

### 3. Study programme

#### 3.1. STUDY PROGRAMME PROFILE

Director of the project group (Director of the Master's degree programme) – **Okhrimenko A.H.**, Professor, Doctor of Sciences (Economics), Professor, of the Department of Hotel & Restaurant Business Management

<b>1 – GENERAL INFORMATION</b>	
<b>Full name of IHE and structural unit</b>	State university of trade and economics Faculty of Technologies and Business Department of Hotel and Restaurant Business Management
<b>Academic degree and qualification title in the original</b>	Second (Master's) Cycle of higher education Qualification – Master of Hotel and Restaurant Business
<b>Field of knowledge</b>	D Business, Administration and Law
<b>Speciality</b>	D3 Management
<b>Study programme title</b>	Management and Business administration in Hospitality area
<b>Restrictions on education forms</b>	Conforms to the Standard of higher education of the Ministry of Education and Science of Ukraine (order № 959 of 10.07.2019)
<b>Restrictions on forms of education</b>	No restrictions
<b>Qualification title (degree), programme credits and duration</b>	Master's degree, single. Study Programme credits – 90 ECTS credits. Normative term of preparation – 1 year 4 months
<b>Accreditation status</b>	Accreditation certificate of Subject Area УД 11015998, valid until 01.07.2027 issued by the Accreditation Commission of the Ministry of Education and Science of Ukraine
<b>Cycle\level of higher education</b>	NQF of Ukraine – level 7, FQ-EHEA – second cycle, EQF-LLL - level 7
<b>Academic backgrounds</b>	Bachelor's degree (level NQF – 6) or higher
<b>Language(s) of instruction</b>	Ukrainian, English
<b>Study programme link</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 – STUDY PROGRAMME AIM</b>	
Training of highly qualified specialists with modern managerial thinking, theoretical	

knowledge and applied skills in the organization of managerial activity, able to solve research and practical tasks in making managerial decisions considering the development of hospitality area.

### 3 - STUDY PROGRAMME DESCRIPTION

#### Subject area

**Object of study:** administration of organizations and their subsidiaries.

**Aims of study:** acquisition of the ability to solve complex problems and tasks in managerial and business administration or in the process of education, which means conducting the research and/or implementation of innovations and is characterized by uncertainty of conditions and requirements, especially in the sphere of hospitality.

**Theoretical content of the subject area:** paradigms, laws, patterns, principles, historical prerequisites for the development of management; concepts of systemic, situational, adaptive, anticipatory, anti-crisis, innovative, project management, etc.; functions, methods, technologies and management decisions in management.

**Methods, techniques and technologies:** general scientific and specific research methods (computational and analytical, economic and statistical, economic and mathematical, expert evaluation, factual, sociological, documentary, balance sheet, etc.); methods of implementing management functions (marketing research methods; economic diagnostics methods; forecasting and planning methods; methods of designing organizational management structures; motivation methods; control methods; methods of assessing social, organizational and economic efficiency in management, etc.); management methods (administrative, economic, socio-psychological, technological); technologies for substantiating management decisions (economic analysis, simulation modeling, decision tree, etc.)

**Tools and equipment:** modern information and communication equipment, information systems and software products used in management.

#### Study programme orientation

Educational and professional, applied, research

#### Study programme main focus

Special education in the field of knowledge "Business, Administration and Law" of the specialty "Management", educational program "Management and Business Administration in the Hospitality Sector" is aimed at the formation of academic knowledge that covers theoretical aspects, practical methods and applied tools of innovative and startup management in the hospitality sector, legal support for corporate security, Revenue management, strategic management in the hospitality sector, HR management of hotels and restaurants; quality management in the hospitality sector, strategic marketing; development of critical thinking regarding business administration in the hospitality sector for independent problem solving in real situations, taking into account global perspectives, technological changes; development of emotional intelligence, leadership, and communication skills.

**Key words:** hospitality, business administration, innovative startup management, corporate security, human resources management, revenue management, corporate management, service quality management, strategic marketing, project management

#### Study programme features

Interdisciplinary and multidisciplinary training of professionals in management and business administration in the hospitality sector.

