

**Ministry of Education and Science of Ukraine  
Kyiv National University of Trade and Economics  
Faculty of Restaurant, Hotel and Tourism Business**

# **PROSPECTUS**

## **European Credit and Transfer System (ECTS)**

<b>Field of Science</b>	<b>07 «Management and Administration»</b>
<b>Field of Specialty</b>	<b>073 «Management»</b>
<b>Specialization</b>	<b>«Tourism, Resort and Recreation Management»</b>
<b>Academic Degree</b>	<b>«Master»</b>

**Kyiv 2021**

## INTRODUCTION

European credit transfer and accumulation system (ECTS) is a system of transferring and accumulating credits used in the European Higher Education Area with the aim to provide recognition, verify qualifications and educational components, facilitate academic mobility of higher education applicants.

The system is based on defining academic workload of the higher education applicants required to achieve specified learning outcomes and is recorded in ECTS credits.

ECTS Credit is a unit measuring the volume of academic workload of higher education applicant required to achieve specific (expected) learning outcomes.

One ECTS credit equals to 30 hours.

Workload of one academic year for full-time study is usually 60 ECTS credits.

Credits are awarded to higher education applicants after successful covering of the discipline and positive assessment of the achieved learning outcomes. Credit transfer and accumulation are facilitated by the use of ECTS key documents.

ECTS key documents are: Catalogue of the Discipline (information package), Application Form, Learning Agreement, Transcript of Records, European standard Diploma Supplement.

Student assessment of results includes the following control measures: entrance, current and final control, attestation. The results of students' studies at KNUTE are valued at the 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 are unsatisfactory learning outcomes that do not give the student the right to get ECTS credits. The evaluation of student learning outcomes is presented in a way that is generally comprehensible and can be readily perceived by different educational institutions, using grade distribution guidance of KNUTE.

### Grade Distribution Guidance of KNUTE

KNUTE system of grades	Percentage of points relative to the total number of pass marks received	Cumulative percentage of received pass marks
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90–100	20	20
82–89	10	30
75–81	20	50
69–74	10	60
60–68	40	100

## **1. General information.**

### **1.1. Name and address.**

Kyiv National University of Trade and Economics.

Address: 19, Kyoto St., Kyiv, 02156;

Telephone: (044) 513-33-48, (044) 531-47-41;

Fax: (044) 544-39-74.

E-mail: [knteu@knteu.kiev.ua](mailto:knteu@knteu.kiev.ua)

Official website: <http://www.knteu.kiev.ua>

### **1.2. Institution description (type and status in particular).**

Kyiv National University of Trade and Economics is one of the most prestigious educational institutions of Ukraine. Its history dates back to 1946. By the Decree of the President of Ukraine the University was given a national status in 2000. In 2006 KNUTE joined the Magna Charta of Universities.

The university occupies a leading position in the system of national higher education. In 2020, KNUTE maintained high indicators of quality of educational activities and consolidated leading positions in the system of national higher education. According to the results of the admission campaign, the university, in keeping with the rating published by the MES of Ukraine by the number of submitted applications (40 818 applications), has retained the leading positions among the topline educational institutions of Ukraine, being in the list of the five most popular ones among applicants for Higher Education Institutions.

KNUTE consists of 5 academic institutes, 9 colleges and 2 higher business schools located in Kyiv, Kharkiv, Vinnytsa, Chernivtsi, Khmelnytsky, Uzhgorod, Colomyja, Burshtyn, Zhytomyr and Odesa.

There are 6 faculties in the basic institution in Kyiv: Faculty of International Trade and Law; Faculty of Economics, Management and Psychology; Faculty of Finance and Accounting, Faculty of Information Technology; Faculty of Restaurant, Hotel and Tourism Business; Faculty of Trade and Marketing.

The university enrolls about 40,000 students, of whom nearly 18,000 are in a basic institution with 24 bachelor and 17 master degrees, 57 bachelor (including 2 in English) and 57 master (including 10 in English) educational professional programs.

KNUTE carries out the training, retraining and advanced training of specialists in foreign and domestic trade, international economic relations, public management and administration, finance and banking, insurance, entrepreneurship, trading and exchange activities, accounting and taxation, financial control and audit, management, marketing, journalism, law, international law, tourism, hotel and restaurant business, food technology, psychology, philology, sociology and IT industry: cybersecurity, software engineering, computer science and system analysis.

The institution of higher education has created a modern base for research work, developed a unique methodology for training scientific and scientific-pedagogical staff: training is carried out according to 8 scientific programs of doctors of sciences, there are 15 educational and research Ph.D. programs, 6 specialized scientific councils for doctoral thesis and master dissertations in 11 specialties.

The university has a powerful scientific and pedagogical team, able to solve set tasks. The creative scientific teams of the University work diligently to solve topical scientific problems, the results of the research are published in the scientific journals "KNUTE Bulletin", "Foreign Trade: Economics, Finance, Law", the international scientific and practical journal "Products and Markets".

The proportion of doctors of science in 2020 in the total number of scientific and pedagogical workers was 17,6%, candidates of science – 59,6%, i.e. the share of employees with a scientific degree was 77,2%. Experts of KNUTE are actively involved in developing strategic directions of quality education assurance, they take part in a number of commissions of the Ministry of Education and Science of Ukraine as well as other ministries and departments.

The structure of KNUTE includes: Institute of Higher Qualification, Center for European Education, Department of distance education support, where specialists are trained and retrained without leaving their main professional activity; Distance learning system, Center for the External Independent Evaluation (EIE) Preparation, Preparatory Department for

Foreigners and Stateless Persons, Career Development Center, Center for technology transfer, Center of Knowledge Testing and Monitoring, Career Guidance Center, Center of pedagogical and psychological studies, High School of Teacher Excellence, Center of formation of contracts, Training and Production Association, Cultural and Art Center, Training and Methodical Department, Training Department, Business Incubator, Training and Research Center for Business Simulation, Scientific and Technical Center for Certification of Products, Services and Quality Systems. There is also a Law Clinic “Center for Legal Protection”, which provides free legal assistance. Institute of Higher Qualification (IHQ) ensures the implementation of the concept of lifelong learning, training, providing educational services, including ones of international level, to prepare highly qualified professionals willing to work in modern economic conditions and compete successfully both on the domestic and international labor markets (MBA programs, second higher education, retraining and further training of staff).

KNUTE has the system of quality management which for the first time has been certified in accordance with the requirements of the international standard ISO 9001:2015 for institutions of higher education of Ukraine. Its harmonious component is the internal system of ensuring the quality of educational activities and the quality of higher education.

The standards of higher education in KNUTE function as a set of requirements for the content and results of educational activities for each level of higher education within each specialty and specialization.

One of the significant advantages of KNUTE is the material and technical base of European level. Classrooms and laboratories are equipped with modern demonstration equipment and inventory. In general, the university has 60 computer rooms.

The university library has: SMART-library; VR-studio; Bibliometrics hall, virtual reality hall; video conferencing and webinar hall; Cybersport area; coworking "KNUTE HUB", as well as to the service of users - 11 reading rooms with open access funds. The library's holdings, which number is about 1 million copies (527672 copies are published in the state language), - a universal basis for the educational process and scientific research.

SMART-library is a new library space integrated into the information and educational space of the university, which provides quality information support for teaching and research activities. SMART-library is conditionally

divided into 4 zones: virtual reality zone with VROculusGo glasses and VRHTCVive helmet; the second area of the SMART-library is intended for presentations, there is a plasma panel and there are soft poufs for viewing group projects on the big screen; the third - an interactive area, where an interactive smart wall is located - a unique solution that allows you to manage an unlimited amount of information on large surfaces; the fourth zone of the SMART-library is a "club" of board games for students.

There is a unique VR-studio with OculusGo and Smart-wall virtual reality glasses, a location that serves as a video studio for bloggers and interviews. The Virtual Reality hall is designed for group practical classes of students, which can use virtual reality glasses to demonstrate educational content created with the help of virtual reality technologies in order to increase the efficiency of assimilation of material by them.

The Bibliometrics hall provides access to full-text electronic resources, bibliographic databases, scientometric research platforms: EBSCO, SCOPUS, WEBOFSCIENCE, etc. Network local resources (educational and methodical editions) make 5141 copies. The hall has free access to WEBSITES of domestic and foreign libraries, electronic information resources of Ukraine and the world, international projects.

There is a table football area for students on the first floor of the library as well as there are big chess and checkers on the 4th floor. Also, there are renovated reading rooms with open access funds, Cybersport area, where conditions are created for training of e-sportsmen.

All halls of the library are equipped with QR-codes with information about specific library services provided to readers by a certain hall.

Coworking KNUTE HUB opens its doors to all who need a comfortable and cozy workplace for productive work, study, meetings, finding new ideas, negotiations, presentations, round tables and workshops. The idea of coworking was realized in the conversion of one of the reading rooms into a modern comfortable place, which combines 6 different zones - 3 work areas, a recreation room, a conference room and a meeting area. The meeting location allows to conduct presentations, lectures and workshops for 70 participants.

Also this year, a new coworking zone has been opened – Phygital Hub. It is divided into several work areas: Artspace area, which is designed for creative activities and generation of ideas; Mediation room, where students

can resolve disputes out of court, learn the art of negotiation and the subtleties of diplomacy; as well as the main hall of the hub, which features a so-called starry sky (Ursa Major and Ursa Minor neon constellations). Coworking halls are equipped with everything you need for comfortable learning and rest.

Favorable social and living conditions have been created for students: 6 hostels, 6 cafeterias and 4 dining rooms, laundry and other household units. The university has a sports complex for the students, which includes a football field with artificial cover, basketball and volleyball playgrounds, table tennis, gyms etc. Students and the staff have the opportunity to relax at University recreation bases on the Black Sea coast.

