

## The profile of the educational program

| <b>General information</b>  |  |
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| <b>The official name of the educational program</b>   | Management of hotel, resort and tourist service  |
| <b>Speciality</b>   | 073 Management   |
| <b>Subject area</b>   | 07 Management and administration   |
| <b>The degree and the name of the qualification in the original language</b>  | Master of management in education program "Management of hotel, resort and tourist service"  |
| <b>The type of degree and volume of the educational program</b>   | Master degree, single, 90 ECTS credits,<br>training period - 1 year 4 months (full-time form of education)<br>1 year 10 months (part-time form of education)   |
| <b>Accreditation</b>  | Accredited until 2024, certificate HD №2190232 from 06 September 2017 (specialty)  |
| <b>Cycle/level</b>  | The second (master) level<br>Ukraine NQF – level 7<br>The FQ-EHEA second cycle<br>The EQF-LL – 7 level   |
| <b>Requirements as to the level of education</b>  | Bachelor / Specialist degree   |
| <b>Language(s) of teaching</b>  | Ukrainian, English   |
| <b>The validity of the educational program</b>  | 5 year   |
| <b>The purpose of the educational program</b>   |  |
| Training of specialists with professional knowledge and general and professional competencies which provide the ability to carry out professional activities in the field of management of organizations in the hospitality, resort and tourist services, aimed at efficient functioning and development of organizations in the conditions of uncertainty and requirements, which includes research of innovative character. |  |
| <b>Description of the educational program</b>   |  |
| <b>Subject area</b>   | <p>The objects of study: management of organizations of hotel, resort and tourist service and their structural divisions.</p> <p><i>Learning objectives</i> are to train specialists able to solve complex specialized tasks and practical problems in the management of hotel, resort and tourist service in the learning process under uncertainty conditions and requirements, which includes research of innovative character.</p> <p><i>The theoretical content of the subject area:</i></p> <ul style="list-style-type: none"> <li>- paradigms, laws, and regularities of management</li> <li>- principles, historical background of management development, management of organizations and administration</li> <li>- concepts of system, situational, adaptive, anticipative, crisis, innovation, project management, etc</li> <li>- functions, methods, technologies and management decisions in management.</li> </ul> <p><i>Methods, techniques, and tools:</i></p> <ul style="list-style-type: none"> <li>- general scientific and specific research methods (analytical, economic-statistical, economic-mathematical, expert assessment, factual, sociological, documentary, booking methods, etc.),</li> </ul> |

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|  | <p>- methods of implementation functions of management (marketing research methods, methods of economic diagnostics, forecasting and planning, methods of designing of organizational structures of management, methods of motivation, methods of control, methods of evaluating the social, organisational and economic efficiency in management and the like)</p> <p>- methods of management (administrative, economic, socio-psychological, technological),</p> <p>- technologies 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>Special education in the field of knowledge "Management and administration" specialty 073 "Management", educational program "Management of hotel, resort and tourist service".</p> <p>Key words: management, administration, development, justification, adoption, implementation of management solutions, system management, modern concepts of management, efficiency of management of organizations of hotel, resort and tourist service management of the structural divisions of the organizations of hotel, resort and tourist service, the methodology of modern management.</p>   |
| <b>Peculiarities of the program</b>                                      | Academic subjects offered to the student in the selection extend the capabilities of mastering the professional competences for effective management of modern organizations.  |
| <b>The suitability of graduates for employment and further education</b> |  |
| <b>Suitability for employment</b>  | <p>Employment opportunities in organizations of various organizational legal forms of heads of organizations and their structural subdivisions. Profession (according to the current edition of the national classifier of Ukraine: Classifier of professions (DK 003:2010):</p> <p>14 Managers of enterprises, institutions, organizations and their subdivisions</p> <p>1448 Managers of travel agencies</p> <p>1448.1 Managers of organization the activities of travel agencies</p> <p>1455 Managers in hotels and other places of accommodation</p> <p>1455.1 Managers in the hotel industry</p> <p>1477.1 Managers for the selection, provision and use of personnel</p> <p>1499 Managers in other types of economic activity not included into other groups</p> <p>248 Professionals in the field of tourism, hotel, restaurant and sanatorium care</p> |
| <b>Further education</b>   | Training on the third (educational-scientific) tertiary education – PhD. The acquisition of additional qualifications in the system of postgraduate education  |
| <b>Teaching and assessment</b>   |  |
| <b>Teaching and learning</b>   | Student-centered learning, learning through lectures and practical training, externship, self-learning   |
| <b>Assessment</b>  | In the form of examinations, tests, defense of course papers, reports, externship, master's work   |
| <b>Program learning outcomes</b>   |  |