Adaptability of the content of the disciplines to the challenges and needs of management and business administration in the hospitality sector.

Focusing on the study of leadership concepts, strategic business management, team development, human resource management, project and change management in the hospitality sector, cross-cultural communications, the application of analytical tools of strategic marketing, and the formation and development of brands in the hospitality sector.

Formation of competitive practical skills in a global context through international internships, cooperation with international companies in the hospitality sector, mentoring from professionals.

Internships in international companies.

Formation of an individual learning trajectory.

#### **4-EMPLOYABILITY AND FURTHER LEARNING**

##### *Employability*

Graduates of this educational and professional program can find employment at enterprises, institutions and organizations or engage in entrepreneurial activities. According to the classifier of professions DK 003:2010 with amendments approved by the order of the Ministry of Economic Development and Trade of Ukraine of 15 February 2019 № 259:

12 Heads of enterprises, institutions and organizations

13 Managers of small businesses without a management apparatus

14 Managers (directors) of enterprises, institutions, organizations and their divisions

1448 Managers (directors) of travel agencies and travel bureaus

1455 Managers in hotels and other accommodation facilities

1456 Food Safety Systems Manager

1456.1 Managers (supervisors) in restaurants

1456.2 Managers (administrators) in cafes, bars, canteens

1456.3 Managers (supervisors) at enterprises that prepare and supply ready-made meals

1492 Managers (administrators) in the field of culture, recreation and sports

1229.6 Heads of departments in the field of culture, recreation and sports

1229.7 Heads of other major divisions in other areas of activity

1238 Project and program managers

1225 Managers of production units in restaurants, hotels and other accommodation facilities

1317 Managers of small businesses without a management apparatus in commercial services

2351.1 Research staff (teaching methods)

2412.1 Research staff (work, employment)

2419.1 Research staff (marketing, business efficiency, production rationalization)

2481 Tourism professionals

2481.1 Research staff (tourism, excursion studies)

2481.2 Tourism experts

2483 Professionals in the field of sanatorium and resort business	
2483.1 Research staff (recreatology)	
2483.2 Professionals in the sanatorium and resort business	
2441.2 Economists	
Territory Brand Manager	
SMM manager	
Revenue manager	
<b><i>Further learning</i></b>	
Graduates of this educational program have the right to continue their studies at the third (educational and scientific) level of higher education - Doctor of Philosophy. Acquisition of additional qualifications in the postgraduate education system.	
<b>5 – TRAINING AND ASSESSMENT</b>	
<b><i>Teaching and learning</i></b>	
Student-centered learning, self-study, problem-based learning. Lectures, practical classes, independent work based on textbooks, study guides and lecture notes, learning through practical training and professional internship, consultations with teachers, preparation for certification and defense of qualification work.	
<b>Assessment</b>	
Assessment of student learning outcomes is carried out in accordance with the "Regulations on the Assessment of Student and Postgraduate Learning Outcomes at DTEU" and provides for the following control measures: current and final control, certification.	
Current control is carried out during practical/laboratory classes and based on the results of independent work tasks. It involves assessing students' theoretical preparation during seminar classes and acquired practical skills during laboratory/practical work tasks.	
Final control – control measures that involve establishing compliance (measurement, evaluation) of the learning outcomes achieved by a person with the requirements of the educational program in terms of the relevant educational component, which is carried out at the university in the form of a test and exam.	
Student learning outcomes at DTEU are assessed on a 100-point scale, where: 60-100 points – learning outcomes that give the student the right to obtain ECTS credits; 0-59 points – unsatisfactory learning outcomes that do not give the student the right to obtain ECTS credits.	
<b>6-PROGRAMME COMPETENCES</b>	
<b><i>Integral competence</i></b>	
The ability to solve complex tasks and problems in the field of management and business administration or in the process of learning, which involve conducting research and/or implementing innovations under uncertain conditions and requirements, in particular in the field of hospitality, which involves the application of management theories, methods, techniques and technologies.	
<b><i>General Competences (GC)</i></b>	
GC1	Ability to conduct research at an appropriate level
GC2	Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of

