



Educational programme

MASTER'S DEGREE

«MANAGEMENT AND BUSINESS ADMINISTRATION IN THE SPHERE OF HOSPITALITY»

PURPOSE OF THE EDUCATIONAL PROGRAMME

To train top managers with strategic thinking, universal soft and hard skills, capable of achieving professional goals in multidisciplinary contexts; to develop business plans and strategies for the development of organisations; to communicate and negotiate effectively, use information technology in management, make effective management decisions; initiate and implement business projects in the hospitality industry in the context of globalisation and digital transformation.

EMPLOYMENT OPPORTUNITIES (POSITIONS)

- ✓ Management professionals, executives (top and middle management, General Manager, Operations Manager, Revenue Manager, Marketing Manager Human Resources Manager, Business Development Manager, Supply Chain Manager, Quality Control Manager, Corporate Social Responsibility Manager Revenue Optimization Manager, Catering Manager, Sustainability Manager)
- ✓ Business consultants in the hospitality sector (hotel, restaurant, health resort and tourism businesses) Business process administration, consulting services for strategy development, administration of business development projects

EMPLOYERS – PARTNERS OF THE EDUCATIONAL PROGRAMME, PARTICIPANTS IN THE FORMATION OF THE CONTENT OF TRAINING AND PRACTICAL PREPARATION

National and international hotel and restaurant chains and operators: «Marriot», «Hyatt Regency», «Fairmont», «Ramada Encore», «Radisson Blu», «Opera», «InterContinental», «Premier International», «Ribas hotels group», «Reikartz Hotel Group». Hotel and restaurant complexes: «Selfish club», «Trypilske Sonce» and others

INTERNSHIP AND PRACTICAL TRAINING BASES: international and national hotel, restaurant, tourism, and trade corporations in Ukraine, Greece, Bulgaria, Turkey, Slovakia, Croatia, Italy, and France

MAIN ACADEMIC DISCIPLINES (SUBJECTS) OF THE EDUCATIONAL PROGRAMME

Innovative and start-up management in the hospitality industry. Legal support for corporate security. Revenue management. Strategic management in the hospitality industry. HR management of hotels and restaurants. Quality management in hospitality. Strategic marketing in the hotel and restaurant business. Brand management. International tourism. Business psychology. Business process management. Tourism destination management. Value-oriented management.

COMPETITIVE ADVANTAGES

- It is one of the most sought-after and highly paid professions in the international labour market.
- The interdisciplinary programme allows you to acquire a mix of competencies.
- Student-centred approach, opportunities to develop an individual learning and professional development path (over 1,300 elective disciplines).
- Paid international internships, work placements and implementation of the 'Build your career while you study' model.
- Problem-oriented learning, involvement of authoritative scientists and experts in the field of international hotel and restaurant business in teaching, master classes and lectures by professionals, interdisciplinary author's disciplines, innovative Stream lectures and practical classes using application software packages, trainings, role-playing and simulation games, case methods.
- Dual, blended, and informal forms of higher education, academic mobility and double degrees, certificate programmes.
- Comfortable and safe state-of-the-art infrastructure – a modern campus, innovative material and technical base, co-working spaces, hubs.
- Mentoring, student support programmes.



Website of the
University

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