

**1. Profile of the Master's degree educational programme «International hotel and restaurant business»  
in the specialty J2 «Hotel and restaurant management and catering»**

Project team leader (**director of the Master's degree programme**)  
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<b>1- GENERAL INFORMATION</b>	
<b>Full name of the institution and structural unit</b>	State University of Trade and Economics Faculty of Technology and Business Department of Hotel and Restaurant Business Management
<b>Academic degree and qualification title in the original</b>	Second (master's) level of higher education Qualification - Master's degree in hotel and restaurant business
<b>Field of study</b>	J Transport and services
<b>Speciality</b>	J2 Hotel and restaurant management and catering
<b>Name of the educational programme</b>	International hotel and restaurant business
<b>Restrictions on forms of education</b>	There are no restrictions
<b>Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine</b>	Complies with the standard of higher education of the Ministry of Education and Science of Ukraine (order№ 26 of 05.01.2021)
<b>Qualification Title (Degree), programme credits and duration</b>	Master's degree, single. The volume of the educational and professional programme is 90 ECTS credits. Normative period of training: 1 year 4 months
<b>Accreditation</b>	Accreditation certificate№ 6814, valid until 01.07.2029 by the National Agency for Higher Education Quality Assurance
<b>Cycle / level</b>	NQF of Ukraine - level 7, FQ-EHEA - second cycle, EQF-LLL-7 level
<b>Academic Background</b>	Bachelor's degree (NQF level 6) or higher
<b>Language(s) of instruction</b>	Ukrainian, English
<b>Duration of the programme</b>	Until the approval of the new edition of the educational and professional programme
<b>Educational programme link</b>	<a href="https://knute.edu.ua/">https://knute.edu.ua/</a>
<b>2- EDUCATIONAL PROGRAMME AIM</b>	

Training of highly qualified specialists with in-depth knowledge in the field of international hotel and restaurant business, possessing practical skills and competencies to solve complex research and/or innovation tasks in the hotel and restaurant business in a globalised environment and capable of conducting research activities.

### 3- EDUCATIONAL PROGRAMME DESCRIPTION

#### *Subject area*

**Object of study:** hotel and restaurant business as a field of professional activity, formation and coordination of organisational, service, management, production, technological, economic, marketing processes of hotel and restaurant business entities at the operational and strategic levels, methodologies and methods of their research

**Learning objectives:** acquiring the ability to solve complex research and/or innovation problems in the hotel and restaurant business

**Theoretical content of the subject area:** Hotel business, restaurant business, economics of hotels and restaurants, principles of business design of hotel and restaurant business enterprises, technologies of hotel services and restaurant products

**Methods, techniques and technologies:** methods of quality assurance and safety; methods of service (interactive, service), digital technologies

**Tools and equipment:** production and research equipment, measuring instruments, universal and specialised information systems (information and communication, information retrieval, information and analytical) specialised software products used in the activities of hotel and restaurant business entities

#### *Orientation of the educational programme*

Educational and professional, applied, research

#### *Main focus of the study programme*

Special education in the field of knowledge "Transport and Services" of the specialty "Hotel and Restaurant Business and Catering", educational programme "International Hotel and Restaurant Business" is aimed at forming academic knowledge covering theoretical aspects, practical methods and applied tools of international business, strategic marketing, revenue management, corporate management, HR management, project management in the field of hotel and restaurant business; development of critical thinking in analysing and evaluating trends in hotel and restaurant business development. Keywords: international hotel and restaurant chains/corporations, international business, Revenue management, corporate management, strategic marketing, projects, HR technologies.

#### *Programme features*

Interdisciplinary and multidisciplinary training of hospitality professionals to work in an international environment.

Adaptability of the content of the disciplines to the challenges and needs of the international hotel and restaurant market.

Focusing on the study of international business principles, intercultural communications, management of international teams, strategic planning and development of international corporations, understanding of ethical standards and principles of social responsibility, application of innovative management approaches to the development of international hotel and restaurant business that ensure financial

stability and competitive advantage in a global context.

Developing competitive practical skills in a global context through international internships, cooperation with international hospitality companies, and mentoring from professionals.

Formation of an individual learning trajectory.

#### **4- CAREER OPPORTUNITIES AND FURTHER LEARNING**

##### *Employability*

Graduates of this study programme can be employed at enterprises, institutions and organisations or carry out entrepreneurial activities.