	economic activity)
GC3	Skills in using information and communication technologies
GC4	Ability to motivate people and move towards a common goal
GC5	The ability to act based on ethical considerations (motives)
GC6	Ability to generate new ideas (creativity)
GC7	Ability for abstract thinking, analysis and synthesis
<b><i>Special (professional, subject) competencies (SC)</i></b>	
SC1	Ability to select and use concepts, methods and tools of management and business administration, including in accordance with defined goals and international standards
SC2	The ability to establish values, vision, mission, goals and criteria by which the organization determines further development directions, develop and implement appropriate strategies and plans, particularly in the hospitality sector
SC3	Ability for self-development, lifelong learning and effective self-management.
SC4	Ability to effectively utilize and develop human resources in an organization, particularly in the hospitality sector
SC5	Ability to create and organize effective communications in the process of management and business administration
SC6	Ability to develop leadership qualities and demonstrate them in the process of managing people
SC7	Ability to develop and manage projects, demonstrate initiative and entrepreneurship, particularly in the hospitality industry
SC8	Ability to use psychological technologies for working with personnel
SC9	The ability to analyze and structure organizational problems, make effective management decisions and ensure their implementation, particularly in the hospitality sector
SC10	Ability to manage an organization and its development, in particular in accordance with trends in the tourism, hotel and restaurant business
SC11	<i>Ability to integrate knowledge and solve complex management and business administration problems in the hospitality sector in multidisciplinary contexts, in new or unfamiliar environments, with incomplete or limited information</i>
<b>7- PROGRAMME LEARNING OUTCOMES</b>	
1	Critically evaluate, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions
2	Identify problems in the organization and justify methods for solving them
3	Design effective organizational management systems
4	Justify and manage projects, generate entrepreneurial ideas
5	Plan the organization's activities in strategic and tactical terms
6	Have the skills to make, justify and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of current legislation, ethical considerations and social

	responsibility
7	Organize and implement effective communications within the team, with representatives of different professional groups and in an international context
8	Apply specialized software and information systems to solve organizational management problems
9	Be able to communicate in professional and academic circles in the state and foreign languages
10	Demonstrate leadership skills and the ability to work in a team, interact with people, and influence their behavior to solve professional tasks
11	Ensure personal professional development and planning of one's own time
12	Be able to delegate authority and leadership of the organization (department)
13	Be able to plan and implement information, methodological, material, financial and personnel support for the organization (unit)
14	<i>Be able to manage innovative, commercial, and marketing activities, develop and implement strategies and programs for management and administration in the hospitality sector in multidisciplinary contexts</i>
15	<i>Ability to influence consumer behavior and interact with loyal consumer segments</i>

## **8- RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION**

### *Academic staff*

Fully complies with the Licensed requirements of educational activities. The implementation of the educational and professional program «Management and business administration in hospitality area» is carried out by scientific and pedagogical workers with a scientific degree and/ or academic title that meet the requirements of the current legislation of Ukraine, have a sufficient level of scientific and professional qualifications. The educational process also involves practitioners and representatives of professional associations and foreign partners.

All scientific and pedagogical workers undergo training/ advanced training every five years.

### *Facilities*

Fully complies with the Licensing requirements for conducting educational activities. For the convenience of higher education applicants, a corporate distance learning system and an automated educational process management system “MIA: Education” operate. The university is equipped with modern computer classes with specialized software, a Business Simulation Educational and Scientific Center operates, and a Smart Library operates. All conditions for training of persons with disabilities have been created. The social and household infrastructure of DTEU is available.

### *Information, teaching and learning materials*

An ECTS Information Package is developed for each educational program at the university.

Each student, through his personal account of the ACS "MIA: Education", can review and form his own individual plan, view the curriculum, points earned by discipline, class

schedule, and communicate with participants in the educational process. Programs, work programs, subject syllabi and assessment criteria for educational components are posted on the corporate distance learning platform. The university's electronic repository provides full-text access to DTEU scientific and educational literature, manuscripts of qualification papers and dissertations for obtaining scientific degrees. For the convenience of higher education applicants, the university has developed a Catalog 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 the concluded memorandums of cooperation between DTEU and other higher education institutions (scientific institutions) of Ukraine in accordance with the legislation.

