



**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL UNIVERSITY OF TRADE AND ECONOMICS**

**Educational program
«Tourism Management»
The First level of higher education
in speciality 073 "Management "
Field of Study 073 "Management "
Qualification: Bachelor's degree
073 "Management"
(specialization " Tourism Management ")**

Kyiv 2021

**1. The educational program profile on
073 specialty “ Management” (specialization “Tourist Management”)**

1- General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics, faculty of Restaurant, Hotel and Tourist Business, department of Tourism and Recreation.
Academic degree and qualification title in the original	Bachelor's degree Speciality " Management " Specialization "Tourism Management "
Educational Program Title	"Tourism Management "
Qualification Title (Degree), program credits and duration	"Bachelor " diploma, unitary, 240 credits ECTS, training period- 3 years and 10 months
Accreditation	Accreditation in speciality 073 " Management"(specialization "Tourism Management"),certificate ND 1196399 from 21.11.2017. Validity period - till 01.07.2024 Ministry of Education and Science of Ukraine, Ukraine
Cycle/Level	HPK of Ukraine - 6th level, FQ-EHEA- 1st cycle, EQF- LLL- 6th level
Academic Background	Secondary education availability
Language(s) of instruction	Ukrainian
Program duration	Up to 01.07.2024
Educational Program Link	https://knute.edu.ua/
2 – Educational Program aim	
The formation of general and professional competences for the successful implementation of primary level of structural units' management ,operating systems and processes of enterprises and organizations in the sphere of tourism. Mastering sound knowledge for performing professional tasks in primary positions in the context of realization of general management functions, making informed managerial decisions, operational management of primary units of tourist enterprises, institutions, organizations, state/local management bodies in the field of tourism.	
3 - Educational program general information	
Subject area(sphere of knowledge, speciality and specialization (if available)	Branch of knowledge 07 "Management and Administration" Speciality 073 "Management " Specialization "Tourism management"
Educational program orientation	Educational and professional application- oriented program. Professional (special) emphasis on the formation of knowledge and skills in management activities in the field of tourism; realization of foreign economic functions of tourist enterprises; organization of entrepreneurship in tourism, legal regulation of tourist activity, organization of tourist trips; marketing and the economy of tourism

<p>Educational program and specialization goals and objectives</p>	<p>Special education in the field of tourism in speciality 073 " Management "</p> <p>Key words: management of tourism, organization of tourism, marketing in tourism, economy of tourism, hotel business, restaurant business, foreign economic activity of an enterprise, tourist and recreational cultural studies, excursion business, resort business, specialized tourism, informational systems and technologies in tourism, start up management, communicative management in tourism</p>
<p>Features of the program</p>	<p>The need to pass of practice, studying several foreign languages, recommended study for one term within the international academic mobility; internship abroad.</p> <p>The program is implemented in the Ukrainian language of teaching.</p> <p>The program represents loyalties which is provided by Ukraine law «About Higher Education» in the context of academic autonomy.</p>
<p>4 – Graduate employability and further learning</p> <p>Employability</p>	
<p>Graduate employability and further learning Employability</p>	<p>Types and names of economic activities to which the Bachelor's degree has been prepared</p> <p>Section N. Activity in the sphere of administrative and auxiliary services.</p> <p>Part 79. Activity of tourist agencies, tourist operators, providing other booking services and related activities.</p> <p>Group 79.1 Activity of tourist agencies, and tourist operators.</p> <p>Class 79.11 Activity of tourist agencies.</p> <p>Class 79.12 Activity of tourist operators.</p> <p>Group 79.9 Providing other booking services and related activities.</p> <p>Class 79.90. Providing other booking services and related activities.</p> <p>Section P. Art, sports, entertainment and recreation Part 93. Activities in the field of sports, organization of recreation and entertainments.</p> <p>Group 93.2 Organization of recreation and entertainments</p> <p>Class 93.21 Functioning of amusement and theme parks</p> <p>Class 93.29 Organization of other kinds of recreation and entertainments</p> <p>Professional titles of papers</p> <p>3414 Travel Service Specialist 3414 Tour Operator</p> <p>3414 Leisure specialist</p> <p>3414 Specialized service specialist 3436.1. Assistant to the head of the enterprise (institution, organization)</p>

