

3. Study programme

3.1. STUDY PROGRAMME PROFILE HOTEL AND RESTAURANT DEVELOPMENT

Director of the project group (Director of the Master's degree programme) –

Vedmid N.I., Dean of the Faculty of Technologies and Business, Doctor of Sciences (Economics), Professor

1- GENERAL INFORMATION	
Full name of IHE and structural unit	State university of trade and economics Faculty of Technologies and Business Department of Hotel and Restaurant Business Management
Academic degree and qualification title in the original	Second (Master's) Cycle of higher education Qualification – Master of Hotel and Restaurant Business
Field of knowledge	J Transport and Services
Speciality	J2 Hotel and Restaurant Business and Catering
Study programme title	Hotel and Restaurant Development
Restrictions on education forms	No restrictions
Standards conformity	Conforms to the Standard of higher education of the Ministry of Education and Science of Ukraine (order № 26 of 05.01.2021)
Qualification title (degree), programme credits and duration	Master's degree, single. Study Programme credits – 90 ECTS credits. Normative term of preparation – 1 year 4 months
Accreditation status	Accreditation certificate of Subject Area №3619, valid until 01.07.2028 issued by the Accreditation Commission of the Ministry of Education and Science of Ukraine.
Cycle/level of higher education	NQF of Ukraine – level 7, FQ-EHEA – second cycle, EQF-LLL- level 7
Academic backgrounds	Bachelor's degree (level NQF – 6) or higher
Language(s) of instruction	Ukrainian
Study programme duration	Until the approval of the new edition of the study programme
Study programme link	https://knute.edu.ua/
2- STUDY PROGRAMME AIM	
Training of highly qualified specialists with modern economic thinking, theoretical knowledge and applied skills in the organization of economic, service-production, production-technological, organizational-managerial, project activities in the field of	

hotel and restaurant business, which involves the implementation of research and innovation activities and is characterized by uncertainty of conditions and requirements; management of projects in the field of hotel and restaurant business; implementation of advisory activities.

3 – STUDY PROGRAMME DESCRIPTION

Subject area

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

Aims of study: acquisition of the ability to solve complex problems of research and/or innovative nature in hotel and restaurant business

Theoretical content of the subject area: hotel business, restaurant business, the economy of hotels and restaurants, the principles of business design of enterprises of hotel and restaurant industry, technology of hotel services and products of restaurant industry

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 tools, universal and specialized information systems (information and communication, information-search, information-analytical) specialised software products used in the activities of the subjects of hotel and restaurant business.

Study programme orientation

Educational, professional, applied, research

Study programme main focus

Focus on the implementation of educational trajectories with applied, research, scientific, practical and scientific and pedagogical bias.

Special education and professional training to solve the professional and scientific tasks of the business planning of the subject of hotel and restaurant business on the basis of familiarization with the fundamental processes that form the hospitality market in Ukraine and abroad. Acquisition of experience in concept development, design, equipment and commissioning of the subject of hotel and restaurant business, staff recruitment and training, risk assessment of various solutions in investment, construction and management of real estate, acquisition of the necessary research skills for a scientific career.

Key words: hotel, restaurant, development, developer, concept, investment, property valuation, hotel/restaurant real estate, design, project, architecture, quality of services

Study programme features

Interdisciplinary and multidisciplinary training of professionals in development in the field of hospitality in the successful implementation of projects.

Adaptability of the content of disciplines to the challenges and needs of the sphere of hospitality development. Study of innovative approaches to development.

Focus on the study of strategic planning and project management, project risk management, understanding the financial aspects of the project, business assessment.

Gain leadership skills, stakeholder communications, develop sales strategies during interactive classes. Internships in development and design companies, consulting agencies, leading international hotel operators and restaurant chains. Formation of individual learning trajectory.
4 – EMPLOYABILITY AND FURTHER LEARNING
<i>Employability</i>
Graduates of this educational and professional program can find employment in enterprises, institutions and organizations or carry out business 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 February 15, 2019 № 259: 248. Professionals in the field of tourism, hotel, restaurant and spa business: 2482 Professionals in the field of hotel and restaurant business 2483 Professionals in the field of sanatorium-and-spa business:2483. 1 Scientific staff (recreation studies) 2483. 2 Professionals in sanatorium-and-spa business 2471 quality control professionals 2482. 2 Hospitality specialist in accommodation (hotels, tourist complexes, etc.) 2482. 2 Hotel business professional 2482. 2 Restaurant business professional 3414 Specialist in tourist services 3414 Specialist in leisure 1225 Heads of production units in restaurants, hotels and other places of accommodation 2320 Teachers of secondary schools 2310. 2 other teachers of universities and higher educational institutions 2351. 1 Scientific staff (teaching methods) 2359. 1 Other academic staff in the field of education 2359. 2 Other specialists in the field of education 2419. 1 Research staff (marketing, efficiency of entrepreneurship, rationalization of production) <i>Obtaining professional certificates on the results of practical training</i>
<i>Further learning</i>
Graduates of this educational program 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 – TRAINING AND ASSESSMENT
<i>Teaching and learning</i>
Student-centred learning, self-learning, problem-oriented learning. A balanced combination of classroom lessons (lectures, discussions, seminars, practical classes in small groups, independent work with information sources, counselling teachers), distance learning and independent work on the basis of problem-oriented, interactive learning and self-learning.
<i>Assessment</i>