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| <p><b>Program learning outcomes (PLO)</b> specified by the standard of higher education of the specialty</p> | <p>PLO 1. To think critically, to choose and to use relevant scientific, methodological and analytical tools to manage in unpredictable conditions</p> <p>PLO 2. To identify problems in organizations and justify their solution methods</p> <p>PLO 3. To design an effective system of management of organizations</p> <p>PLO 4. To justify and to manage projects, to generate business ideas</p> <p>PLO 5. To plan the activities of the organization in the strategic and tactical breakdown</p> <p>PLO 6. To have skills to prove and to implement management decisions in unpredictable circumstances, under the requirements of current legislation, ethical considerations and social responsibility</p> <p>PLO 7. To organize and implement effective communication within the team, with representatives of various professional groups and in an international context</p> <p>PLO 8. To apply specialized software and information systems for the decision of problems of management of the organization</p> <p>PLO 9. To be able to communicate in professional and academic circles in Ukrainian and foreign languages</p> <p>PLO 10. To demonstrate leadership skills and ability to work in team, to interact with people, to influence their behavior for the solution of professional tasks</p> <p>PLO 11. To ensure personal professional development and time planning.</p> <p><i>Additional for educational and professional programs</i></p> <p>PLO 12. To be able to delegate authority and administration of the organization (division)</p> <p>PLO 13. To be able to plan and to implement informational, methodical, material, financial and staffing support of organization (department).</p> |
| <p><b>Program learning outcomes (PLOI)</b> specified by the higher education institution</p>                 | <p>PLOI 1. To be able to analyze consumer behavior and apply tools to stimulate demand for services of the enterprises of the tourism industry</p> <p>PLOI 2. To be able to plan, to organize, to control the activity of the sanatorium-resort complex, to motivate staff to be productive</p> <p>PLOI 3. To be able to identify, to classify and to neutralize the risks of making and implementation of managerial decisions in conditions of uncertainty</p> <p>PLOI 4. To be able to use methods and tools of structural, functional and cost modelling and simulation of business processes in HoReCa and to form decisions on their reorganization</p> <p>PLOI 5. To be able to analyze consumer needs and to provide high level of service in the hospitality industry</p> <p>PLOI 6. To be able to analyze the existing infrastructure and to organize the process of its improvement for the development of tourism</p> <p>PLOI 7. To be able to analyze the state of organizational and financial support for the development of tourism in the united</p>  |

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|  | <p>territory communities, to identify the current development problems, to make and to implement effective management solutions to solve identified problems</p> <p>PLOI 8. To interpret critically, to select and use the necessary methodological and analytical tools to develop strategy of development of tourism in territorial units taking into account the state of the external environment</p> <p>PLOI 9. To be able to organize different types of events for different categories of consumers</p> <p>PLOI 10. To be able to form a strategy of innovative development of enterprises and new forms and types of tourism, to justify the new requirements of the organizational and technological support of processes of service in the tourism industry</p>   |
| <b>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. 12 teachers have certificates of proficiency in English at level B2, 1 teacher has a certificate of proficiency in English at level C1, 1 teacher has a certificate of proficiency in German at level C1. 17 teachers 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 Tourism Company.   |
| <b>Information and methodological support</b>      | <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 <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></p> |
| <b>Academic mobility</b>                           |  |
| <b>National credit mobility</b>                    | A cooperation agreement between O. M. Beketov National University of Urban Economy in Kharkiv and the following institutions:  |

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|  | <ul style="list-style-type: none"> <li>- National University "Ostrozhskaya Academy" (Ukraine, Ostrog), agreement № 03/2-20C, 17 February 2020</li> <li>- Mikhail Ostrogradsky National University in Kremenchug (Ukraine, Kremenchug), agreement № 5-06/2, 17 February 2020</li> </ul>   |
| <b>International credit mobility</b>                       | <p>Cooperation agreement between the University and:</p> <ul style="list-style-type: none"> <li>- Lodz technical University (Poland), agreement No. 89, October 2017</li> <li>- The University of New Horiz (Slovenia), agreement No. 88, 12.10. 2017</li> <li>- Middle East Technical University (Turkey, Ankara), agreement No. 69, 28.03. 2016</li> <li>- University of Aristotle (Greece, Thessaloniki), agreement No. 75, 22.02.2018</li> <li>- Estonian University of Natural Sciences (Tartu), agreement No. 90, 10.10. 2017</li> </ul> |
| <b>Training of foreign applicants for higher education</b> | <p>According to the Rules of admission to O. M. Beketov National University of Urban Economy in Kharkiv</p>  |