According to the classification of professions DK 003:2010 as amended by the order of the Ministry of Economic Development and Trade of Ukraine of 15 February 2019 № 259:

248 Professionals in the field of tourism, hotel, restaurant and health resort business:

2482 Professionals in the field of hotel and restaurant business

2483 Professionals in the field of health resort [management](#):

2483.1 Researchers (recreation)

2483.2 Professionals in the field of health resort management

2471 Professionals in [quality](#) control

2482.2 Hospitality specialist in places of accommodation (hotels, tourist complexes, etc.)

2482.2 Specialist in hotel management

2482.2 Specialist in restaurant business

3414 Specialist in tourist services

3414 Specialist in the organisation of leisure activities

3414 Specialist in rural tourism development

1225 Heads of production units in catering establishments, hotels and other places of accommodation

1210 Managers of enterprises, institutions and organisations;

122 Heads of production and other main departments;

1238 Project and programme managers;

1239 Heads of other functional units;

13 Managers of small enterprises without a management apparatus;

14 Managers (supervisors) of enterprises, institutions, organisations and their subdivisions

##### *Further studies*

Graduates of this study programme have the right to continue their studies at the third (educational and scientific) level of higher education and to obtain additional qualifications in the adult system.

#### **5 TEACHING AND ASSESSMENT**

##### *Teaching and learning*

Student-centred learning, self-study, problem-based learning. Lectures, practical classes, self-study based on textbooks, manuals and lecture notes, practical training and professional internships, consultations with teachers, preparation for certification and defence of qualification work

##### *Assessment.*

The assessment of students' learning outcomes is carried out in accordance with the Regulations on Assessment of Undergraduate and Postgraduate Students' Learning Outcomes at DTEK and includes the following control measures: current and final examinations, certification.

Current control is carried out during practical/laboratory classes and based on the results of independent work. It involves assessing the theoretical training of students during seminars and the acquired practical skills during laboratory/practical work.

Final control - control measures that provide for the establishment of compliance (measurement, evaluation) of the learning outcomes obtained by a person with the requirements of the educational programme in terms of the relevant educational component, which is carried out at the university in the form of a test and an exam.

Students' learning outcomes at DTEK are assessed on a 100-point scale, where: 60-100 points - learning outcomes that give students the right to receive ECTS credits; 0-59 points - unsatisfactory learning outcomes that do not give students the right to receive ECTS credits.

## **6-PROGRAMME COMPETENCES**

### *Integral competence*

Ability to solve complex problems of research and / or innovation in hotel and restaurant business, *in particular taking into account the globalisation of hotel and restaurant business and catering*

### *General competences (GC)*

GC1	Ability to act on the basis of ethical considerations (motives)
GC2	Ability to search, process and analyse information from various sources
GC3	Ability to analyse, evaluate, synthesise, generate new ideas
GC4	Ability to work in a team
GC5	Ability to use information and communication technologies
GC6	Ability to conduct research at the appropriate level
GC7	Ability to make informed decisions.
GC8	Ability to work in an international context

### *Special (professional, subject) competences (SC)*

SC1	Ability to apply scientific, analytical, methodological tools, use interdisciplinary research to analyse the state of development of global and local markets for hotel and restaurant services to solve complex problems of hotel and restaurant business development, <i>in particular in the international environment</i>
SC2	Ability to systematise and synthesise information to take into account the cross-cultural features of the functioning of hotel and restaurant business entities, <i>in particular in the international environment</i>
SC3	Ability to plan and implement resource support for the activities of hotel and restaurant business entities, <i>in particular in the international environment</i>
SC4	Ability to create and implement product, service, organisational, social, managerial, infrastructural, marketing innovations in the economic activities of hotel and restaurant business entities, <i>in particular in the international environment</i>
SC5	Ability to ensure effective service, commercial, production, marketing,