Assessment of the results of students' training is carried out in accordance with the "Regulations on the assessment of the results of students' and postgraduate students' studies at SUTE" and provides for the following assessment measures: current and final assessment, attestation.

Current assessment is carried out at practical/ laboratory training and the results of the tasks of independent work. Provides for the assessment of theoretical training of students during work at seminars and acquired practical skills during the implementation of laboratory/practical works.

Final assessment – assessment measures that provide for the establishment of compliance (measurement, evaluation) of the results of training received by a person to the requirements of the educational program in the part of the relevant educational component, which is carried out at the university in the form of a credit and an exam.

The results of students' studies at SUTE are evaluated on a 100-point scale, where: 60-100 points are the results of training that give the student the right to obtain ECTS credits; 0-59 points – unsatisfactory results of training that do not give the student the right to obtain ECTS credits.

6-PROGRAMME COMPETENCES

Integral competence

Ability to solve complex problems of research and/or innovative nature of the hotel and restaurant business.

General competences (GC)

GC 1	Ability to act on the basis of ethical considerations (motives)
GC 2	Ability to search, process and analyse information from different sources
GC 3	Ability to analyse, evaluate, synthesize, generate new ideas
GC 4	Ability to work in a team
GC 5	Ability to use information and communication technologies
GC 6	Ability to conduct research at the appropriate level
GC 7	Ability to make informed decisions.
GC 8	Ability to work in an international context

Professional (subject) competences (PC)

PC 1	The ability to use scientific, analytical, methodological tools, use interdisciplinary studies of the analysis of the state of development of global and local markets of hotel and restaurant services to solve complex problems of hotel and restaurant business development
PC 2	The ability to systematize and synthesize information to take into account the cross-cultural features of the functioning of the subjects of the hotel and restaurant business
PC 3	The ability to plan and implement resource support of the activities of the subjects of the hotel and restaurant business
PC 4	Ability to create and implement product, service, organizational, social, managerial, infrastructure, marketing innovations in economic activity of the subjects of hotel and restaurant business, <i>in particular, to develop business plans for the creation and development of activities and services</i>
PC 5	Ability to provide effective service, commercial, production, marketing, economic activity of the subjects of hotel and restaurant business

PC6	Ability to coordinate and regulate relationships with partners and consumers
PC7	The ability to entrepreneurial activity
PC8	Ability to develop anti-crisis programs of corporations, hotel and restaurant chains, actors of hotel and restaurant business.
PC9	The ability to provide quality service to consumers of hotel and restaurant services.
PC10	Ability to apply the principles of social responsibility in the activities of the hotel and restaurant business.
PC11	Ability to independently acquire new knowledge, use of innovative technologies in the field of hotel and restaurant business, <i>in particular for the development and adoption of effective design decisions, the implementation of support of the process of development of the object.</i>
PC12	The ability to integrate knowledge and solve complex problems of hotel and restaurant business in multidisciplinary contexts, in new or unfamiliar environments in the presence of incomplete or limited information.
7-PROGRAMME LEARNING OUTCOMES	
1	To develop and make effective decisions on the development of the hotel and restaurant business entities, taking into account the goals, resources, limitations and risks, to ensure their implementation, analyse and compare alternatives, assess risks and the likely consequences of their impact.
2	Communicate fluently in Ukrainian and English while discussing professional issues, research and innovation in the field of hotel and restaurant business
3	Develop, implement and apply modern methods of evaluating the effectiveness of innovation in the hotel and restaurant business
4	To monitor the situation of the hotel and restaurant services market, in particular for the implementation of projects in the hospitality industry
5	Evaluate 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 the scientific literature, databases and other sources, analyse and evaluate these data, systematize and organize information to solve complex problems of professional activity
7	To investigate models of development of international and national hotel and restaurant networks (corporations)
8	Initiate, develop and manage development projects of hotel and restaurant business entities taking into account information, material, financial and personnel support.
9	Apply specialized software to solve the problems of management of the main and auxiliary business processes of the subjects of hotel and restaurant business
10	Responsible for the formation of an effective personnel policy of the hotel and restaurant business, organizational communications, the development of professional knowledge, the evaluation of the strategic development of the team, the selection and motivation of staff to effectively solve professional