KNUTE concluded numerous agreements on creative scientific and technical commonwealth and cooperation in training specialists in all fields, including the Ministry for Development of Economy, Trade and Agriculture, the Ministry of Finance of Ukraine, Ministry of Foreign Affairs of Ukraine, the State Fiscal Service of Ukraine, the State Treasury Service of Ukraine, Anti-Monopoly Committee of Ukraine, the State Finance Inspection of Ukraine, the Pension Fund of Ukraine, Ukrainian Audit Chamber, the National Bank of Ukraine as well as the leading commercial banks, trade, hotel and restaurant chains, advertising agencies, logistics and distribution centers and other organizations and institutions.

Creative contacts are established and maintained with more than 100 institutions of higher education, international centers and institutions from 30 countries of the world. An exchange of teachers and students is carried out, the improvement of educational programs at different levels of training and retraining of specialists as well as international projects on the integration of higher education are implemented, students undertake an internship in 6 foreign countries.

The university is a member of the prestigious international organizations: the European Public Law Center (EPLC), the Magna Charta of the European Universities, the Francophone University Agency (AUF), the International Association for Commodity Science and Technology, the International Culinary Union, the European Retail Academy, the World Leisure Organization.

There are well-known public figures, heads of state and government authorities, organizations and businesses, diplomatic officials and scientists, entrepreneurs among the graduates of the university.

### **1.3. Academic bodies.**

<b>Mazaraki Anatoliy</b>	Rector, Doctor of Sciences (Economics), Professor, Academician of the National Academy of Educational Sciences of Ukraine, Honored Worker of Science and Technology of Ukraine, Laureate of State Prize of Ukraine in Science and Technology
<b>Prytulski Natalia</b>	First Vice-Rector for Scientific-Pedagogical Work, Doctor of Technical Sciences, Professor
<b>Melnichenko Svitlana</b>	Vice-Rector for Scientific Work, Doctor of Sciences (Economics), Professor
<b>Sai Valeriy</b>	Vice-Rector for Scientific-Pedagogical Work and International Relations, PhD in Economics, Associate Professor, Protocol Advisor of I Rank
<b>Vovk Halyna</b>	Vice-Rector for Administrative and Economic Work

### **1.4. Academic calendar.**

Start of academic classes – 1 September.

End of classes – 30 June.

Educational process is carried out by semesters.

Duration of semesters, practical training, examination sessions, certification and vacation is determined by the schedule of educational process for each year.

### **1.5. The list of available academic programs.**



Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
<b>01 Education</b>		017 Physical education and sports	Sport management		
<b>02 Culture and art</b>		022 Design	Design		
<b>03 The Humanities</b>		035 Philology	Germanic languages and literature (including translation), first - English		
<b>05 Social and behavioural sciences</b>	051 Economics	051 Economics	Digital Economics	051 Economics	Digital Economics
			International Economics		International Economics
			Business Economics		Enterprise Economic security
			Corporate finance		Financial management
			Branch markets Economics		
			Agribusiness		Agribusiness
		052 Politology	Political science of international relations		
	053 Psychology	053 Psychology	Practical psychology	053 Psychology	Psychology
	054 Sociology	054 Sociology	Sociology of economic activity	-	-
<b>06 Journalism</b>	061 Journalism	061 Journalism	Advertising and Public Relations	061 Journalism	Advertising

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level		
		Major	Specialization	Major	Specialization	
<b>07 Management and Administration</b>	071 Accounting and taxation	071 Accounting and taxation	Accounting and taxation	071 Accounting and taxation	Accounting and taxation in international business	
			Digital Audit and Analysis		Accounting and tax consulting	
				Financial control and audit		Financial analysis and audit
				Financial analytics		
	072 Finance, banking and insurance	072 Finance, banking and insurance	072 Finance, banking and insurance	Public finance	072 Finance, banking and insurance	Public finance
				Tax management		International finance
				Banking		Management of banking business
				Management of public financial resources		State Audit
				Financial intermediation		Financial intermediation
						Financial intermediation – in English
				Insurance business		Insurance Management
				Corporate finance		Corporate finance
International finance				Financial brokerage		
				Financial technologies in business		

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level		
		Major	Specialization	Major	Specialization	
	073 Management	073 Management	Management of foreign economic activity	073 Management	Management of foreign economic activity	
			Management of foreign economic activity– in English		Management of foreign economic activity– in English	
			International management		International management	
			Business management		Business management	
			Trade management		Trade management	
					Trade management – in English	
				HR management		HR management
				Industrial management		Hotel and restaurant management
						Hotel and restaurant management – in English
				Hotel and restaurant management		Tourist and resort and recreational management
				Tourism management		Tourist and resort and recreational management

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
					– in English
			Management of antitrust activities		Management of antitrust activities
075 Marketing	075 Marketing	075 Marketing	Marketing	075 Marketing	Marketing management
			Advertising business		Advertising business
					Brand Management
					Digital marketing
076 Entrepreneurship, trade and exchange activities	076 Entrepreneurship, trade and exchange activities	076 Entrepreneurship, trade and exchange activities	Wholesale and retail trade	076 Entrepreneurship, trade and exchange activities	Wholesale and retail trade
			Merchandising and commercial logistics		Merchandising and commercial logistics
			Merchandising and organization of external trade		Merchandising and organization of external trade
			Customs		Customs
			Logistic activity		Customs– in English
			Cat		Logistics and supply chain management

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
			Management in retail		Cat Management in retail
<b>08 Law</b>	081 Law	081 Law	Commercial law	081 Law	Commercial law
			Financial law		Financial law
			Legal security support of entrepreneurial activity		Legal security support of entrepreneurial activity
			Civil law and trial		Civil law and trial
<b>12 Information technologies</b>	121 Software engineering	121 Software engineering	Software engineering	121 Software engineering	Software engineering
	122 Computer sciences	122 Computer sciences	Computer sciences	122 Computer sciences	Computer sciences
	124 System analysis	124 System analysis	Data Science	–	–
	125 Cybersecurity	125 Cybersecurity	Security of information and communication systems in the economy	-	-
		126 Information systems and technologies	Information systems and technologies		
<b>18 Manufacturing and technologies</b>	181 Food technology	181 Food technology	Technology and organization of restaurant business	181 Food technology	Craft technology
			Restaurant technology		

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
			and food design		
<b>23 Social work</b>		232 Social security	Social security		
<b>24 Service sector</b>	241 Hotel and restaurant business	241 Hotel and restaurant business	Hotel and restaurant business	241 Hotel and restaurant business	Hotel and restaurant development
					Restaurant business
					International hotel business
					International hotel business– in English
	242 Tourism	242 Tourism	International Tourism	242 Tourism	International Tourist business
					International Tourist business– in English
					International event management in tourism
					Digital tourism
<b>28 Public management and administration</b>	281 Public management and administration	281 Public management and administration	Public management and administration	281 Public management and administration	Public management and administration
<b>29 International relations</b>	292 International	292 International	International business	292 International	International business

Key and Title of Knowledge Area	Entry Level (short cycle)	First («Bachelor») level		Second («Master») level	
		Major	Specialization	Major	Specialization
	economic relations	economic relations	International trade	economic relations	World Trade
			International marketing		
		293 International law	International law	293 International law	International law

### **1.6. Admission requirements, including language policy and registration procedure.**

Information on the conditions of admission to study for educational degrees of “Bachelor” and “Master” is available on the website of Kyiv National University of Trade and Economics: <https://knute.edu.ua/blog/read/?pid=38909>

### **1.7. Mechanisms for credit mobility and prior learning recognition (non-formal and informal).**

Definition of credit mobility and prior learning is conducted under the Law of Ukraine “On Education”, the Law of Ukraine “On Higher Education”, Regulations on the procedure of realizing the right for academic mobility at KNUTE and agreements on education in terms of academic mobility.

The regulation of credit mobility is based on the following documents:

- course catalogue;
- learning agreement;
- academic transcript;
- certificate of educational practice.

Under the terms of credit mobility a student gets transfer of all credits he/she obtained outside the main educational institution and which are the components of the educational program.

### **1.8. Policy of ECTS credits distribution (institutional credit framework).**

Distribution of ECTS credits is based on the official length of training program cycle and is defined by the curriculum. KNUTE distributes credits among academic disciplines independently. Credits are distributed to all the disciplines covered by the student, practical training, completion of final qualifying projects (assignments), certification. Credits are awarded only

after completion of the discipline and on condition of successful completion of one of the final control, passing of the practical training and attestation.

## **1.9. Mechanisms of academic management.**

Mechanisms of academic management at KNUTE are defined by the regulations:

- Regulations on the organization of the educational process of students;
- Regulations on distance learning at KNUTE;
- Regulations on the procedure for realizing the right for academic mobility at KNUTE;
- Regulations on individual student curriculum at KNUTE;
- Regulations on independent work of students and post-graduate students at KNUTE;
- Regulations on the organization of completion and public presentation of term papers (projects) at KNUTE (new edition with changes and additions);
- Regulations on conducting student practical training at KNUTE/ Regulations on organization of students' practice abroad;
- Regulations on assessment of learning outcomes of students and post-graduate students;
- Regulations on the appeal of the results of the final knowledge control of the students of KNUTE;
- Regulations on graduation qualification work;
- Regulations on graduation qualification project (work);
- Regulations on the certification of higher education applicants and the examination commission for certification at KNUTE;
- Regulations on the procedure and grounds for the issuance of documents on higher education of the state standard at KNUTE;
- Regulations on the system of rating assessment of the students of KNUTE.