	<p>3423. Agent for employment and labor contracts 3434. Secretary of administrative bodies 3435.1. Organizer of office work (state institutions) 3435.2. Organizer of office work (types of economic activity) 3439. Other technical specialists in the field of management: Assistant specialist in urban and district planning; Inspector of the main activity; Main activity instructor; Secretary of the Central Executive Body 3449. State Inspector</p>
Подальше навчання	A graduate of the bachelor's level of higher education in the specialty 073 "Management" can continue their studies at the second (master's) level of higher education, as well as improve their skills and receive additional education in certified programs and postgraduate programs.
5 – Teaching and evaluation	
Teaching and studying	Lectures, practical classes in small groups, distance learning courses, practical training, student-centered learning, self-study, problem-oriented learning.
Evaluation	Current control, written exams, practice, term papers, presentations, individual projects, certification and other types of work, which are evaluated according to the general ECTS system according to the "Regulations on the organization of the educational process of students", "Regulations on evaluation of learning outcomes of students and graduate students".
6 – program competences	
Integral Competence	The ability to set and successfully solve complex specialized problems in the field of tourism business management that involves the application of appropriate theories and management methods and has complex and uncertain conditions.
General Competences	<p>GC1. The ability in abstract thinking, searching, analyzing and synthesizing. GC2. The ability in establishing connections between socioeconomic phenomena and processes. GC3. The ability to self-development, lifelong learning and effective self-management. GC4. The ability to conduct research at the appropriate level the results of which have theoretical and practical significance. GC5. The ability to search, process and analyze information from various sources using technical means, software. GC6. The ability to independently produce and make reasonable decisions.</p>

	<p>GC7. The ability to apply knowledge in practice.</p> <p>GC8. The ability to identify and solve problems, generate new ideas (creativity).</p> <p>GC9. The ability to engage in professional communication, ensure harmonious and constructive relationships.</p> <p>GC10. Knowledge of business (professional) discourse in the state language and foreign language.</p> <p>GC11. The ability to solve general social problems: environmental protection, citizens' rights, consumer interests, health care and life safety.</p> <p>GC12. The ability to take initiatives, responsibilities and skills to operate safely in accordance with the future profile of work, sectoral rules and regulations, as well as the necessary level of individual and collective security in emergencies.</p>
<p>Professional competencies of the specialty (PC)</p>	<p>PC 1. The ability to use the categorical apparatus, the latest theories, concepts, technologies necessary for solving complex problems in the field of tourism;</p> <p>PC 2. The ability to critical management thinking and analytical level skills for data systematization;</p> <p>PC 3. The ability to choose and use methods and tools of management in organizing and conducting research in the field of tourism, including in accordance with international standards;</p> <p>PC 4. The ability to collect, process, systematize and generalize information about the activities of the tourist enterprise, formulate on information's basis development strategies;</p> <p>PC 5. The ability to work in a competitive environment in the context of the globalization of the tourist services market;</p> <p>PC6. The ability to carry out professional activity in accordance with current international, European and national standards in the field of tourism;</p> <p>PC7. Knowledge of tourist and recreational potential of countries and regions, conditions of tourism development in tourist destinations of Ukraine and other countries of the world;</p> <p>PC 8. The ability to assess the impact of the environment on the operation of tourist enterprises and organizations;</p> <p>PC 9. The ability to analyze and evaluate the efficiency of financial and economic activity, economic potential and the dynamics of the</p>

