

**The profile of the educational program Hotel and catering business, speciality  
241 Hotel, restaurant, catering**

<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>	Master of hotel and restaurant business
<b>The official name of the educational program</b>	Hotel and catering business
<b>The type of degree and volume of the educational program</b>	Master degree, single, 90 ECTS credits, training period - 1 year 4 months, full-time form of education 1 year 10 months, part-time form of education
<b>Accreditation</b>	Ministry of Education and Science of Ukraine; certificate UD 21002020, valid until July 1, 2023
<b>Cycle/level</b>	The second (master) level Ukraine NQF – 7 level The FQ-EHEA second cycle 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 who are able to effectively solve the problems of the hotel and restaurant business and ensure their competitiveness on the basis of the general and professional competencies formed in the process of training.
<b>3 - Description of the educational program</b>	
<b>Subject area</b>	<p><b>Objects of study:</b> hotel and restaurant business as a field of professional activity, organizational, service, management, production, technological, economic, marketing processes of hotel and restaurant business entities at the operational, tactical and strategic levels, methodologies and methods of their research.</p> <p><b>Learning objectives</b> are to acquire the ability to solve complex research and / or innovation problems in the hotel and restaurant business.</p> <p><b>Theoretical content of the subject area</b> Hotel business, restaurant business, economy of hotels and restaurants, business design of hotel and restaurant enterprises, technology of hotel and restaurant services and restaurant products, technology of restaurant products with quality and safety of services.</p> <p><b>Methods, techniques and technologies:</b> quality and safety methods; service methods (interactive, service), digital technologies</p> <p><b>Tools and equipment:</b> production and research equipment, measuring</p>

	instruments, universal and specialized information systems (information-communication, information-search, information-analytical) specialized software products used in the activities of hotel and restaurant business
<b>Orientation of the educational programme</b>	Educational-professional
<b>The main focus of the educational program and specialization</b>	Special education in the field of knowledge "Service" in the specialty 241 "Hotel and restaurant business", educational program "Hotel and restaurant business". Keywords: economic activity of hotel and restaurant business entities, hotel, restaurant, concept, management, project, quality of services
<b>Peculiarities of the program</b>	Educational programs provide the acquisition of theoretical knowledge and practical skills in the organization, operation and development of the hotel and restaurant industry in the region, city, local community
<b>4 – The suitability of graduates for employment and further education</b>	
<b>Suitability for employment</b>	Employment at enterprises and research institutions working in the field of hotel and restaurant industry, in educational institutions that train relevant specialists. Professions (according to the current version of the National Classification of Ukraine: Classifier of professions (DK 003: 2010): 1225. Heads of production units in restaurants, hotels and other accommodation 1315. Managers of small enterprises-hotels and restaurants without management staff 145. Managers (managers) in trade, hotels and establishments. restaurant business 1455. Managers (managers) in hotels and other accommodation 1456. Managers (managers) in restaurants 248. Professionals in the field of tourism, hotel, restaurant and sanatorium business 2482. Professionals in the field of hotel and restaurant business 2482.2. Hotel and restaurant professionals 2483. Professionals in the field of sanatorium business 2483.2. Professionals in sanatorium and resort business 231. Teachers of universities and higher educational institutions
<b>Further education</b>	The right to continue education at the third educational and scientific level of education and to acquire additional qualifications in the system of adult education
<b>5 – Teaching and assessment</b>	
<b>Teaching and learning</b>	Student-centered learning, problem-oriented learning, lectures, practical classes, laboratory work, independent work, consultations, project work, preparation of qualifying work. Teaching methods: problem statement, illustrations and demonstrations, part-search, research, practical
<b>Assessment</b>	Current control: oral and written questioning, tests, presentations of individual tasks. Final control: written exams and diff. tests, defense of term papers and practice reports. Certification: public defense of qualifying work.
<b>6 – Program competence</b>	
<b>Integral competence</b>	Ability to solve complex research and / or innovative problems of hotel