## **2. Resources and facilities.**

### **2.1. Student Registration department.**

In the Department of Student Registration identification records, education documents, work record books of students studying at KNUTE are kept. The main tasks of the Department are:



- 1) timely introduction of current changes in identification records;
- 2) keeping documents in proper condition;
- 3) providing information upon written requests of any institutions;
- 4) providing information to students;
- 5) acceptance of students of preferential category.

## **2.2 Accommodation/housing conditions.**

On the territory of the campus there are four dormitories, situated 5 minutes' walk from the main academic building and 15 minutes' walk from metro stations "Lisova" and "Chernihivska". The city center (Khreschatyk Str.) can be reached in 30 minutes. There's a forest park zone and Kyoto Park near the university. Another dormitory is located at 23 Lobachevskogo Street (within 20 minutes' walk from the main academic building).

In the hostel there are rooms for 3, 4, 5, 6 beds, kitchens on each floor, bathrooms as well as centralized laundry.

Students from other cities get housing in dormitories according to the list formed by the admissions committee and transferred to the directorate of the campus. Between the university and the student a contract for the right of hostel student residence is concluded, in which the rights and duties of the residents as well as the responsibility of both parties are established.

### *Hostels addresses:*

- № 1 – 8 Miliutenko st., Kyiv, 02156;  
Tel. (044) 531-49-05, (044) 531-49-67;
- № 2 – 6 Miliutenko st., Kyiv, 02156;  
Tel. (044) 531-48-91, (044) 519-37-41, (044) 513-11-82;
- № 3 – 2 Mateiuka st., Kyiv, 02156;  
Tel. (044) 531-49-28, (044) 513-13-32;
- № 4 – 2-a Mateiuka st., Kyiv, 02156;  
Tel. (044) 531-47-62, (044) 531-47-99.
- № 6 – 23 Lobachevskogo st., Kyiv, 02090;  
Tel. (044) 574-15-46, 574-16-83

## **2.3. Catering.**

The University has four modern canteens in buildings "B", "D", "E", and "H" (57-a Chigorin st.), where there is an opportunity to take quality and balanced dishes at a reasonable price. In particular, cafeteria "Venice" (building B) serves Italian cuisine.

The average cost of breakfast in the canteen of the university is from 30 to 40 UAH; lunch is from 50 to 60 UAH; dinner is from 35 to 45 UAH.

Cafes work every day in all academic buildings, where it is possible to buy own-produced foods: main dishes (over 100 types), side dishes (over 60 types), cold dishes (over 60 types), cold and hot drinks, fresh pastries and desserts, produced in own confectionery shop (over 100 types). Vending machines with hot and cold drinks as well as confectionery operate in all academic buildings and dormitories.

## **2.4. The cost of accommodation.**

The cost of accommodation of higher education applicants in the dormitories of KNUTE is determined by a joint order of 28.03.2011 №284/423/173 of the Ministry of Education and Science of Ukraine, Ministry of Finance of Ukraine and Ministry of Health of Ukraine and is set at 40 % of the minimum academic scholarship.

## **2.5. Financial support of students.**

### **2.5.1. Scholarship provision of students.**

Full-time students, studying at the expense of the state budget, according to the semester control based on the rating, are assigned an academic achievement scholarship.

First-year students receive academic scholarship in the first semester according to the results of competition points on admission to the university.

For excellence in studying, taking part in scientific and public work university students may be allocated personalised academic scholarships of The President of Ukraine, Verkhovna Rada (Supreme Council) of Ukraine, Cabinet of Ministers of Ukraine, Kyiv City Head etc.

For success in studying, participation in scientific, public and sport activity students may be encouraged with valuable presents and monetary rewards as well.

Allocation and payment of scholarship to students, who are foreign citizens and people without citizenship, is done according to Ukraine's international agreements and current regulatory acts. For foreign students, who entered KNUTE for studying in accordance with international agreements, the academic scholarship is assigned to the first semester control at a minimum.

To students, studying on contracts signed between university and physical or legal entity, scholarship can be paid at the expense of these persons, if it is foreseen in contract.

To students of privileged categories defined by the law of Ukraine (students from orphans as well as children deprived of parental care, students with disabilities, students from low-income families, suffered from Chernobyl Disaster, combatants and their children, internally displaced persons, students who permanently reside on the line of conflict, etc.) social grants are assigned.

Size of academic and social scholarships is established according to the Resolutions of the Cabinet of Ministers of Ukraine.

### **2.5.2. Privilege payment for accommodation in hostels.**

Students of privileged categories, defined by the laws of Ukraine and the resolutions of the Cabinet of Ministers of Ukraine (students from orphan children and children deprived of parental care, combatants and their children, internally displaced persons, students with disabilities, etc.) have the right of priority to university dormitories.

Students from orphans and children deprived of parental care, combatants, persons with disabilities as a result of the war, victims of the Revolution of Dignity are entitled to free accommodation in dormitories until graduation from KNUTE.

Children of killed parents in the ATO area, fighting or armed conflict, participating in the Revolution of Dignity, children of war participants, persons with special needs as a result of war, victims of the Revolution of Dignity are entitled to free dormitory accommodation until completion of their studies, but no longer than 23 years of age.

Students registered as internally displaced persons, as well as students who are permanently resident on the contact line, are entitled to 50% discount on accommodation allowance (up to 23 years of age).

### **2.5.3. Financial provision of orphaned students and children deprived of parental care.**

Individuals from orphans and children deprived of parental care as well as persons who were left without parents during their studies aged 18 to 23 are enrolled in full state maintenance and receive food compensation and other payments provided by the current legislation.

## **2.6. Medical services.**

University students in need of medical care have the right to conclude a Health Care Declaration with the desired family doctor. In particular, you can choose a doctor from a wide range of professionals according to territorial indicators, as the list of family doctors in the Desnyansky district of Kyiv is quite large, and it is also possible to conclude a Declaration in the KNP "Kyiv City Student Clinic" (Kyiv, Politechnichna St., 25/29), or in public, private hospitals or other medical institutions of Kyiv.

Medical care for foreign citizens temporarily staying on the territory of Ukraine is provided in state and municipal health care centers at the foreigner's own expense, including health insurance contracts with insurance companies of Ukraine.

Medical care is provided to students under the direction of a family doctor. Emergency medical care is provided free of charge, without any

preconditions. Students do not need a Declaration to receive emergency assistance.

## **2.7. Insurance.**

Medical assistance is given to foreigners or persons without citizenship according to the rules, written in the Legislation of Ukraine.

Provision of medical assistance to foreign citizens is carried out according to the Order of providing medical assistance to foreigners and people without citizenship, who temporarily live on the territory of Ukraine, approved by the Cabinet of Ministers of Ukraine Act from the 22<sup>nd</sup> of June 2011 № 667 and Article 44 of the Law of Ukraine “On insurance”.

Foreigners and persons without citizenship can apply for medical assistance, including emergency, to any state or municipal medical care establishment.

Payment of medical assistance cost, including emergency, is carried out by foreigners or persons without citizenship in case of deficiency of insurance contracts and insurer, if a foreigner has a proper insurance contract.

If necessary, the university helps to obtain medical insurance card for providing medical assistance.

## **2.8. Opportunities for students with disabilities and special needs.**

Kyiv National University of Trade and Economics carries out the organization of educational process of persons with special educational needs in accordance with the current rules of law.

The university's management has created favorable conditions for studying and living and is constantly paying attention to their improvement.

During the reporting period, 62 people with special educational needs study at the university (including 33 women and 29 men).

Students with special needs (Group I-III) receive a social scholarship in accordance with Decree №1045 of December 28, 2016 “Some Issues of Paying Social Scholarships to Students (cadets) of Higher Education Institutions”.

To ensure the educational needs of young people with disabilities and unimpeded access to the university, all training buildings are equipped with ramps, handrails and light switches at the level of access of a seated person.

In particular, building A is equipped with a lifting platform and an elevator for people with disabilities, building D, L, the assembly hall (Congress center), hostels № 2, № 4, № 7 – have ramps for the arrival of carts as well as handrails. Students with impaired musculoskeletal disorders are given keys to the lifts.

All the main premises of the university have natural lighting, and the location of furniture and equipment according to sanitary requirements is taken into account. There are facilities for disabled persons in the central building and in the Congress Center.

There are specially equipped rooms (toilet and bathtub, equipped with special handrails) to improve the living conditions in the dormitories of students with disabilities.

## **2.9. Learning facilities.**

Library of KNUTE is a research, information, cultural and educational structural unit with comprehensive funds of documents. The main purpose of library's activity is to actively promote the development and implementation of advanced learning technologies, creating conditions for effective scientific and educational process. The administration of the university assists in broadening the informational resources in the library, creation availability and convenience in using the book funds. Library funds are a universal basis for the educational process and research in the field of economics, trade, finance, management, business and so on. This is one of the main information resources of KNUTE Library, which has more than 1 million copies of books, periodicals, dissertations and abstracts, and publications on electronic media. Annual increase of library's documents fund makes up nearly 6,000 copies, periodicals of Ukraine and foreign countries makes up 100 items.

The library has a modern material and technical base: 75 computers and 3 powerful servers are installed, HTC Vive virtual reality helmet, VROculusGo glasses - 18 pcs., plasma panel - 5 pcs., Smart-wall - 2 pcs., portable recorder and acoustic ceiling system for video conferencing hall. The necessary conditions for effective customer service, organization of document funds, electronic catalogs, and document exhibitions are created in the library. The entire library area has high-quality Wi-Fi coverage.

The library users have 11 reading rooms with open access funds, 7 subscriptions, Bibliometrics hall (full-text electronic resources), SMART-library, unique VR-studio, virtual reality hall, Cybersport zone, video conference and webinar halls, updated halls for new literature and foreign publications, MBA, fund of dissertations and abstracts, comfortable recreation areas with table football, chess and checkers.