	<p>development of the tourist enterprise;</p> <p>PC 10. The ability to conduct complex marketing research and monitoring of the market of tourist services, to develop and implement a marketing policy, to organize and control marketing activity; PC 11. The ability to substantiate and make managerial decisions, provide conditions for their realization, competence and empower them and exercise effective control over their implementation;</p> <p>PC 12. The ability to understand the basic principles of the characteristics of objects, accounting methods, conduct primary accounting; PC 13. The ability to conduct an analysis of the competitiveness of the national tourist product; to develop, to substantiate and implement strategies of foreign economic activity of tourist enterprises; PC 14. The ability to use psychological technologies of work with personnel, to organize work in a team on the basis of knowledge of processes of group dynamics, methods of motivation and principles of formation of team and corporate culture; PC 15. The ability to identify needs of consumers, to find and to evaluate new opportunities in the market of tourist services and to formulate business ideas;</p> <p>PC 16. The ability to organize, coordinate and regulate relationships with business partners and other contact audiences of tourism enterprises;</p> <p>PC 17. The ability to form and develop leadership potential, show initiative, enterprise and the ability to go to justified risk.</p>
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7 – Program learning outcomes

	<p>PLO 1. Be acquainted with concepts, methods and tools of management on the boundary between the domains of tourism with a view to their practical application and effective management of tourism enterprises.</p> <p>PLO 2. Ability to establish links between elements of the control system of a tourism enterprise.</p> <p>PLO 3. Ability to apply the skills of justification and project management, generation of entrepreneurial ideas.</p> <p>PLO 4. Ability to plan the activities of the tourist enterprise in strategic and tactical sections.</p>
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	<p>PLO 5. Ability to organize and communicate with representatives of different professional groups and in an international context.</p> <p>PLO 6. Ability to use innovative information and communication methods and technologies in the management of tourism enterprises.</p> <p>PLO 7. Knowledge of the principles of the mechanisms of functioning of the tourist services market.</p> <p>PLO 8. Ability to assess the state of tourism services, interpret the results of the research and predict the directions of development of the subject of entrepreneurial activity in the field of tourism/</p> <p>PLO 9. Ability to argue their own point of view in a discussion based on ethical considerations.</p> <p>PLO 10. Ability to interact with people and influence their behavior.</p> <p>PLO 11. Ability to analyze and structure the problems of a tourist enterprise, to organize and make effective management decisions, to provide conditions for their implementation.</p> <p>PLO 12. Ability to manage the tourism enterprise, its changes, carrying out their informational, methodical, material, financial and personnel support, including in accordance with interdational standards and recommendations of models of perfection.</p> <p>PLO 13. Ability to develop and implement tourism projects.</p> <p>PLO 14. Freely to speak the governmental language and use it in professional activity.</p> <p>PLO 15. Practice the use of foreign languages in professional activities.</p> <p>PLO 16. Demonstrate to be able to act socially responsible and publicly consciously on the basis of ethical considerations, respect for diversity and multiculturalism.</p> <p>PLO 17. Use communicative skills and technologies, initiate the introduction of methods of communicative manager in the practice of tourism activity subjects.</p> <p>PLO 18. Demonstrate social responsibility for the results of strategic management decisions.</p> <p>PLO 19. To make decisions in complex and unpredictable conditions requiring the application of innovative approaches and forecasting methods.</p> <p>PLO 20. To be responsible for the development of professional knowledge and practice, assessment of the strategic development of the team, the formation of an effective personnel policy.</p> <p>PLO 21. Ability to demonstrate the skills of independent work, flexible thinking, openness to new knowledge, ability to self-development and self-improvement throughout life.</p>
	<p>PLO 22. To initiate innovative complex projects, to demonstrate leadership during their implementation.</p>

8 – Resources for implementing the program	
Personnel support	specialists who provide bachelors support for the educational program “Tourism Management” have professional knowledge and have professional skills in tourism business management. Possible participation of foreign specialist and interns in preparation for the educational program “Tourism Management”.
Material and technical support	the educational process involves the program complexes and products of the laboratory “Management of tourism business” (audience A-532) and facilities and materials of the cabinet “The basics of tourism studies” (aud. A-540). The specific characteristics of material and technical support also involve the use of laboratories of the production complex of KNUTE, specialized laboratories and offices for teaching certain disciplines of the curriculum.
Information and teaching and methodological support	General scientific and special sources of recreational and tourism information educational and methodological and monographic literature, cartographic sources, IT- technologies and platform, etc.
9-Academic mobility	
National Credit Mobility	National Credit Mobility is carried out in accordance with the agreements on academic mobility.
International Credit Mobility	International Credit Mobility is realized through the conclusion of agreements on international academic mobility (Erasmus+Direction K1), about double diploma, about long-term international projects involving students studies and the issuance of a double diploma, etc,
Studying of foreign applicants for higher education.	Conditions and peculiarities of the educational program in the context of teaching foreign citizens: knowledge of the Ukrainian language at a level not lower than level B1.