	economic activities of hotel and restaurant business entities, <i>in particular in the international environment</i>
SC6	Ability to coordinate and regulate relationships with partners and consumers, <i>in particular, taking into account national characteristics.</i>
SC7	Ability to carry out entrepreneurial activities, <i>in particular in the international environment</i>
GC8	Ability to develop anti-crisis programmes for corporations, hotel and restaurant chains, hotel and restaurant business entities.
SC9	Ability to ensure the quality of service to consumers of hotel and restaurant services
SC10	Ability to apply the principles of social responsibility in the activities of hotel and restaurant business entities
SC11	Ability to independently master new knowledge, use innovative technologies in the field of hotel and restaurant business
SC12	Ability to integrate knowledge and solve complex problems in hotel and restaurant management in multidisciplinary contexts, in new or unfamiliar environments with incomplete or limited information.
<b>7-PROGRAMME LEARNING OUTCOMES</b>	
1	Develop and make effective decisions on the development of hotel and restaurant business entities, taking into account goals, resources, constraints and risks, ensure their implementation, analyse and compare alternatives, assess risks and the likely consequences of their impact.
2	Communicate fluently orally and in writing in Ukrainian and English when discussing professional issues, research and innovation in the hotel and restaurant business
3	Develop, implement and apply modern methods for evaluating the effectiveness of innovation in the hotel and restaurant business
4	To monitor the market conditions of hotel and restaurant services
5	To assess new market opportunities, formulate business ideas and develop marketing activities under uncertain conditions and requirements that require the use of new approaches, methods and tools of socio-economic research
6	Find the necessary data in scientific literature, databases and other sources, analyse and evaluate these data, systematise and organise information to solve complex problems of professional activity
7	Research models of development of international and national hotel and restaurant chains (corporations)
8	Initiate, develop and manage development projects for hotel and restaurant business entities, taking into account information, material, financial and personnel support.
9	Apply specialised software to solve problems of managing the main and auxiliary business processes of hotel and restaurant business entities
10	To be responsible for the formation of an effective personnel policy of hotel and restaurant business entities, organisational communications, development of professional knowledge, assessment of the strategic development of the team, selection and motivation of personnel for the

	effective solution of professional tasks
11	Conduct research and/or conduct innovative activities in order to obtain new knowledge and create new technologies and types of services (products) in the field of hotel and restaurant business and in broader multidisciplinary contexts
12	Clearly and unambiguously communicate own knowledge, conclusions and arguments to specialists and non-specialists, including students
<b>8- RESOURCE SUPPORT FOR THE PROGRAMME IMPLEMENTATION</b>	
<i>Staffing of the programme</i>	
Fully complies with the Licensing requirements for conducting educational activities. The implementation of the educational and professional programme "International Hotel and Restaurant Business" is carried out by scientific and pedagogical workers with a scientific degree and/or academic title who meet the requirements of the current legislation of Ukraine, have a sufficient level of scientific and professional qualifications. Practitioners and representatives of professional associations and foreign partners are also involved in the educational process. All research and teaching staff undergo internships / advanced training every five years.	
<i>Material and technical support</i>	
Fully complies with the Licensing Requirements for Educational Activities. For the convenience of higher education students, the corporate distance learning system and the automated educational process management system "MIA: Education". The university has modern computer labs with specialised software. Cabinet of Digital Technologies in the hotel and restaurant business Educational and scientific laboratory for food production technology Educational and scientific laboratory for restaurant products technology Educational and scientific laboratory of service organisation in the restaurant industry Laboratory of oenology and bar business Laboratory of sensory analysis HoReCa design laboratory Design and engineering laboratory Laboratory of computer-aided design systems Laboratory of integrated business process management systems Cabinet of tourism business management Educational and scientific centre for business simulation VR library, SMART library All conditions are created for the education of people with disabilities. DTEK's social infrastructure is available.	
<i>Information and teaching and learning support</i>	
The university develops an ECTS Information Package for each study programme. Each student can view his or her own individual plan, review their grades, and communicate with the university through their personal account in MIA: Education can review and create their own individual plan, view the curriculum, points obtained in disciplines, class schedule and communicate with participants in the educational process. Programmes, work programmes, syllabi and assessment criteria for educational components are posted on the corporate e-learning platform.	

The university's electronic repository provides full-text access to DTEK's scientific and educational literature, manuscripts of qualification papers and dissertations for academic degrees.

For the convenience of higher education students, the University has developed a Catalogue of Academic Disciplines, according to which students have the right to choose elective educational components.

## **9-ACADEMIC MOBILITY**

### ***National credit mobility***

National credit mobility is carried out within the framework of memorandums of cooperation between DTEK and other higher education institutions (research institutions) of Ukraine in accordance with the law.