All work processes in the library are automated: acquisition of the fund of documents, scientific processing of documents, issuance of documents to users, search of documents in the electronic catalog is carried out by means of the automated library and information system "UFD / Library". To record and use the library, a digital signature (PIN-CODE) has been introduced into the user's electronic form.

The SMART library is an open space, zoned for reading, conferences, lectures, workshops, presentations using SMART-wall and plasma panel. Workstations with computers, virtual reality area with HTC Vive virtual reality helmet and Oculus Rift virtual reality goggles are designed for all the visitors. For recreation and leisure, there is an area for intellectual board games, in the reading room there is a table football, a chess board with big chess and checkers. The SMART library offers a variety of activities for training and has all the technical opportunities for creative pastime of youth.

The VR studio is equipped with Oculus Rift virtual reality goggles, computers for personal use, or with your own laptop or phone. For collective tasks, there is a SMART-wall with connection to the World Wide Web. There is a specially equipped "corner", which serves as a video studio for bloggers and to record interviews. This is especially true for students studying journalism and PR.

Video conferencing and webinar room is a modern location for video conferencing, webinars in real time, which provides space for the library to comfortably meet the information needs of users. The hall is equipped with modern furniture (tables and chairs), a laser projector with a large screen, plasma panels for video demonstration, a wireless microphone, a webcam and a ceiling speaker system.

The virtual reality hall is designed for group practical classes of students with the use of virtual reality glasses to demonstrate educational content created using virtual reality technologies in order to increase the efficiency of students' learning. The hall is equipped with OculusGo virtual reality glasses (10 pcs.), plasma TV, comfortable gaming chairs and tables. Students not only process the study material, but cooperate, which provides them with vivid impressions of the lesson.

The Bibliometrics hall gives you free access to online full-text and scientometric databases. It contains a database of electronic textbooks, training programs, video courses on electronic media, with the possibility of copying and further processing of the information found. The hall provides online access to the funds of domestic and foreign libraries and the following databases:

- SCOPUS reference database.
- WEBOFSCIENCE information research platform.
- Full-text databases from the publishing company EBSCOPUBLISHING.
- ScienceDirect - a polythematic database of full texts of Elsevir articles.
- DOAB (Directory of Open Access Books) - a directory of open access books.
- DOAJ (Directory of Open Access Journals) - a directory of peer-reviewed scientific and academic journals in all fields of knowledge.
- WILEY electronic library.
- Europeana - European digital library.

- EThOS (Electronic Theses Online Service) - scientific works of open archives of British universities.
- Full-text electronic database of educational and methodical materials of KNTEU.
- Normative acts of Ukraine - Base of legislative and normative acts of Ukraine.
- Open Archives of Ukraine.

“ASKLibrary” information and reference service provides complete information on the effective use of library resources for students, teachers and guests of the university. The library helps users to develop skills and competencies when working with library and information resources: for first-year students organized tours of the library, practical classes on finding documents in the electronic catalog of the library.

KNUTE library website ([www.lib.knute.edu.ua](http://www.lib.knute.edu.ua)) provides complete information about the library, its funds and services, the electronic catalogue and other electronic resources (scientometric, bibliographic, fulltext database), designed to meet the needs of users. The reader can also get instructions on how to search, promotional and cognitive information for users, virtual book exhibitions, 3D tours, reports on events held in the library. The following factors were taken into account for the creation of the new website of KNUTE Library: design, structure, convention, navigation and ways of presenting the material. You can search documents, create lists of documents as well as send them to your own email address from *mobile devices* (smartphones and tablets with Android operating system) via mobile app using QR code. The website provides the library with an opportunity to reach a large number of users, effectively communicating with them and creating a positive image.

The introduction of new technologies gives an opportunity to significantly extend informational supplement of library users, which affects the quality of the educational process. Collaboration with KNUTE structural units (faculties, departments, scientific and service departments) by addressing information as for new publications via the corporate application Office 365 is intended to improve the use of library funds and information resources. A multidimensional book fund, computer network of libraries, reference information apparatus, library innovation, introduction of advanced technologies, experienced professional staff, improving the organization and regulation of labour, modern design, modern technical equipment and maximum computerisation of manufacturing processes contribute to the success of the library and a quality user’s service.

## **2.10. Organization of student mobility by mobility programs.**

According to the international collaboration programs the best students of Kyiv National University of Trade and Economic with foreign language

knowledge and according to KNUTE top list are able to get an education abroad according to the indication and conditions, shown in the table (annex).



## Study programs of the Center for European Education of KNUTE

Partner university, country	Academic degree	Specialty	Duration	Mode of study	Language	Admission requirements
<b>University of Auvergne</b> <i>(Université d'Auvergne)</i> School of Management Clermont-Ferrand, France	Bachelor (Licence)	<ul style="list-style-type: none"> <li>• Management</li> </ul>	1 year	full-time	French	<ul style="list-style-type: none"> <li>• Minimum requirement French/ B2,</li> <li>• at least 2-3 years of study at KNUTE</li> </ul>
	Master	<ul style="list-style-type: none"> <li>• Strategic management</li> </ul>	2 years			<ul style="list-style-type: none"> <li>• Minimum requirement French B2/C1,</li> <li>• Bachelor degree</li> </ul>
<b>ESCP Europe</b> Paris, France	Master	<ul style="list-style-type: none"> <li>• Management</li> </ul>	2 years	full-time	French, English	<ul style="list-style-type: none"> <li>• French/ English B2/C1,</li> <li>• Bachelor degree</li> </ul>
<b>Paris-Est Créteil University</b> <i>(Université Paris-Est Créteil)</i> The Eiffel School of Management (IAE Gustave Eiffel) Paris, France	Bachelor (Licence)	<ul style="list-style-type: none"> <li>• Management and Economics</li> </ul>	1 year	full-time	French	<ul style="list-style-type: none"> <li>• Minimum requirement French B2,</li> <li>• at least 3 years of study at KNUTE</li> </ul>
	Master	<ul style="list-style-type: none"> <li>• Management</li> <li>• Marketing</li> <li>• Finance</li> </ul>	1-2 years			French, English

*Continuation of the table*

Partner university, country	Academic degree	Specialty	Duration	Mode of study	Language	Admission requirements
<b>Audencia Nantes School of Management</b> Nantes, France	Master	<ul style="list-style-type: none"> <li>• Management</li> </ul>	1,5 year	full-time	French, English	<ul style="list-style-type: none"> <li>• Minimum requirement French/ English B2,</li> <li>• Bachelor degree</li> </ul>
	Summer and winter specialized schools in Economics and Management		Themed weeks on your choice	full-time	English	<ul style="list-style-type: none"> <li>• Minimum requirement English B2</li> <li>• at least 2 years of study at KNUTE</li> </ul>
<b>Grenoble Alps University</b> <i>(Université Grenoble Alpes)</i>  Faculty of Economics (Faculté d'Economie)  Grenoble, France	Bachelor (Licence)	<ul style="list-style-type: none"> <li>• Economics and Management</li> </ul>	1 year	online study mode	French, English	<ul style="list-style-type: none"> <li>• Minimum requirement French/ English B1/B2,</li> <li>• at least 3 years of study at KNUTE</li> </ul>
	Master	<ul style="list-style-type: none"> <li>• Managing organizations in the framework of international cooperation</li> <li>• HR Management</li> </ul>	2 years	online study mode	French, English	<ul style="list-style-type: none"> <li>• Minimum requirement French/ English B2/C1,</li> <li>• Bachelor degree</li> </ul>

*The end of the table*

Partner university, country	Academic degree	Specialty	Duration	Mode of study	Language	Admission requirements
<p><b>University of Central Lancashire</b> School of Languages, Literature and International Studies Preston, The United Kingdom</p>	<p><i>English Language Summer and Winter Schools</i></p>		Themed weeks on your choice	full-time	English	<ul style="list-style-type: none"> <li>• Minimum requirement English B1</li> <li>• at least 2 years of study at KNUTE</li> </ul>
	Bachelor	<ul style="list-style-type: none"> <li>• International business communications</li> </ul>	1 year			<ul style="list-style-type: none"> <li>• Minimum requirement English B2/C1,</li> <li>• Bachelor degree</li> </ul>
<p><b>The University of Applied Sciences Würzburg-Schweinfurt</b>  Würzburg-Schweinfurt, Germany</p>	Bachelor	<ul style="list-style-type: none"> <li>• International management</li> </ul>	1 semester	full-time	German, English	<ul style="list-style-type: none"> <li>• Minimum requirement German/English B2</li> <li>• Bachelor degree</li> </ul>

<p><b>The University of Bamberg</b> <i>(Otto-Friedrich University Bamberg)</i></p> <p>Bamberg, Germany</p>	Master	<ul style="list-style-type: none"><li>• Management of international information systems</li><li>• European economy</li></ul>	1 semester	full-time	German, English	<ul style="list-style-type: none"><li>• Minimum requirement German/English B2</li><li>• Bachelor degree</li></ul>
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### **2.11. Mandatory or selective “Mobility Windows”.**

“Mobility Window” (MW) is the period provided for international student mobility. Mandatory MWs are limited by the periods of start and end of the semester (semester mobility) or academic year at an annual or multi-year (MA) mobility. Selective MWs occur in cross-border (distant) training when such training periods are defined by foreign partner depending on various factors.

### **2.12. Information on the types of certification (joint, double, multilateral).**

All programs mentioned in p. 2.10 are implemented on the basis of double certification, i.e. by parallel or successive studying at KNUTE and the overseas partner universities.

### **2.13. The members of the consortium / partnership and their roles.**

The University signed agreements on cooperation between KNUTE and universities within which partnership exchange and training of students is implemented.