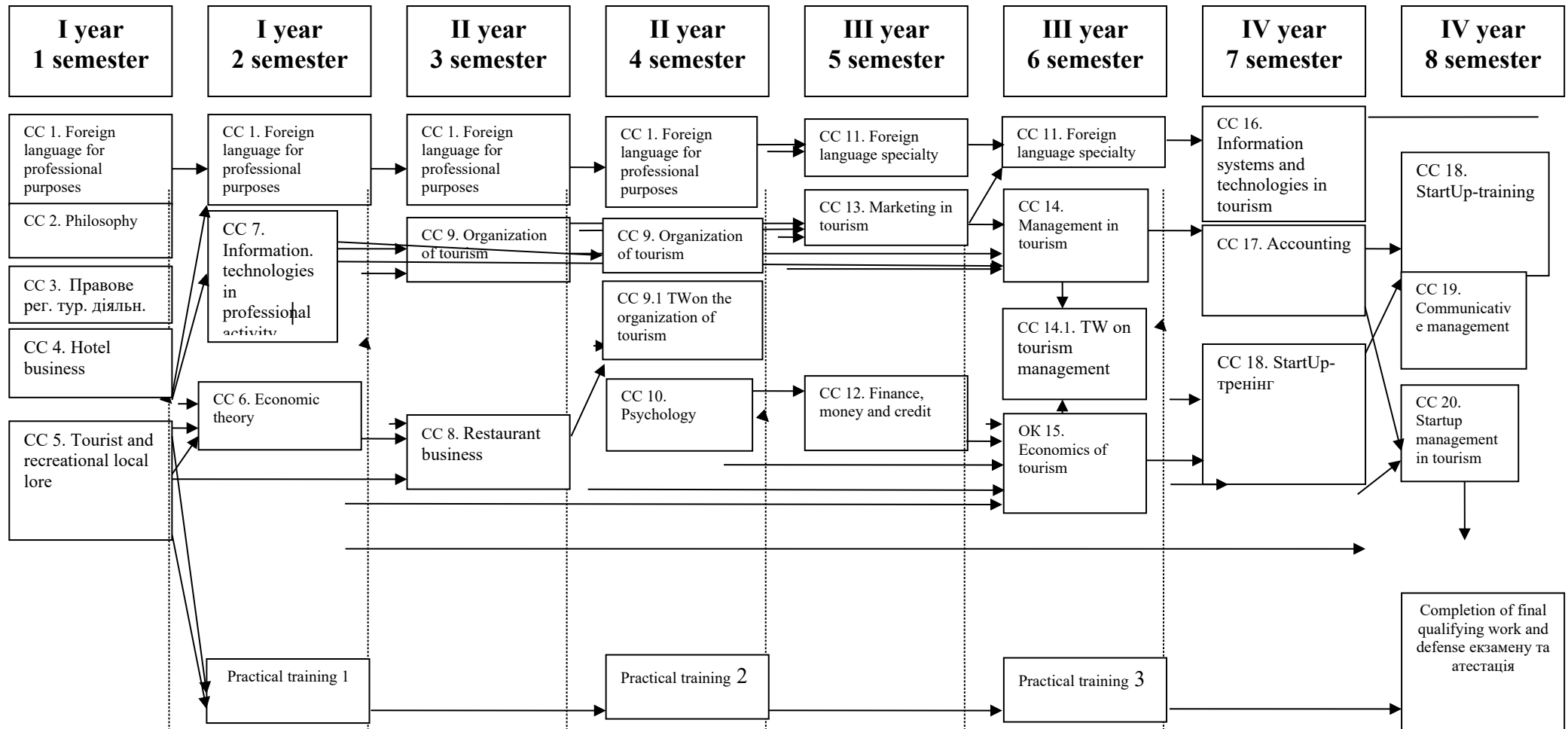
2.