	and restaurant business
<b>General Competences (GC)</b> , specified by the standard of higher education of the specialty	<p>GC1. Ability to act on the basis of ethical considerations (motives)</p> <p>GC2. Ability to search, process and analyze information from various sources</p> <p>GC3. Ability to analyze, evaluate, synthesize, generate new ideas</p> <p>GC4. Ability to work in a team</p> <p>GC5. Ability to use information and communication technologies</p> <p>GC6. Ability to conduct research at the appropriate level</p> <p>GC7. Ability to make informed decisions.</p> <p>GC8. Ability to work in an international context</p>
<b>Professional competencies of the specialty (FC)</b> , specified by the standard of higher education of the specialty	<p>FC1. Ability to apply scientific, analytical, methodological tools, use interdisciplinary research to analyze the state of development of global and local markets for hotel and restaurant services to solve complex problems of hotel and restaurant business development</p> <p>FC 2. Ability to systematize and synthesize information to take into account the cross-cultural features of the hotel and restaurant business</p> <p>FC 3. Ability to plan and implement resource support for the hotel and restaurant business</p> <p>FC4. Ability to create and implement product, service, organizational, social, managerial, infrastructural, marketing innovations in the economic activity of hotel and restaurant business entities</p> <p>FC5. Ability to provide effective service, commercial, production, marketing, economic activity of hotel and restaurant business entities</p> <p>FC6. Ability to coordinate and regulate relationships with partners and consumers.</p> <p>FC 7. Ability to do business</p> <p>FC8. Ability to develop anti-crisis programs for corporations, hotel and restaurant chains, hotel and restaurant businesses.</p> <p>FC9. Ability to provide quality customer service for hotel and restaurant services.</p> <p>FC10. Ability to apply the principles of social responsibility in the activities of hotel and restaurant businesses.</p> <p>FC11. Ability to independently acquire new knowledge, use of innovative technologies in the hotel and restaurant business.</p> <p>FC12. Ability to integrate knowledge and solve complex problems of hotel and restaurant business in multidisciplinary contexts, in new or unfamiliar environments with incomplete or limited information.</p>
<b>7 – Program learning outcomes</b>	
<b>Program learning outcomes (PLO)</b> specified by the standard of higher education of the specialty	<p>PLO1. Develop and make effective decisions on the development of hotel and restaurant businesses, taking into account the goals, resources, constraints and risks, ensure their implementation, analyze and compare alternatives, assess the risks and likely consequences of their impact.</p> <p>PLO 2. Fluently communicate orally and in writing in Ukrainian and English when discussing professional issues, research and innovation in the field of hotel and restaurant business</p> <p>PLO 3. Develop, implement and apply modern methods for evaluating the effectiveness of innovation in the hotel and restaurant business</p> <p>PLO 4. Monitor the market situation in hotel and restaurant services</p> <p>PLO 5. Assess new market opportunities, formulate business ideas and develop marketing measures under uncertain conditions and requirements that require the application of new approaches, methods</p>

	<p>and tools of socio-economic research</p> <p>PLO 6. Search for the necessary data in the scientific literature, databases and other sources, analyze and evaluate this data, systematize and organize information to solve complex problems of professional activity</p> <p>PLO 7. Investigate models of development of international and national hotel and restaurant chains (corporations)</p> <p>PLO 8. Initiate, develop and manage projects for the development of hotel and restaurant businesses, taking into account information, material, financial and staffing.</p> <p>PLO 9. Use specialized software to solve problems of management of basic and auxiliary business processes of hotel and restaurant business entities</p> <p>PLO 10. Be responsible for the formation of an effective personnel policy of the hotel and restaurant business, organizational communications, development of professional knowledge, assessment of strategic development of the team, selection and motivation of staff to effectively solve professional problems</p> <p>PLO 11. Carry out research and / or conduct innovative activities in order to acquire new knowledge and create new technologies and types of services (products) in the field of hotel and restaurant business and in broader multidisciplinary contexts</p> <p>PLO 12. It is clear and unambiguous to convey one's own knowledge, conclusions and arguments to specialists and non-specialists, in particular to students</p>
<b>8 – Resource support for program implementation</b>	
<b>Staffing</b>	<p>All scientific and pedagogical workers have qualifications according to educational components, experience of practical and scientific and pedagogical activity, regularly improve their qualification through participation in scientific projects, conferences, internships in institutions of Ukraine and foreign countries.</p> <p>Teachers have a certificate of English language proficiency at the B-2 level, one teacher at the C-1 level; one teacher has a certificate of proficiency in German at the C-1 level.</p>
<b>Material and technical base</b>	<p>Logistics of the educational program meets the requirements and provides an opportunity for effective training of applicants.</p> <p>Lectures are held in classrooms with multimedia equipment. Practical classes are held in specialized computer classes with the use of information and communication equipment, information systems and software products used in the hotel and restaurant industry: MS Project, Outlook, OneNote, EverNote, MS Office, Office 365, Document. online, MS Visio, MS PowerPoint, MS Sway, Libre office. Impress, FreeMind, Mind42, ViSta, MacANOVA, Parus Hotel, Parus Restaurant.</p>
<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</p>

	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>	According to the Regulations on academic mobility of students, graduate students, doctoral students, scientific, pedagogical and research staff of O. M. Beketov National University of Urban Economy in Kharkiv
<b>International credit mobility</b>	Cooperation agreement between the University and: <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>	According to the Rules of admission to O. M. Beketov National University of Urban Economy in Kharkiv