	problems
11	Carry out research and/or conduct innovative activities in order to gain new knowledge and create new technologies and types of services (products) in the field of hotel and restaurant business and in wider multidisciplinary contexts
12	It is clear and unambiguous to communicate their own knowledge, conclusions and arguments to specialists and non-specialists, in particular to people who are studying

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 "Hotel and restaurant development" 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 meets the Licensing requirements for conducting educational activities. For the convenience of students, the corporate system of distance learning and the automated system of managing the educational process "MIA: Osvita" function. The university is equipped with modern computer classes with specialized software.

Digital Technologies in the hotel and restaurant business training room

Educational and scientific laboratory for food production technology

Educational and scientific laboratory on the technology of restaurant products

Educational and scientific laboratory of service organization in the restaurant industry

Laboratory of Enology and Bar Affairs

Laboratory of sensory analysis

Laboratory of HoReCa Design

Laboratory of Design and Engineering

Laboratory of computer-aided design systems

Laboratory of integrated business process management systems

Management of Tourism Business training room

Educational and Scientific Centre of Business Simulation

VR library, smart library

All conditions for the education of persons with disabilities are created. Social and household infrastructure of SUTE are available.

Information, teaching and learning materials

For each educational program at the university, the ECTS Information Package is developed.

Each student can review and form their own individual plan, review the curriculum, scores obtained by disciplines, schedule of classes and communicate with the participants of the educational process through the personal account in the ACS "MIA:

Osvita”.

Course summaries, course outlines, syllabi and assessment criteria by educational components are displayed on the corporate distance learning platform.

In the electronic repository of the University, there is a full-text access to the scientific and educational literature of SUTE, manuscripts of qualification works and dissertations for scientific degrees.

For the students’ convenience, the University has developed the Catalogue of Academic Courses, according to which they have the right to choose optional educational components.

9-ACADEMIC MOBILITY

National credit mobility

National credit mobility is carried out within the framework of the signed memoranda on cooperation between SUTE and other higher education institutions (scientific institutions) of Ukraine in accordance with the legislation.

