



Educational programme

«MANAGEMENT OF THE TOURISM, HOTEL AND RESTAURANT BUSINESS»

BACHELOR'S DEGREE

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)

- ✓ Heads of enterprises, institutions and organisations, managers (administrators) in the following areas of activity: tourism, hotel and restaurant business (Travel Manager, Destination Manager, Tourism Operations Manager, Sales and Marketing Manager, Customer Experience Manager, Tour Guide Coordinator, Travel Consultant Corporate Travel Manager, Event Coordinator, Hotel Operations Manager, Guest Relations Manager, Front Office Manager, Housekeeping Manager, Food and Beverage Manager, Spa Manager, Event Manager, Marketing Manager, Sales Manager, Restaurant, Event and Catering Manager, Marketing and Sales Manager), as well as in other areas related to commercial, foreign economic activity, administrative activity, logistics, supply, sales, and personnel

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

«UCMIItaly Association» (Italy), Academy of Professional Education «Merkur» (Slovakia), National Tourism Organisation of Ukraine, Tourism Association of Ukraine, Ukrainian Hotel and Resort Association (UHRA), All-Ukrainian Public Union «VISIT Ukraine», Corporation «DEOL Partners», Tour Operator «TPG», Travel Agency «Travel Hub», Travel Company «RTP», «InterContinental Kyiv», «Ramada Encore Kyiv», «Opera», «Bratislava», «Ukraine» Hotels, «Khreshchatyk», «Dnipro», hotel and restaurant complexes «Selfish Club», «Cityzen café», «Gurama», representative office in Ukraine of the French corporation «Robot Coupe».

MAIN ACADEMIC DISCIPLINES (SUBJECTS) OF THE EDUCATIONAL PROGRAMME

Tourism and recreational regional studies. Hotel business. Tourism organisation. Management psychology. Restaurant business and catering. Hospitality and tourism marketing. Hospitality and tourism management. Hotel and restaurant economics. Tourism economics. Communicative management. Information technologies and e-commerce in hospitality and tourism. Startup training. Accounting and taxation. Foreign language for specialised purposes and others.

COMPETITIVE ADVANTAGES

- High quality of higher education, confirmed by an international certificate from the Central Agency for Assessment and Accreditation (ZEvA), Germany
- Opportunity to study in English and learn several foreign languages (Italian, Spanish, German, French, Polish)
- Innovative approach to the educational process, interactive field trips, implementation of the 'Building a career while studying' model
- Dual, blended, and informal forms of higher education, academic mobility and double degrees, certificate programmes
- Involvement of professional practitioners, including international partners, in the educational process based on the permanent online platform 'FTB SAY SPEAKERS'
- Annual paid professional internships in international hotel and restaurant chains with certification
- Comfortable and safe infrastructure, modern campus, innovative material and technical base, coworking spaces, hubs.
- Mentoring, student support programmes.



Website of the
University

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