### ***International credit mobility***

The university has signed cooperation agreements between DTEK and foreign higher education institutions, which provide for partnership exchanges and training of students under international programmes and projects within the Erasmus+ programme.

### ***Training of foreign higher education students***

It is carried out in accordance with the requirements of the current legislation.

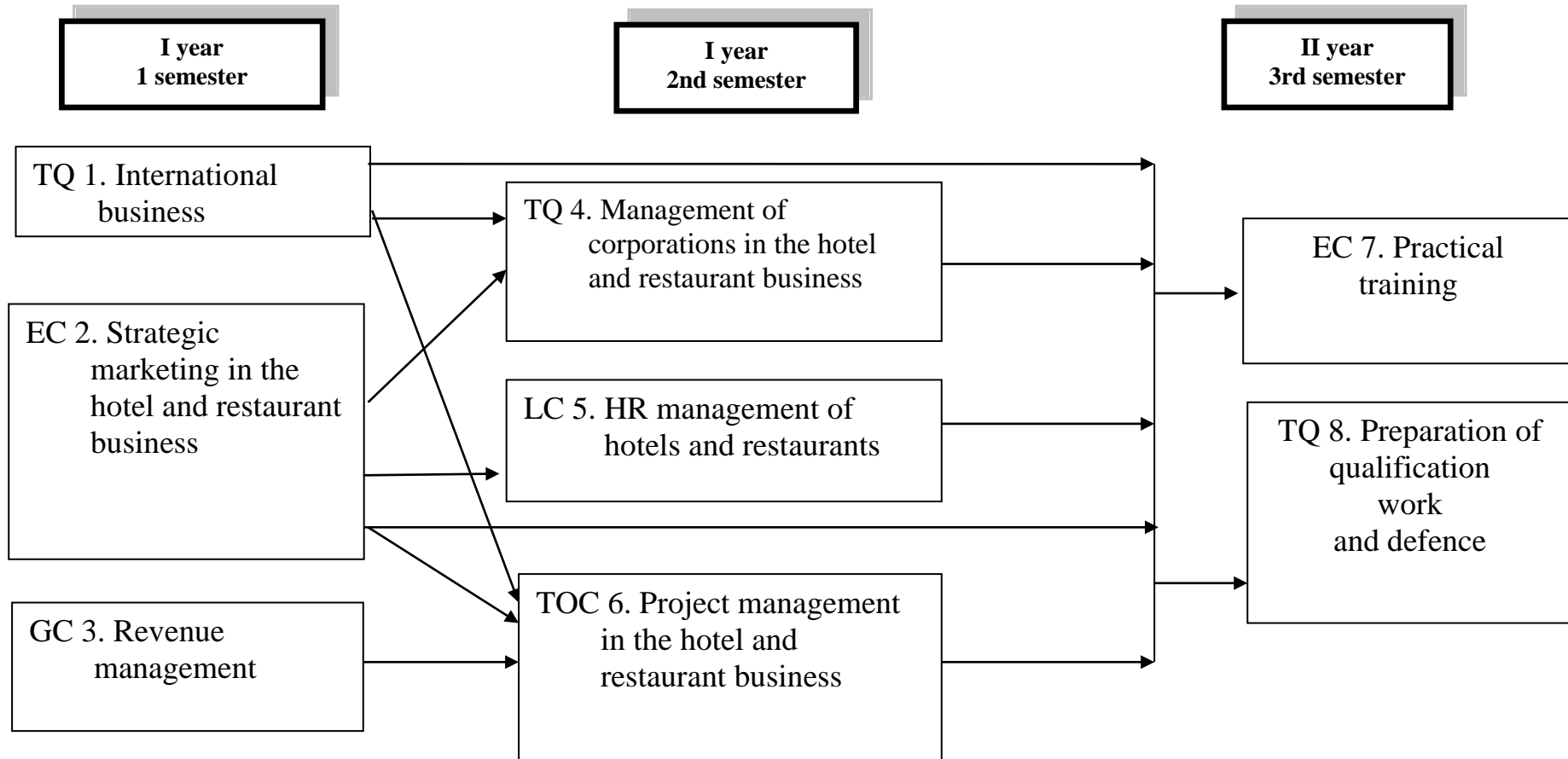
# 1. LIST OF STUDY PROGRAMME COMPONENTS AND THEIR LOGICAL ORDER

## 2.1. List of the OP components

Code	Educational components of the programme	ECTS credits	Form of control
<i><b>Mandatory components</b></i>			
EC 1.	International business	6	Examination
EC 2.	Strategic marketing in the hotel and restaurant business	6	Examination
OK 3.	Revenue management	6	Examination
EC 4.	Management of corporations in the hotel and restaurant business	6	Examination
TQ 5.	HR management of hotels and restaurants	6	Examination
PC 6.	Project management in the hotel and restaurant business	6	Examination
TK 7.	Practical training	21	Credit
TQ 8.	Preparation of qualification work and defence	9	Defence
<b>Total number of compulsory components</b>		<b>66</b>	
<i><b>Elective components</b></i>			
EC 1.	Educational component 1	6	Examination
EC 2.	Educational component 2	6	Examination
EC 3.	Educational component 3	6	Examination
EC 4.	Educational component 4	6	Examination
<b>Total number of selective components</b>		<b>24</b>	
<b>TOTAL VOLUME OF THE EDUCATIONAL PROGRAMME</b>		<b>90,0</b>	

Applicants for higher education choose elective courses through the personal account of the portal "MIA: Education" portal. The description of academic disciplines and their prerequisites are presented in the DTEK Catalogue of Academic Disciplines

## 2.2. The EP structural and logic network



### **3. CERTIFICATION OF GRADUATES**

Certification is carried out in the form of a public defence of a qualification work.