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

The university has concluded cooperation agreements between DTEU and foreign higher education institutions, within the framework of which partner exchange and training of students is carried out under international programs and projects within the framework of the Erasmus+ program.

### ***Training of foreign students***

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

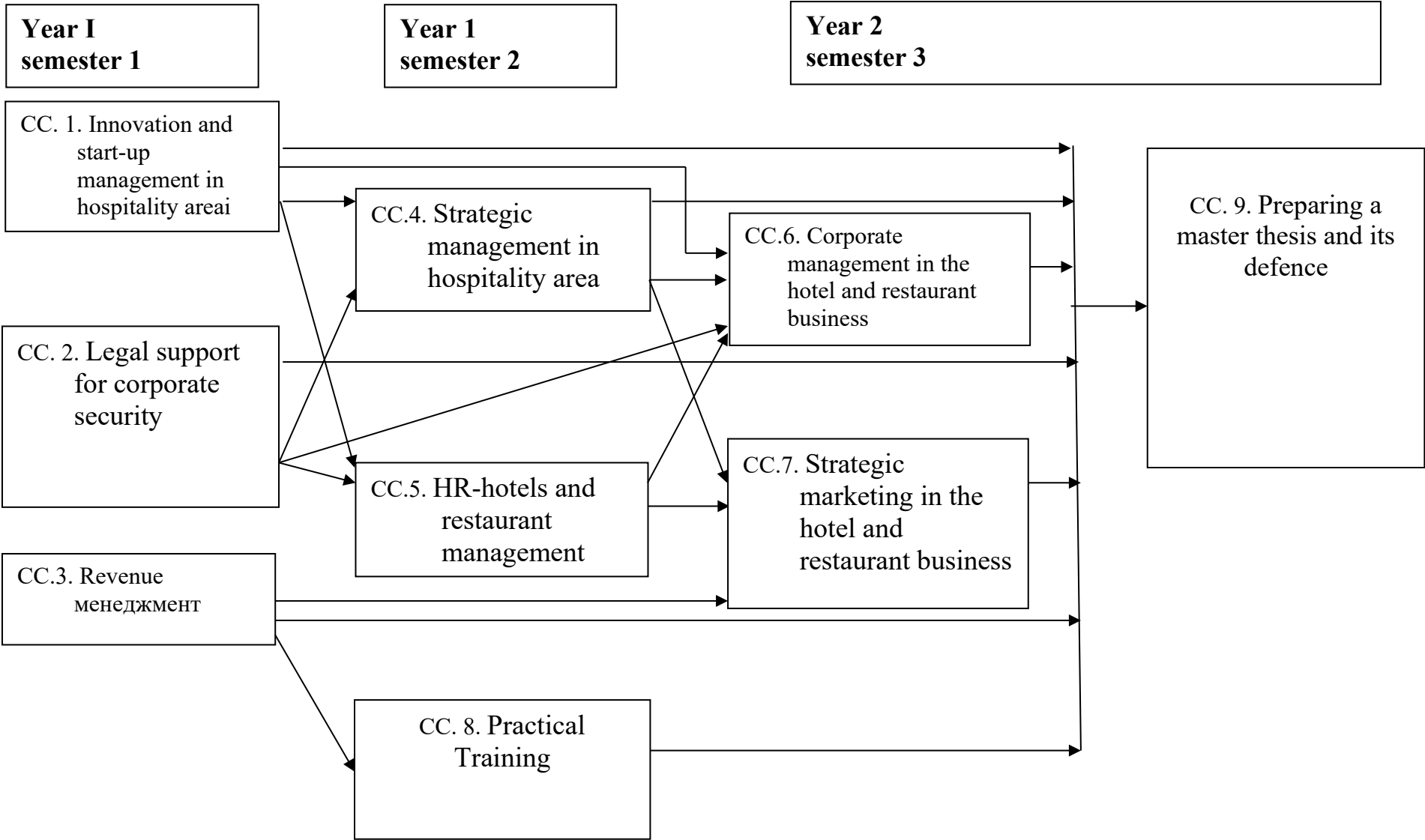
## 3.2. LIST OF STUDY PROGRAMME COMPONENTS AND THEIR LOGICAL ORDER

### 3.2.1. List of study program components

Code	Educational components of the programme	ECTS credits	Assessment form
<i><b>Compulsory components</b></i>			
CC 1.	Innovation and start-up management in hospitality area	6	Exam
CC 2.	Legal support for corporate security	6	Exam
CC 3.	Revenue management	6	Exam
CC 4.	Strategic management in hospitality area	7,5	Exam
CC 5.	HR-hotels and restaurant management	7,5	Exam
CC 6.	Corporate management in the hotel and restaurant business	6	Exam
CC 7.	Strategic marketing in the hotel and restaurant business	6	Exam
CC 8.	Practical Training	9	Credit
CC 9.	Preparing a master thesis and its defence	12	Defence
<b>Total credits for compulsory components</b>		<b>66</b>	
<i><b>Optional components</b></i>			
OC 1.	Educational component 1	6	Exam
OC 2.	Educational component 2	6	Exam
OC 3.	Educational component 3	6	Exam
OC 4.	Educational component 4	6	Exam
<b>Total credits for optional components</b>		<b>24</b>	
<b>TOTAL CREDITS FOR THE STUDY PROGRAMME</b>		<b>90,0</b>	

Students choose optional academic disciplines through their personal accounts on the portal “MIA: Osvita”. Descriptions of academic disciplines and their prerequisites are presented in the Catalogue of Academic Courses of SUTE.

**3.2.2 Structural and logical scheme of Study Programme**



### 3.3. STUDENTS' ASSESSMENT FORM

Certification is carried out in the form of Master's Thesis public defence.