France	University of Auvergne
	Audencia Nantes School of Management
	Grenoble Alps University
	Paris-Est Créteil University
	Paris Graduate School of Management (ESCP)
	Federation "Exchanges France-Ukraine"
	The Francophone university agency (AUF)
The UK	University of Central Lancashire
Poland	Crakow University of Economics
	Poznan University of Economics and Business
	Wroclaw University of Economics
	The University of Szczecin
Germany	The University of Applied Sciences Würzburg-Schweinfurt

Bulgaria	Varna University of Economics
Greece	University of West Attica

### **International programs and projects under the Erasmus+**

List of educational institutions
Paris-Est Créteil University
Ljubljana School of Business
Crakow University of Economics
The University of Szczecin
The University of Applied Sciences Würzburg-Schweinfurt
Varna University of Economics
University of West Attica
School of Economics and Management of Public Administration in Bratislava

#### **2.14. Language courses.**

European Education Center of KNUTE provides training in English and French following intensive training program that creates conditions for achieving levels of foreign language from A1 to B2 according to the recommendations of the Committee on Education at the Council of Europe on teaching foreign languages.

Classes at language courses are conducted by highly qualified teachers with practical teaching experience. Training has a modular system. Topics of the module are designed to meet the needs of students, according to which teachers specially select topics to discuss, study materials, choose the type of tasks and activities.

The contingent of students is formed at the beginning of the academic year. Students and graduates from all faculties as well as KNUTE faculty and staff, can enroll for a foreign language programs. Tuition depends on the curriculum and the number of training hours.

Graduates of the European Education Center, who mastered foreign language at levels B1-B2, have the opportunity to take the exam for international language certificates (DELF-DALF, IELTS, ESOL) and take

part in various forms of international academic mobility in the framework of cooperation agreements with European universities – KNUTE partners.

For more information and to enroll for a foreign language course, contact the European Education Centre (Building D, room 229, tel. (044) 531-48-36).

### **2.15. Opportunities for practical training.**

To provide practical training for students and their successful employment KNUTE establishes various forms of cooperation with organizations, including many specialized state agencies, financial institutions, banking institutions, judicial institutions, enterprises in the trade, hotel and restaurant business, insurance business based on contracts signed for training of specialists, cooperation agreements, bilateral agreements of association, agreements on practical training of students, which create conditions for realization of practice programs and ensure full implementation of the requirements foreseen by the Provision on student practical training, the Order of organizing the practice of students abroad and the Order of practical training in enterprises, institutions and organizations of students from Kyiv National University of Trade and Economics who obtained educational degrees of “bachelor”, “junior bachelor”.

Kyiv National University of Trade and Economics maintains partnerships with more than 700 stakeholders. University partners include state and local government bodies, organizations, departments, services which provide basis for the practice of students with further employment. The vast majority of them are the partners in educational programs, namely:

Ministry for Development of Economy, Trade and Agriculture of Ukraine; Ministry of Social Policy of Ukraine; Ministry of Foreign Affairs of Ukraine; Ministry of Infrastructure of Ukraine; Ministry of Finance of Ukraine, State Fiscal Service of Ukraine (Kyiv); State Treasury Service of Ukraine; Accounting Chamber of Ukraine; Pension Fund of Ukraine; State Audit Office of Ukraine; State Customs Service of Ukraine, National Bank of Ukraine, National Commission on Securities and Stock Market of Ukraine, Department of Finance of the Kyiv City State Administration, Pechersk District State Administration in Kyiv, Desnyansky District State Administration in Kyiv, Supreme Economic Court of Ukraine; Courts of Appeal of Ukraine; Antimonopoly Committee of Ukraine; Department of Cyber Police of the National Police of Ukraine; National Agency of Ukraine

for Civil Service; Main Territorial Department of Justice (Kyiv); National Academy of Sciences of Ukraine; National Academy of Public Administration under the President of Ukraine; Union of Industrialists and Entrepreneurs of Ukraine; Ukrainian Union of Small Entrepreneurs; medium and privatized enterprises; profile committees of the Verkhovna Rada of Ukraine; Institute of Psychology of National Academy of Sciences of Ukraine; Independent Association of Ukrainian Banks; Ukrainian Union of Automobile Transport and Logistics; Association “UKRZOVNISHTRANS”; Public Union “Ukrainian Cooking Union”, Ukrainian Chamber of Commerce and Industry, Kyiv Chamber of Commerce and Industry as well as others.

The University also has partnership agreements with commercial companies such as:

Microsoft Ukraine, EPAM Systems Ukraine, BGS Solutions, BAKER TILLY Ukraine, Ernst & Young LLC, Golden Trust Consulting Company Ltd., Grant Thornton Ukraine Ltd., Kreston GCG Ltd., TWIGA GROUP Ukraine Ltd., ACNielsen Ukraine Ltd., HEADHUNTER Ltd., Premier International Ltd., Hotel Premier Palace, President Hotel, LLC INTER-HOTEL, LLC 11 MIRRORS HOTEL, suburban club Tripilske Sun, Hotel Opera, YUKA Ltd. (Khreschatyk Hotel), LLC DBI Hotels and Resorts (Hotel “Romada Encore Kiev”), “New Engineering Technologies” (Hotel Hyatt Regency Kyiv), Grand Management Ltd (Hotel Fermont), LLC “HOTEL PROPERTY” (Hotel “Lybid”), LLC “Reykartz Hotel Management”, LLC Travel Professional group, LLC Mozenidis Travel Ukraine, LLC Coral Travel, LLC JOIN UP TUI, Network Kozyrnaya Karta Ltd., LLC Auchan Ukraine Hypermarket, Department Store “Children's World”, LLC “L’Oréal Ukraine”, LLC “Silpo-food”, LLC “Epicenter-K”, LLC “Retail Trend” (Furshet), LLC “ECO”, LLC “Watsons Ukraine”, LLC “DTEK”, Philip Morris Ukraine, “Raiffeisen Bank Aval”, “OTP Bank”, “Kredobank”, “Credit Agricole Bank”, “First Ukrainian International Bank”, “Oschadbank”, “Ukrsotsbank”, “PrivatBank” and others.

Such number of partners greatly expanded the opportunities for undergraduate students who acquire “Bachelor”/“Master” degrees in various educational programs.

## **2.16. Learning in the workplace.**



Kyiv National University of Trade and Economics contributes to providing learning opportunities in the workplace for students, supporting educational projects, containing programs for the development of business literacy, employment skills, professional competences aimed at improving professional skills of graduates.

Examples of on-the-job training are:

- Business2Students by Watsons is one of the key projects in the portfolio of partner synergies of KNUTE and the business sector. For several years in a row, the project has been working for students and in the interests of students. In the last educational and practical season, students studied the topic of communications and PR. The Business2Students project has a systemic and at the same time innovative character: master classes are held in an interactive format, students learned to write a PR strategy of the university, speakers prepared not only theoretical bases but also cases, real-life examples and real business situations;

- Master class of the ambassador "VORWERKThermomix" Dubovetskaya Vitalia, chef Duka Olga, where students of the Master's degree in "Restaurant Technologies and Business", "Innovative Technologies of Restaurant Business", "Hotel and Restaurant Management", "Tourism, Resort and Recreational Management", together with stakeholders, practiced innovative Thermomix technology. During the master class, students had the opportunity to independently model, design new recipes for health, diet, baby food in accordance with the principles of technological engineering of food technology, developed technologies SlowCook, Sousvide.

- Master class by Viktor Tymchyshyn, an expert in restaurant technology with 20 years of experience, a member of the Ukrainian Culinary Union, a multiple winner and judge of international culinary competitions on "Local fish raw materials: a modern gastronomic trend of the restaurant." The speaker presented to students the technology of modern Ukrainian cuisine - baked in natural clay pike perch fillet with burdock and wrinkled mushrooms served with green oil on a pillow of celery puree with octopus, decorated with black tapioca chips, fermented black garlic and lemon celery. Mr. Viktor shared his creative ideas on the use of local products and processing techniques, the features of modern gadgets in restaurant technology, his own vision of fashion trends in culinary design of restaurant dishes and modern preferences of guests in a restaurant.

### **2.17. Sports and recreation facilities.**

An important area of organizational and educational work of the University is the participation of students in such traditional activities as: University Day, Knowledge Day and Dedication of the first year students, International Students' Day, Debut of the first year student, Miss and Mister KNUTE, Faculty Open Days, Donor Days, Tourism Day, Consumer Festival "Time To Act!", Student festival "Barbecue", Championship of the intellectual games "Brain Ring" and "My own game", Festival of wits and humor at KNUTE for the Rector's Cup and more.

The University has arts and culture center, where such creative amateur groups function: folk student academic chamber choir, contemporary dance studio "Light", vocal and contemporary music studio, folk and instrumental music group "At libitum" and others.

For the development of students as individuals and for the promotion of healthy lifestyle at the University, the Department of Physical Training offers such activities as: big and table tennis, fitness, volleyball (men and women), swimming, badminton, basketball, aerobics, boxing, body-fitness, football (men and women), athletic gymnastics, athletics, wrestling, physical rehabilitation and general physical training. All the conditions for physical training and sports were created: a modern stadium with artificial coverage, a sports ground, tennis courts, two modern playrooms, a gym, a boxing and wrestling room, fitness rooms.

### **2.18. Student organizations.**

University public life is rich, multifaceted and diverse. On a voluntary basis at the University operate:

- student self-governance council of the University, 6 student self-governance councils at faculties and 5 student councils in hostels;
- scientific community of students, graduate students, doctoral students and young researchers;
- student clubs – "Eco Club", Debate Club "Polemic Union", Philosophy Club "Phoenix", "Law Club", Entrepreneur Club "YEP Club", "Business Club", "Marketing", "SapLab", "H&SE Services", "ProgramClub", "TROS", "Luca Pacioli Accounting Club", "Professional Accountant Club", "Auditor's Club", "KNUTE Artists Union", "European Club", All-Ukrainian Movement

“Youth for Consumer Rights”, Chemists Club “Start in Science”, “Culinary Club”, Psychological Club “SAPGEN”, Tourist Club “Everest”, Club “Service”, sports clubs in football, basketball, volleyball, wrestling and more.

