



# Educational programme

## «INTERNATIONAL HOTEL AND RESTAURANT BUSINESS»

MASTER'S DEGREE

### PURPOSE OF THE EDUCATIONAL PROGRAMME

To train specialists with strategic thinking and universal professional competencies to work in and manage international companies; skills in negotiation and cross-cultural communication; skills in developing international projects and business strategies, developing and scaling international hotel and restaurant businesses, selecting priorities for the development of national businesses in the context of globalisation, and developing service distribution and customer loyalty programmes that take into account national characteristics.

### EMPLOYMENT OPPORTUNITIES (POSITIONS)

- ✓ Professionals in the field of tourism, hotel, restaurant and health resort business (Global Business Manager, International Marketing Manager, International Business Development Manager, Supply Chain Manager, Global HR Manager, International Sales Manager, International Strategy Consultant, Global Operations Manager, Corporate Social Responsibility Manager, Export Manager, International Project Manager, Cross-cultural Consultant)
- ✓ Business analysts and specialists in strategy development, management of business projects for the development of hotel chains in the global hospitality market

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

Leading domestic and international hotel operators and restaurant chains: hotels of international and Ukrainian brands: «Fairmont», «Hilton», «Holiday Inn Kyiv», «Hyatt Regency Kyiv», «Ibis Kyiv City», «InterContinental», «Radisson Blu», «Ramada Encore», «Opera», «11 Mirrors design hotel», aparthotel «Senator», «Premier International», «Ribas hotels group», «Reikartz Hotel Group». Hotel and restaurant complexes: «Selfish club», including in Slovakia, Bulgaria, Italy, and Greece. Internship and practical training bases: international hotel and restaurant chains in Ukraine, Bulgaria, Turkey, Slovakia, Croatia, Italy, France, the UAE, and others.

### MAIN ACADEMIC DISCIPLINES (SUBJECTS) OF THE EDUCATIONAL PROGRAMME

International tourism. International business. Revenue management. Corporate management in the hotel and restaurant business. Strategic marketing in the hotel and restaurant business. HR management of hotels and restaurants. Project management in the hotel and restaurant business. Innovative and start-up management in the hospitality industry. International marketing. International MICE tourism and others.

### COMPETITIVE ADVANTAGES

- High quality of higher education, confirmed by a certificate from the National Agency for Higher Education Quality Assurance on the exemplary accreditation of the educational programme
- Included in the top sought-after and highly paid professions in the international labour market.
- 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, creative disciplines, innovative stream lectures and practical classes using application software packages, training, 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 – modern campus, innovative material and technical base, co-working spaces, hubs.
- Mentoring, student support programmes.

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Website of the  
University