The qualification work must involve solving a complex task or problem in the field of hotel and restaurant business, which requires research and/or innovation and is characterised by complexity and uncertainty of conditions. The qualification work must not contain academic plagiarism, fabrication, or falsification.

The qualification work must be published on the official website of the higher education institution or its subdivision, or in the repository of the higher education institution.

#### 4. THE PROGRAMME COMPETENCES AND THE EP COMPULSORY COMPONENTS MATRIX

Components Competences	EC 1	GC 2	EC 3	SC 4	OK 5	OK 6	OK 7	OK 8
ZK 1	+		+	+	+	+	+	+
WARD 2	+	+	+	+	+	+	+	+
WARD 3	+	+	+	+	+	+	+	+
ZK 4		+		+	+	+	+	+
CC 5	+	+	+	+	+	+	+	+
ZK 6	+	+	+	+	+	+	+	+
ZK 7	+	+	+	+	+	+	+	+
SC 8	+	+	+	+	+	+	+	+
SC1	+	+	+	+	+	+	+	+
SC 2	+	+			+	+	+	+
SC 3	+	+	+	+	+	+	+	+
CC 4	+	+	+	+	+	+	+	+
SC 5	+	+		+	+	+	+	+
SC 6	+	+	+	+	+	+	+	+
SC 7	+	+	+	+	+	+	+	+
SC 8		+		+		+	+	+
SC 9		+		+	+	+	+	+
SC 10	+	+		+	+			+
SC 11	+	+	+	+	+	+	+	+
SC 12	+	+	+	+	+	+	+	+

#### 5. THE PROGRAMME LEARNING OUTCOMES AND THE EP COMPULSORY COMPONENTS MATRIX

Components Programme learning outcomes	EC 1.	PLO 2.	PLO 3.	PLO 4.	PLO 5.	OK 6.	OK 7.	OK 8
1	+	+	+	+				+
2	+	+	+	+			+	+
3		+			+	+	+	+
4	+	+	+	+			+	+
5	+	+	+			+		+
6	+	+	+	+		+	+	+
7	+	+		+	+	+		+
8		+	+			+		+
9	+	+		+			+	+
10	+	+		+			+	+
11	+	+	+	+		+		+
12	+	+		+			+	+

**LIST OF RECOMMENDED ELECTIVE COMPONENTS**  
**(including English as the language of instruction)**

<b>Code</b>	<b>Educational components</b>	<b>ECTS credits</b>
LC 1.	Innovative and start-up management in the hospitality industry	<b>6</b>
LC 2.	International credit, settlement and currency transactions	<b>6</b>
EC 3.	International tourism	<b>6</b>
EC 4.	International marketing	<b>6</b>
EC 5.	International MICE tourism	<b>6</b>
EC 6.	Quality management in hotels and restaurants	<b>6</b>