Information on student education, leisure, sports is available on the University's website (<http://www.knute.edu.ua>), KNUTE official Facebook page (<https://www.facebook.com/knteuofficial/>), KNUTE official Instagram social network page ([https://www.instagram.com/knute\\_news/](https://www.instagram.com/knute_news/)), KNUTE Telegram channel (<https://t.me/knteu>), KNUTE official social network page “YouTube” (<https://www.youtube.com/user/kyotostreet>) and on “KNUTE-Live” student television, as well as in the newspaper “University and Time”, student magazine “Kyoto, 19”.

**1. Educational Program in 073 “Management” Specialty (“Tourism, Resort and Recreation management” Specialization)**  
 project team manager (program guarantor), Doctor of Economic Sciences,  
 Professor **Roskladka N.O.**

<b>1 – General Information</b>	
<b>Full name of the institution of higher education and structural unit</b>	Kyiv National University of Trade and Economics, Faculty of Restaurant, Hotel and Tourism Business, Department of Tourism and Recreation
<b>Academic degree and qualification title in the original</b>	Master’s Degree of higher education “Management” specialty “Tourism and Recreation Resort Management” specialization
<b>Educational program title</b>	“Tourist and Recreation Resort Management”
<b>Qualification title (degree), program credits and duration</b>	Single Diploma, 90 ECTS credits 1.4 years of study
<b>Accreditation</b>	Accreditation Certificate НД # 119409 of 21.11.2017. Expiry date: 01.07.2027. Ministry of Education and Science of Ukraine, Ukraine.
<b>Cycle/Level</b>	National Qualification Framework – level 8, FQ-EHEA – cycle two, EQF-LLL – level 7
<b>Academic background</b>	Bachelor’s Degree
<b>Language (s) of instruction</b>	Ukrainian/ English
<b>Program duration</b>	Until 01.07.2027
<b>Educational program link</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 – Educational Program Aim</b>	
Development of general and specialty-related competencies for successful execution of economic, administrative and managerial, project, production and engineering activity in the area of tourism, recreation and resort business.	
<b>3 – Educational Program General Information</b>	
<b>Subject area (field of study, specialty and specialization)</b>	07 “Management and Administration” field of study 073 “Management” specialty “Tourist and Recreation Resort Management” specialization

<b>Educational program orientation</b>	Applied educational and professional program		
<b>Educational program and specialization goals and objectives</b>	<p>Specialized education in the field of tourism, 073  “Management” specialty  “Tourist and Recreation Resort Management” educational program (specialization)  <i>Key words:</i> travel company management, health tourism, innoving, production and engineering activity in the area of tourism, project management in tourism, quality management in tourism, strategic marketing in tourism, resort tour operating, international tourism, designing of hotels, resorts, travel destinations.</p>		
<b>Specific requirements</b>	<p>Production (pre-graduation) practice, learning several foreign languages; studying within the frames of the international mobility program for one term (including abroad); internship abroad.  The program is instructed both in the Ukrainian and in the English languages.</p>		
<b>4 – Career opportunities and further learning</b>			
<b>Career opportunities</b>	<p>Types and names of the economic activities the Masters are trained for:  <i>Types and names of the economic activities for the Masters (under the Classification of Economic Activity Types ДК 009:2010):</i></p> <table border="1" data-bbox="794 1391 1525 2063"> <tr> <td data-bbox="794 1391 874 2063"><u>79</u></td> <td data-bbox="882 1391 1525 2063"> <p>Activity of travel agencies, tour operators, other services, booking and the related activities.  <i>This section includes activity</i> of the agencies engaged in travel arrangement, transportation and accommodation of tourists and travelers in the temporary stay facilities, setup and conduction of tours offered by the travel agencies or independent agents like tour operators.  <i>In addition, this section includes</i> other activity types associated with travel services including booking. Travel guide activities and travel service promotions</p> </td> </tr> </table>	<u>79</u>	<p>Activity of travel agencies, tour operators, other services, booking and the related activities.  <i>This section includes activity</i> of the agencies engaged in travel arrangement, transportation and accommodation of tourists and travelers in the temporary stay facilities, setup and conduction of tours offered by the travel agencies or independent agents like tour operators.  <i>In addition, this section includes</i> other activity types associated with travel services including booking. Travel guide activities and travel service promotions</p>
<u>79</u>	<p>Activity of travel agencies, tour operators, other services, booking and the related activities.  <i>This section includes activity</i> of the agencies engaged in travel arrangement, transportation and accommodation of tourists and travelers in the temporary stay facilities, setup and conduction of tours offered by the travel agencies or independent agents like tour operators.  <i>In addition, this section includes</i> other activity types associated with travel services including booking. Travel guide activities and travel service promotions</p>		

are also included into this section.

<u>79.1</u>	Activity of travel agencies and tour operators.	
<u>79.9</u>	Other booking services and the related activities.	
<u>93</u>	Activity in the area of sports, recreation and entertainments.	
<u>93.2</u>	Recreation and entertainments. This group includes management of institutions and provision of services for various customer entertainment purposes. The group also encompasses the types of recreation and entertainment activities like amusement parks with amusement park rides, activities associated with organization of fairs and picnic places, etc.	
<u>93.21</u>	Operation of amusement park rides and theme parks	
<u>93.29</u>	Other types of recreation and entertainments	
<b><i>and occupational names (under the Occupational Classification ДК 009:2010)</i></b>		
1229.6	Heads of subunits in the area of culture, recreation and sports	
1229.7	Heads of other main subunits in other activity areas	
1238	Project and program managers	
1317	Managers of small companies without administrative staff in commercial service area	
1448	Managers (supervisors) of travel agencies and travel bureaus	
1492	Managers (supervisors) in the area of culture, recreation and sports	

	2481	Experts in tourism area
	2481.1	Research officers (tourism science, tour guidance)
	2481.2	Tourism scientists
	2483.1	Research officers (recreation and leisure study)
	2483.2	Experts in health resort area
<b>Further learning</b>	Master's Degree graduates in "Management" specialty may be admitted to the third education level (postgraduate study).	
<b>5 – Training and Assessment</b>		
<b>Teaching and learning</b>	Student-centered learning, self-learning, problem-oriented learning, learning in practice, etc.	
<b>Assessment</b>	Written examinations, practice credits, essays, presentations, project work, graduation papers and other types of work are assessed according according to	

	«Provisions for Evaluation Studying Results of Students and Postgraduate Students».
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### 6 – Program competencies

<b>Integral competency</b>	Ability to solve difficult problems and face challenges in the area of management or in course of study, including to conduct researches and/or introduce innovations in the context of uncertain conditions or requirements, in particular, <i>in the tourism and recreation industry</i> .
General competences (GC)	<p>GC1. Ability to conduct researches at the required level;</p> <p>GC2. Ability to communicate with the representatives of other professional groups of various levels (with the experts in other areas of knowledge/ economic activity types);</p> <p>GC3. Ability to use the information and communication technologies;</p> <p>GC4. Ability to motivate the people and move towards the joint goal;</p> <p>GC5. Ability to act based on the ethic reasoning (motives);</p> <p>GC6. Ability to generate new ideas (creativity);</p> <p>GC7. Abstract thinking, analysis and synthesis ability.</p>
Specialized (specialty-related) competencies (SC)	<p>SC1. Ability to select and use the managerial concepts, methods and tools, including consistently with the established goals and international standards;</p> <p>SC2. Ability to set the values, visions, mission, goals and criteria for the company to identify further areas of development, design and implement the corresponding plans and strategies;</p> <p>SC3. Ability to maintain lifelong learning and growth as well as ensure strong self-control;</p> <p>SC4. Ability to use and develop the company resources efficiently, in particular, <i>in the tourism and recreation industry</i>.</p> <p>SC5. Ability to initiate and encourage helpful communication in course of management;</p> <p>SC6. Ability to shape and manifest the leader qualities in course of staff management;</p> <p>SC7. Ability to design and manage projects, take initiative and go ahead, in particular, <i>in the tourism and recreation industry</i>;</p> <p>SC8. Ability to utilize psychological techniques in course of the staff management;</p> <p>SC9. Ability to analyze and sort out the company problems, make workable managerial decisions, and ensure their implementation, in particular, <i>in the tourism and recreation industry</i>.</p> <p>SC10. Ability to manage the company and its development, in particular, <i>in the tourism and recreation industry</i>;</p> <p>SC11. Ability to set the mission, substantiate the strategic goals, establish the strategic areas of development of companies and corporations, in particular, <i>in the tourism and recreation industry</i>;</p> <p>SC12. Ability to identify the objectives associated with implementation of the quality control system and its components in the tourism and recreation companies;</p> <p>SC13. Ability to setup and manage the tourism activities at the local and regional levels, in the travel destinations, in the tourism and recreation companies;</p> <p>SC14. Ability to utilize the theories and methods of innovative development</p>



