understanding of professional activity.</p> <p>GC 6. Ability to communicate in the state language both orally and in writing</p> <p>GC 7. Ability to communicate in a foreign language.</p> <p>GC 8. Skills in the use of information and communication technologies.</p> <p>GC 9. Ability to learn and master modern knowledge.</p> <p>GC 10. Ability to conduct research at the appropriate level.</p> <p>GC 11. Ability to adapt and act in a new situation.</p> <p>GC 12. Ability to generate new ideas (creativity).</p> <p>GC 13. Appreciation and respect for diversity and multiculturalism.</p> <p>GC 14. Ability to work in an international context.</p> <p>GC 15. Ability to act on the basis of ethical considerations (motives).</p>
<p><b>Professional competencies of the specialty (FC)</b>, specified by the standard of higher education of the specialty</p>	<p>FC 1. Ability to determine and describe the characteristics of the organization.</p> <p>FC 2. Ability to analyze the results of the organization, to compare them with the factors of external and internal environment.</p> <p>FC 3. Ability to determine the prospects for the development of the organization.</p> <p>FC 4. Ability to identify functional areas of the organization and the relationships between them.</p> <p>FC 5. Ability to manage the organization and its departments through the implementation of management functions,</p> <p>FC 6. Ability to act socially responsibly and consciously.</p> <p>FC 7. Ability to choose and use modern management tools.</p> <p>FC 8. Ability to plan the activities of the organization and manage time.</p> <p>FC 9. Ability to work in a team and establish interpersonal interaction in solving professional problems.</p> <p>FC 10. Ability to evaluate the work performed, ensure their quality and motivate the staff of the organization.</p> <p>FC 11. Ability to create and organize effective communications in the management process.</p> <p>FC 12. Ability to analyze and structure the problems of the organization, to form sound decisions.</p> <p>FC 13. Understand the principles and norms of law and use them in professional activities.</p> <p>FC 14. Understand the principles of psychology and use them in professional activities.</p>

	FC 15. Ability to form and demonstrate leadership qualities and behavioral skills.
<b>7 – Програмні результати навчання</b>	
<b>Program learning outcomes (PLO)</b> specified by the standard of higher education of the specialty	<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 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 apply 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>
<b>8 – Resource support for program implementation</b>	
<b>Staffing</b>	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.
<b>Material and technical base</b>	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.
<b>Information and methodological support</b>	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. All teaching materials available to students in the reading rooms of the scientific library <a href="http://library.kname.edu.ua/index.php/uk/">http://library.kname.edu.ua/index.php/uk/</a> , 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 <a href="http://eprints.kname.edu.ua">http://eprints.kname.edu.ua</a> on the portal of distance learning Center <a href="http://cdo.kname.edu.ua/">http://cdo.kname.edu.ua/</a>
<b>9 – Академічна мобільність</b>	
<b>National credit mobility</b>	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
<b>International credit mobility</b>	Cooperation agreement between the University and: - 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
<b>Training of foreign applicants for higher education</b>	According to the Rules of admission to O. M. Beketov National University of Urban Economy in Kharkiv