A Master's Thesis should provide for solving a complex problem or problem in the field of hotel and restaurant business, which requires research and/or innovation and is characterized by complexity and uncertainty of conditions. The Master's Thesis should not contain academic plagiarism, fabrication, falsification.

The Master's Thesis should be published on the official website of the higher education institution or its unit, or in the repository of higher education education.

### 3.4. PROGRAMME COMPETENCES AND STUDY PROGRAMME COMPULSORY COMPONENTS MATRIX

Components Competences	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9
<b>GC 1</b>	+	+	+	+	+	+	+	+	+
<b>GC 2</b>					+			+	
<b>GC3</b>		+	+		+	+		+	+
<b>GC4</b>					+			+	+
<b>GC5</b>			+		+	+		+	+
<b>GC6</b>	+		+		+	+		+	+
<b>GC7</b>	+	+	+	+		+		+	+
<b>PC 1</b>	+	+	+	+	+	+	+	+	+
<b>PC2</b>			+		+		+		+
<b>PC3</b>	+	+	+	+	+	+		+	+
<b>PC4</b>					+			+	+
<b>PC5</b>			+		+		+	+	+
<b>PC6</b>			+	+	+			+	+
<b>PC7</b>				+			+	+	+
<b>PC8</b>					+			+	+
<b>PC9</b>		+	+	+	+	+	+	+	+
<b>PC10</b>	+	+	+	+	+	+	+	+	+
<b>PC11</b>			+	+	+				+

**3.5. PROGRAM LEARNING OUTCOMES AND STUDY PROGRAMME  
COMPULSORY COMPONENTS MATRIX**

Components Programme learning outcomes	Components								
	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9
1		+	+	+	+	+	+	+	+
2		+		+	+	+		+	+
3	+		+		+		+	+	+
4							+	+	+
5		+		+	+	+		+	+
6			+	+	+			+	+
7		+	+		+	+		+	+
8		+	+	+		+		+	+
9	+	+	+	+	+	+		+	+
10			+	+	+	+		+	+
11				+	+			+	+
12					+		+	+	+
13	+	+	+	+	+	+	+	+	+
14	+	+	+	+	+	+		+	+
15	+	+						+	+

**LIST OF RECOMMENDED OPTIONAL COMPONENTS ( teaching in  
English including)**

Code	Educational components	ECTS credits
OC 1.	Brand- management	6
OC 2.	International Tourism	6
OC 3.	Business processes management	6
OC 4.	Tourism Destinations Management	6
OC 5.	Hospitality Quality Management	6
OC 6.	Value-based management	6