*in tourism and recreation industry at various managerial levels.*

#### **7 – Program Results of the Education**

1. Critically analyze, choose and apply the relevant scientific, methodological and analytical tools of management in the unpredictable circumstances;
2. Identify the problems emerging in the company and substantiate the solutions, in particular, *in the tourism and recreation industry*;
3. Design efficient company management systems, in particular, *in the tourism and recreation industry*.
4. Approve and manage the projects, generate new business ideas, in particular, *in the tourism and recreation industry*;
5. Plan the company activities in the strategy and tactics section, in particular, *in the tourism and recreation industry*;
6. Be able to make, justify and implement the managerial decisions in the unpredictable conditions, taking into account the effective legislation requirements, ethics and social responsibility;
7. Setup and facilitate helpful communication inside the team, with the representatives of various professional groups, as well as in the international environment;
8. Use the specialized software and information systems to fulfill the company management objectives, in particular, *in the tourism and recreation industry*;
9. Be able to speak both native and foreign language in the professional and scientific environment;
10. Demonstrate leader qualities and ability to work as part of the team, interact with people, influence their behavior in order to achieve the professional goals;
11. Ensure personal professional development and be able to manage your own time;
12. Be able to delegate the authority and management of the company (unit), *in particular, in the tourism and recreation industry*;
13. Be able to plan and exercise the information, methodological, material, financial and staff support of the company (unit), in particular, *in the tourism and recreation industry*;
14. *Assess the influence of mega-, macro-, mesa-, microenvironments and develop the strategy governing development of companies and corporations, in particular, in the tourism and recreation industry*;
15. *Launch efficient quality control systems, in particular, in the tourism and recreation industry*;
16. *Execute the managerial functions based on the strategic marketing in order to satisfy the customer needs and ensure productive activity of companies, in particular, in the tourism and recreation industry*;
17. *Rate the travel service market, interpret the research results, design the regional programs and strategies of travel destination exploration*;
18. *Plan and arrange innovative activities, engineer and implement innovative projects, startups, product and technology innovations, in particular, in the tourism and recreation industry*;

#### **8 – Resource Support of the Program Implementation**

##### **Staff support**

The experts training the Masters in the “Tourism and Hospitality Management” educational program have to possess the expertise and

professional skills in the tourism and recreation area. For the problem-oriented lectures, both the domestic and the foreign practicing experts in the tourism and recreation industry are invited.

**Material support**  
 Computerized classroom of the travel business management  
 Tourism science classroom  
 Computerized classroom of hospitality  
 Computerized classroom of project design  
 Food technology laboratory  
 Catering laboratory  
 Beverage management and wine science laboratory  
 Computer-aided designing system laboratory  
 Laboratory of integrated systems of business process management  
 Heating and cooling equipment laboratory  
 VR-library  
 SMART-library

**Information and methodological support**  
 General scientific and specialized sources of travel and resort information, methodological and monographic literature, cartographic data sources, IT-technologies and platforms. Original researches of the university teaching staff.  
 Use of the virtual educational environment of Kyiv National University of Trade and Economics and the specialized software packages:  
 “Amadeus Selling Platform” sales platform  
 “Parus: Company” software package  
 “Samo-Tour” software package  
 “Google Earth” geospatial analysis program  
 “Statistica” statistical data analysis program  
 “Surfer Golden Software” surface mapping and spatial regression program  
 “Microcal Origin” graphing program  
 “MapInfo Pro 12.3” travel mapping program

### 9 - Academic Mobility

**National credit mobility** On the general grounds across the territory of Ukraine. Short-term education of the students completing the previous course in other higher education institutions of Ukraine.

**International credit mobility** Within the frames of “Erasmus+” EU program under the bilateral agreements between Kyiv National University of Trade and Economics and the higher education institutions of the partner states.

**Higher education for foreign citizens** Education may be provided to the foreign citizens whose Ukrainian/English level is at least B1.

## 2. List of Educational Program Components and Their Logical Order.

### 2.1. Educational Program Components

Code #	Educational Program Components (educational disciplines, term projects (papers), practical training, graduate paper)	Total Credits
1	2	3
<b>CC 1.</b>	Corporate management in tourism	6
<b>CC 2.</b>	Health tourism	6

<b>CC 3.</b>	Innovating in tourism	6
<b>CC 4.</b>	Strategic marketing in tourism	7.5
<b>CC 5.</b>	Travel destinations	7.5
<b>CC 6.</b>	Quality management in tourism	6
<b>CC 7.</b>	Project management in tourism	6
<b>Total credits for compulsory components:</b>		<b>45</b>
<b>OB 1</b>	Anti-crisis psychology	6
<b>OB 2</b>	Contractual law	6
<b>OB 3.</b>	Ecology Law	6
<b>OB 4</b>	Consumer Law	6
<b>OB 5</b>	Corporate law	6
<b>OB 6.</b>	Resort tour operating	6
<b>OB 7</b>	Scientific research methodology and organization	6
<b>OB 8</b>	International tourism	6
<b>OB 9</b>	Healthy nutrition	6
<b>OB 10</b>	Intellectual property	6
<b>OB 11</b>	Hotel and resort design	6
<b>OB 12</b>	Business psychology	6
<b>OB 13</b>	Organization of tourism	6
<b>OB 14</b>	Business process management	6
<b>OB 15</b>	Value-oriented management	6
<b>OB 16</b>	HR – management of hotels and restaurants	6
<b>OB 17</b>	Revenue management	6
<b>Total credits for optional components:</b>		<b>24</b>
<b>Total of the cycle</b>		<b>69</b>
<b>Worked-based practice</b>		<b>9</b>
<b>Certification</b>		
<b>Graduate qualification work</b>		<b>12</b>
<b>Graduate paper completion and defense</b>		
<b>Total of educational program</b>		<b>90</b>

### **3. Attestation Procedure**

Attestation is carried out in the form of Master's degree final paper public defense. The final qualifying paper is aimed at solving a specific and / or practical problem in the field of philology, which involves research and / or innovation and is characterized by uncertainty of conditions and requirements. The final qualification paper shall not contain academic plagiarism, fabrication and / or falsification. The final qualification paper should be made public on the website of the higher education institution / its subdivision or in the repository of the higher education institution.

#### 4.1. Matrix of compliance of program competences to the compulsory components of the educational program

Components / Competences	OK1	OK2	OK3	OK4	OK5	OK6	OK7
<b>3K1</b>	•	•	•	•	•	•	•
<b>3K2</b>	•				•	•	
<b>3K3</b>			•			•	
<b>3K4</b>	•						
<b>3K5</b>		•					•
<b>3K6</b>			•				
<b>3K7</b>				•		•	
<b>CK1</b>	•						•
<b>CK2</b>				•	•		
<b>CK3</b>							•
<b>CK4</b>						•	
<b>CK5</b>	•				•	•	
<b>CK6</b>	•					•	
<b>CK7</b>				•		•	
<b>CK8</b>		•			•		
<b>CK9</b>	•			•			
<b>CK10</b>	•	•		•			
<b>CK11</b>	•		•				
<b>CK12</b>							•
<b>CK13</b>		•		•			
<b>CK14</b>			•				

#### 4.2. Matrix of compliance of program competencies to the optional components of the educational program

Components / Competences	BK1	BK2	BK3	BK4	BK5	BK6	BK7	BK8	BK9	BK10	BK11	BK12	BK13	BK14	BK15	BK16	BK17
3K1	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
3K2	•	•		•	•	•			•			•		•		•	
3K3	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
3K4	•						•					•	•		•	•	•
3K5	•	•	•	•	•	•						•			•	•	
3K6				•			•	•	•	•	•		•			•	
3K7	•							•			•	•	•	•	•		•
CK1							•		•				•	•	•	•	•
CK2			•				•		•				•		•	•	•
CK3	•							•				•				•	
CK4							•			•	•		•	•	•	•	
CK5	•											•				•	
CK6	•											•			•	•	•
CK7							•	•	•	•	•		•				
CK8	•											•				•	
CK9													•		•	•	•
CK10													•		•	•	•
CK11						•							•				
CK12			•								•		•		•		
CK13							•				•						
CK14				•			•		•		•		•	•	•		

**5.1. Matrix of providing program learning outcomes with relevant compulsory components of the educational program**

<b>Components Program learning outcomes</b>	<b>OK1</b>	<b>OK2</b>	<b>OK3</b>	<b>OK4</b>	<b>OK5</b>	<b>OK6</b>	<b>OK7</b>
<b>1</b>						•	
<b>2</b>	•						•
<b>3</b>						•	
<b>4</b>		•	•	•		•	
<b>5</b>	•			•	•	•	
<b>6</b>	•					•	
<b>7</b>	•			•	•		
<b>8</b>			•			•	
<b>9</b>	•	•	•	•	•	•	•
<b>10</b>		•					•
<b>11</b>						•	
<b>12</b>	•						
<b>13</b>						•	
<b>14</b>	•			•			
<b>15</b>							•
<b>16</b>	•				•		
<b>17</b>				•			
<b>18</b>			•				

## 5.2. Matrix of providing program learning outcomes with relevant optional components of the educational program

Components / Program learning outcomes	BK1	BK2	BK3	BK4	BK5	BK6	BK7	BK8	BK9	BK10	BK11	BK12	BK13	BK14	BK15	BK16	BK17
1	•							•				•	•		•		
2													•	•		•	•
3													•				
4											•						
5													•		•		•
6	•	•	•	•	•	•	•		•								
7	•	•			•	•						•				•	
8							•		•		•		•	•			
9	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
10	•											•			•	•	•
11	•							•				•				•	
12		•				•						•	•		•		
13											•		•	•	•	•	•
14			•			•	•		•		•		•		•		•
15			•				•		•	•	•		•		•	•	
16							•		•						•		•
17							•	•	•								
18				•			•	•	•	•	•		•				



#### **4.1. Title. MANAGEMENT OF CORPORATIONS IN TOURISM.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** I.

**Lecturer, academic degree, position.** Kravtsov S.S. Candidate of Sciences (Public Administration) (has passed Internship in European Academia (Bolzano, Italy) within the EU TEMPUS Program.

**Learning outcomes.** The mastery of theoretical knowledge complex and practical skills concerning management of corporations in tourism. Development of the abilities and skills to use specific tools for corporate strategy formation and management of corporate associations.