International credit mobility

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

Training of foreign students

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

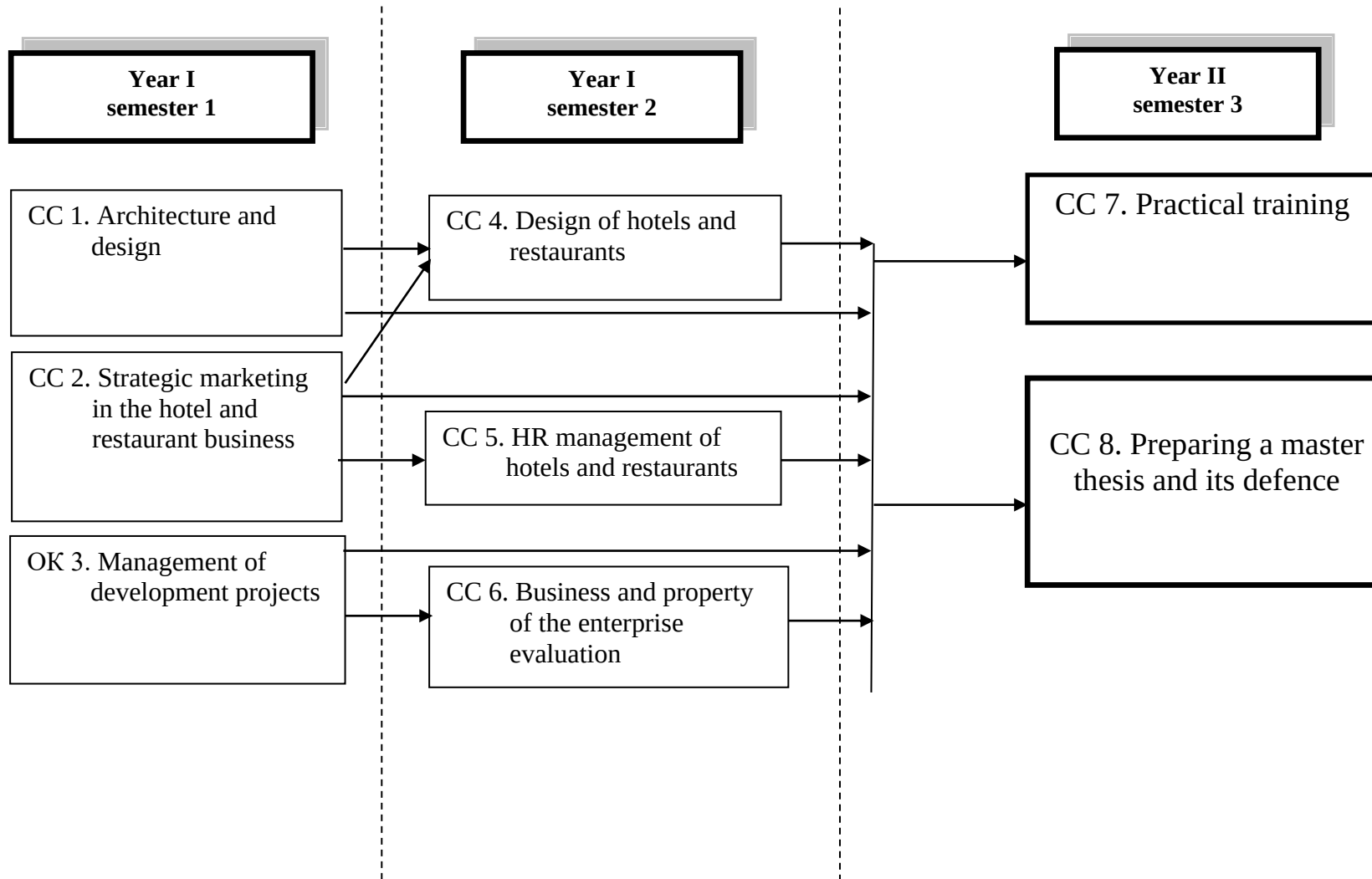
3.2. LIST OF STUDY PROGRAMME COMPONENTS AND THEIR LOGICAL ORDER

3.2.1. List of study program components

Code	Educational components of the programme	ECTS credits	Assessment form
<i>Compulsory components</i>			
CC 1.	Architecture and design	6	Exam
CC 2.	Strategic marketing in the hotel and restaurant business	6	Exam
CC 3.	Management of development projects	6	Exam
CC 4.	Design of hotels and restaurants	6	Exam
CC 5.	HR management of hotels and restaurants	6	Exam
CC 6.	Business and property of the enterprise evaluation	6	Exam
CC 7.	Practical training	21	Credit
CC 8.	Preparing a master thesis and its defence	9	Defence
Total credits for compulsory components		66	
<i>Optional components</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
Total credits for optional components		24	
TOTAL CREDITS FOR THE STUDY PROGRAMME		90,0	

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	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8
GC 1		+			+		+	+
GC 2	+	+	+	+	+	+	+	+
GC 3		+	+	+		+	+	+
GC 4	+	+	+	+			+	
GC 5	+	+	+	+	+	+	+	+
GC 6		+	+		+	+	+	+
GC 7	+		+	+	+	+	+	+
GC 8			+					
PC 1		+	+	+	+	+	+	+
PC 2			+		+		+	+
PC 3		+	+	+	+	+	+	+
PC 4		+	+	+	+	+	+	+
PC 5				+	+	+	+	+
PC 6		+	+		+	+	+	+
PC 7		+	+					
PC 8			+		+	+	+	+
PC 9			+		+		+	+
PC 10			+	+	+		+	+
PC 11	+	+	+	+	+	+	+	+
PC 12		+	+		+	+	+	+

3.5. PROGRAM LEARNING OUTCOMES AND STUDY PROGRAMME COMPULSORY COMPONENTS MATRIX

Components Programme learning outcomes	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8
1		+	+		+	+	+	+
2		+		+	+	+	+	+
3	+		+	+		+	+	+
4		+				+	+	+
5		+	+	+		+	+	+
6	+	+	+	+	+	+	+	+
7		+	+		+		+	+
8		+	+	+	+	+	+	+
9	+		+	+		+	+	+
10		+			+		+	+
11	+	+	+		+	+	+	+
12		+	+	+	+	+	+	+

LIST OF RECOMMENDED OPTIONAL COMPONENTS

Code	Educational components	ECTS credits
OC 1.	Management of business processes	6
OC 2.	Management of corporations in hotel and restaurant business	6
OC 3.	Management and economy of elite real estate	6
OC 4.	Quality management of services in hotels and restaurants	6
OC 5.	Value-oriented management	6
OC 6.	Revenue management	6