2. List of educational program components and their logical order.

№	Educational Programme components (courses, course papers, trainings, qualifying examination, graduation work)	Total credits
1	2	3
Compulsory components of EP		
CC 1.	Foreign language for professional purposes	24
CC 2.	Philosophy	6
CC 3.	Legal regulation of tourist activity	6
CC 4.	Hotel business	6
CC 5.	Tourist and recreational local lore	6
CC 6.	Economic theory	6
CC 7.	Information technologies in professional activity	6
CC 8.	Restaurant business	6
CC 9.	Organization of tourism	12
CC 9.1	KR on the organization of tourism	
CC 10.	Psychology	6
CC 11.	Foreign language specialty	12
CC 12.	Finance, money and credit	6
CC 13.	Marketing in tourism	6
CC 14.	Management in tourism	6
CC 14.1	KR on tourism management	
CC 15.	Economics of tourism	6
CC 16.	Information systems and technologies in tourism	6
CC 17.	Accounting	6
CC 18.	StartUp-training	9
CC 19.	Communicative management	6
CC 20.	Startup management in tourism	6
Total credits for compulsory components:		153
Optional components of EP		
OC 1	Business security	6
OC 2	Life safety	6
OC 3	Business planning	6
OC 4	Commercial law	6
OC 5	Design	6
OC 6	Diplomatic and business protocol and etiquette	6
OC 7	Second foreign language	42
OC 8	Ecology	6
OC 9	Excursion business	6
OC 10	E-commerce	6
OC 11	Electronic document management	6
OC 12	Business ethics	6
OC 13	Ethnic cooking	6
OC 14	Imageology	6
OC 15	Cryptocurrency market	6
OC 16	Cultural heritage of Ukraine	6
OC 17	Cultural and cognitive tourism	6
OC 18	Resort business	6
OC 19	Logic	6
OC 20	International Economic Relations	6

OC 21	Public speaking	6
OC 22	Organizational psychology	6
OC 23	Politology	6
OC 24	Legal regulation of tourism in the European Union	6
OC 25	Psychology of leadership and career	6
OC 26	Management psychology	6
OC 27	Recreation	6
OC 28	Religious studies	6
OC 29	World culture	6
OC 30	Corporate social responsibility	6
OC 31	Sociology	6
OC 32	Specialized tourism	6
OC 33	Statistics	6
OC 34	Labor Law	6
OC 35	Career management	6
OC 36	Equipment of tourist and recreational complex	6
OC 37	Digital technology in business	6
OC 38	Event technology in tourism	6
OC 39	Web-design and Web-programming	6
Total credits for optional components:		60
Practical training		
	Practical training 1	3
	Practical training 2	3
	Practical training 3	3
	Total	18
Competence assessment		
	Execution of qualification work, preparation for certification and defense	9
	Total number of credits	240

2.2. Structural and logical scheme of EP



3. Form of competence assessment of applicants for higher education

Certification of graduates in the specialty 073 "Management" educational and professional program "Tourism Management" is based on the assessment of learning outcomes and the level of competencies in the form of public defense of the final qualification work and ends with the issuance of a standard document on awarding a bachelor's degree: Bachelor's degree in Management Specialization in Tourism Management.

Certification is carried out openly and publicly.

5.1. Program learning outcomes and EP compulsory components Matrix

Components / Program learning outcomes	OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7	OK 8	OK 9	OK 10	OK 11	OK 12	OK 13	OK 14	OK 15	OK 16	OK 17	OK 18	OK 19	OK 20
1		+	+			+														
2		+			+															
3														+				+		+
4													+	+	+			+		
5									+				+	+	+		+	+		
6					+		+					+		+	+	+	+	+		
7									+						+			+		+
8														+	+			+		
9					+				+	+				+				+	+	+
10												+		+				+		
11			+	+									+	+	+			+	+	
12			+			+			+			+			+	+	+	+		+
13	+			+	+	+		+	+		+							+	+	+
14				+						+										
15	+			+				+			+	+							+	
16					+	+				+			+	+		+		+		
17				+	+	+			+				+	+	+			+		

