

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

| <b>1 – General information</b>                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| <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> | Master of management in education program "Management of hotel, resort and tourist service"                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <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>              | 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>                                                         | Ministry of Education and Science of Ukraine;<br>certificate UD 21006911, valid until July 1, 2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Cycle/level</b>                                                           | The second (master) level<br>Ukraine NQF – level 8<br>The FQ-EHEA second cycle<br>The EQF-LL – 7 level                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Background</b>                                                            | Bachelor / Specialist degree                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <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>                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|                                                                              | 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>3 - Description of the educational program</b>                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Subject area</b>                                                          | The objects of study: management of organizations of hotel, resort and tourist service and their structural divisions.<br><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.<br><i>The theoretical content of the subject area:</i><br>- paradigms, laws, and regularities of management<br>- principles, historical background of management development, management of organizations and administration<br>- concepts of system, situational, adaptive, anticipative, crisis, innovation, project management, etc<br>- functions, methods, technologies and management decisions in management. |

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|                                                                              | <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> <li>- 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)</li> <li>- methods of management (administrative, economic, socio-psychological, technological),</li> <li>- technologies of management decisions (economic analysis, simulation modeling, decision tree)</li> </ul> <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>4 – 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.</p> <p>Profession (according to the current edition of the national classifier of Ukraine: Classifier of professions (DK 003:2010):</p> <ul style="list-style-type: none"> <li>14 Managers of enterprises, institutions, organizations and their subdivisions</li> <li>1448 Managers of travel agencies</li> <li>1448.1 Managers of organization the activities of travel agencies</li> <li>1455 Managers in hotels and other places of accommodation</li> <li>1455.1 Managers in the hotel industry</li> <li>1477.1 Managers for the selection, provision and use of personnel</li> <li>1499 Managers in other types of economic activity not included into other groups</li> <li>248 Professionals in the field of tourism, hotel, restaurant and sanatorium care</li> </ul>                                                                                     |
| <b>Further education</b>                                                     | <p>Training on the third (educational-scientific) tertiary education – PhD.</p> <p>The acquisition of additional qualifications in the system of postgraduate education</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>5 – Teaching and assessment</b>                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Teaching and</b>                                                          | Student-centered learning, learning through lectures and practical training,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

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| <b>learning</b>                                                                                                         | externship, self-learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Assessment</b>                                                                                                       | In the form of examinations, tests, defense of course papers, reports, externship, master's work                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>6 – Програмні компетентності</b>                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Integral competence</b>                                                                                              | Ability to solve complex problems and problems in the field of management or in the learning process, involving research and / or innovation under uncertain conditions and requirements.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>General Competences (GC)</b> , specified by the standard of higher education of the specialty                        | GC 1. Ability to conduct research at the appropriate level;<br>GC 2. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity);<br>GC 3. Skills in the use of information and communication technologies;<br>GC 4. Ability to motivate people and move towards a common goal;<br>GC 5. Ability to act on the basis of ethical considerations (motives);<br>GC 6. Ability to generate new ideas (creativity);<br>GC 7. Ability to abstract thinking, analysis and synthesis                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Professional competencies of the specialty (FC)</b> , specified by the standard of higher education of the specialty | FC1. Ability to select and use management concepts, methods and tools, including in accordance with defined objectives and international standards;<br>FC2. Ability to set values, visions, mission, goals and criteria by which the organization determines further directions of development, to develop and implement appropriate strategies and plans;<br>FC3. Ability for self-development, lifelong learning and effective self-management;<br>FC4. Ability to effectively use and develop the organization's resources;<br>FC5. Ability to create and organize effective communications in the management process;<br>FC6. Ability to form leadership qualities and demonstrate them in the process of managing people;<br>FK7. Ability to develop projects, manage them, show initiative and entrepreneurship;<br>FC8. Ability to use psychological technology to work with staff.                                                                                             |
| <b>7 – Програмні результати навчання</b>                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Program learning outcomes (PLO)</b> specified by the standard of higher education of the specialty                   | PLO 1. To think critically, to choose and to use relevant scientific, methodological and analytical tools to manage in unpredictable conditions<br>PLO 2. To identify problems in organizations and justify their solution methods<br>PLO 3. To design an effective system of management of organizations<br>PLO 4. To justify and to manage projects, to generate business ideas<br>PLO 5. To plan the activities of the organization in the strategic and tactical breakdown<br>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<br>PLO 7. To organize and implement effective communication within the team, with representatives of various professional groups and in an international context<br>PLO 8. To apply specialized software and information systems for the decision of problems of management of the organization |

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|                                                        | <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>                                                                                                                                                                                                                                                   |
| <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. 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>9 – Академічна мобільність</b>                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>National credit mobility</b>                        | <p>A cooperation agreement between O. M. Beketov National University of Urban Economy in Kharkiv and the following institutions:</p> <ul style="list-style-type: none"> <li>- National University "Ostrozhska Academy" (Ukraine, Ostrog), agreement № 03/2-20C, 17 February 2020</li> <li>- Mikhail Ostrogradsky National University in Kremenchug (Ukraine,</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

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|                                                            | Kremenchug), agreement № 5-06/2, 17 February 2020                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>International credit mobility</b>                       | Cooperation agreement between the University and:<br>- Lodz technical University (Poland), agreement No. 89, October 2017<br>- The University of New Horiz (Slovenia), agreement No. 88, 12.10. 2017<br>- Middle East Technical University (Turkey, Ankara), agreement No. 69, 28.03. 2016<br>- University of Aristotle (Greece, Thessaloniki), agreement No. 75, 22.02.2018<br>- 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                                                                                                                                                                                                                                                                                                                                                             |