**Compulsory disciplines studied before.** «Management», «Law», «Tourism Organisation».

**Course outline.** Preconditions for the formation and the essence of a corporate form of business organization. Models and international standards of management of corporations. Models and international standards of management of corporations. The external environment of corporations in tourism. Stakeholder management of corporations in tourism. Corporate social responsibility and corporate culture in tourism. The integrated corporate structure in tourism. Transnational corporations in tourism. Strategic management of corporations in tourism. Forming a development strategy of corporations in tourism. Peculiarities of the strategic development of resort enterprises.

**Recommended sources and other educational resources / means.**

1. Стратегічне управління корпораціями : навч. посібн. / О. М. Скібіцький, В. В. Матвеев, В. І. Щелкунов, С. М. Подреза. – К. : Центр учб. л-ри, 2016. – 480 с.
2. Босовська М. В. Інтеграційні процеси в туризмі : монографія / М. В. Босовська. – К. : КНЕУ, 2015 . – 831 с.
3. Mallin C.A. Corporate governance / Chris A. Mallin; 5th ed. – United Kingdom; New York, NY: Oxford University Press, 2016. – XXII, 417 p.

4. Tricker R. I. (Bob) Corporate Governance: Principles, Policies, and Practices / R.I. (Bob) Tricker; 3rd ed. – Oxford University Press, 2015. – 584 p.

5. James E. Post Redefining the Corporation: Stakeholder Management and Organizational Wealth. - Stanford Business Books), 2002. - 376 p.

**Planned learning activities and methods of education.** Combination of traditional and innovative methods of education with the use of technologies: thematic and problematic lectures, case study method, practical tasks with the use of information technologies, presentations, solving creative tasks, independent work of students.

**Methods of assessment:**

- formative assessment (testing, checking compendiums, situational tasks, analytical and creative tasks, defending individual and group projects);
- summative assessment (written exam).

**Learning and teaching language.** English.

**4.2. Title. HEALTH TOURISM.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** I.

**Lecturer, academic degree, position.** Hladkyi A.V., Doctor of Sciences (Geography), Professor.

**Learning outcomes.** The mastery of theoretical knowledge complex and practical skills concerning Health tourism. Development of the abilities and skills to use specific tools for Health tourism organization and development.

**Compulsory disciplines studied before.** Geography of Tourism, Ecology, Tourism Administration, Specialized Tourism, Recreology, Fundamentals of Spa Medicine Management.

**Course outline.** Theoretical Fundamentals of Health Tourism. Wellness and SPA Tourism. Eye Treatment and Ophthalmology Tourism. Fitness Tourism

Subject 5 Treatment of Drug Addiction in Health Tourism. Bone Marrow Transplantation, Rheumatology and Orthopedic Surgery in Health Tourism. Cancer Treatment in Health Tourism. Cardiology Health Tourism. Cosmetic Surgery and Dermatology in Health Tourism. Dentistry in Health Tourism

Subject 11. Family Medicine Tourism. Neurologic and Psychiatric Health Tourism. Pulmonology and Otolaryngology Health Tourism. Endocrinology and Gastroenterology in Health Tourism. Tourism for Immunology and Treatment of Infections. Sports Medicine Tourism. Development of Health Tourism in Europe and America. Development of Health Tourism in Asia and Middle East.

### **Recommended sources and other educational resources / means.**

1. Баєв В. В. Формування системи підготовки кадрів з медичного туризму в Україні [Текст] / В. В. Баєв // Інвестиції: практика та досвід. – Київ, 2015. – № 6. – С. 60-63.
2. Левченко А. Медичний туризм: лікуємо всіх [Текст] / А. Левченко // Український туризм. – Київ, 2017. – № 5. – С. 34-37.
3. Medical Tourism Magazine, Medical Tourism Association, February 2018.
4. Gahlinger, PM. The Medical Tourism Travel Guide: Your Complete Reference to Top-Quality, Low-Cost Dental, Cosmetic, Medical Care & Surgery Overseas. Sunrise River Press, 2008
5. Hannefeld, Johanna; Horsfall, Daniel; Lunt, Neil; Smith, Richard (24 October 2013). "Medical Tourism: A Cost or Benefit to the NHS?". PLOS One. 8: e70406. doi:10.1371/journal.pone.0070406. Retrieved 29 March 2016.
6. Mellor, William (19 November 2014). "Medical Tourists Flock to Thailand Spurring Post-Coup Economy". Bloomberg. Retrieved 19 February 2015.
7. Tompkins, Olga (2010). "Medical Tourism". AAOHN Journal. 58 (1): 40. doi:10.3928/08910162-20091223-04.

8. Medical tourism guide. – Health tourism. URL: <https://health-tourism.com>

**Planned learning activities and methods of education.** Combination of traditional and innovative methods of education with the use of technologies: thematic and problematic lectures, case study method, practical tasks with the use of information technologies, presentations, solving creative tasks, independent work of students, mapping, graphic design.

**Methods of assessment:**

- formative assessment (testing, checking compendiums, situational tasks, analytical and creative tasks, defending individual and group projects);
- summative assessment (written exam).

**Learning and teaching language.** English.

#### **4.3. Title. INNOVING IN TOURISM.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** I.

**Lecturer, academic degree, position.** Mykhailichenko G.I., Doctor of Sciences (Economics), professor.

**Learning outcomes.** The assimilation of knowledge in order to apply the theoretical aspects of innovation management in practice; ways to use innovative technologies in the field of tourism services; mastering the spectrum of knowledge about the latest technologies use din the hotel and restaurant service, the resort business and tourism; use of product an dtechnological innovations inenterprises; the development of knowledge about the arsenal of computer interms of information support of innovations in tourism; the use of methods to assess of economic efficiency of innovations.

**Compulsory disciplines studied before.** «Management of Tourism», «Organisation of Tourism», «Economy of Tourism», «Marketing of Tourism».

**Course outline.** Theories of innovative development in the knowledge about tourism. Innovative processes in tourism. State regulation of innovation. Creative technologies proactive management of innovative projects in tourism. Innovative tourism potential. Information innovative technologies in the processes of tourist services. Marketing innovations and innovations in marketing of tourism. Proving of innovations in tourism and legal support of innovation. Methods and models of innovative development of the tourist business. Financial and investment support for the introduction of innovative technologies in tourism.

**Recommended sources and other educational resources / means.**

1. Мазаракі, А. Інноваційна політика: підручник. [Текст]/ Мазаракі, А., Федулова Л., Андрощук Г. – К.: КНТЕУ, 2012р. – 604 с.
2. Михайличенко Г.І. Інноваційний розвиток туризму: монографія / Г.І. Михайличенко.- К.: Київ. Нац. торг.-екон. ун-т, 2012.- 608 с.
3. Salge, T.O. & Vera, A. (2012). "Benefiting from Public Sector Innovation: The Moderating Role of Customer and Learning Orientation". *Public Administration Review*, Vol. 72, Issue 4, - pp. 550–60.

**Planned learning activities and methods of education.** Combination of traditional and nontraditional methods of education with the use of innovative technologies:

- Lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures / binary lectures / dual lectures / lectures with prearranged errors).
- seminars (training / presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / work in groups / etc.).

**Methods of assessment:**

- formative assessment (oral tests / written tests; checking compendiums / presentations / projects / exercises / economic problems / situational tasks, etc.);
- summative assessment(written exam).

**Learning and teaching language.** English.

#### **4.4. Title. TOURISM DESTINATIONS MANAGEMENT.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** II.

**Lecturer, academic degree, position.** Zabaldina J.B., Candidate of Sciences (Economics), Associate Professor.

**Learning outcomes.** To acquire theoretical knowledge of tourism destinations creation and development and practical skills of effective destinations management in the dynamic social, natural, technological and economic environment.

**Compulsory disciplines studied before.** “Regional Economy”, “Information Systems and Technologies”, “Tourism Geography”, “Tourism Studies”, “State and Regional Management”, “Management and Administration”, “Organization of Tourism”, “Organization of the Hotel Industry”.

**Course outline.** Theoretical bases of tourism destinations formation and development. Methodology of Tourism Destinations Research. Tourism Destination Competitiveness. Management of Tourism Destinations visitors’ consumer behavior. Tourism Destinations Management. Tourism Destinations Marketing. Tourism Destination in the context of the Sustainable Development in Tourism.

**Recommended sources and other educational resources / means.**

1. Harrill, R. Destination Management: New Challenges, New Needs. In Handbook of Tourism Studies. Jamal, T. and Robinson, M. eds. Thousand Oaks, CA: Sage Publications. 2009.

2. Youcheng Wang, Abraham Pizam Tourism Destination Marketing and Management: Collaborative Strategies. – Cambridge : CAB International, 2011. – 370 p.

3. Vanhove N., The Economics of Tourism Destinations, Elsevier, 2010, Ткаченко Т.І. Сталий розвиток туризму: теорія, методологія, реалії бізнесу : монографія / Т.І. Ткаченко. - 2-ге вид., випр. Та доповн. - К. : Київ. нац. торг.-екон. ун-т, 2009. - 463 с.

4. Туристські дестинації (теорія, управління, брендінг) / Т.І.Ткаченко, С.В. Мельниченко, М.Г. Бойко, Г.І. Михайліченко, Н.І. Ведмідь, Ю.Б. Забалдіна та ін; за ред. А. А. Мазаракі. – К.: КНТЕУ, 2013.

**Planned learning activities and methods of education.** Combination of traditional and nontraditional methods of education with the use of innovative technologies:

-lectures (review lectures / consulting lectures / conference lectures / modulation lectures).

-seminars (training / presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / individual project task / etc.).

**Methods of assessment:**

- formative assessment (oral tests / written tests; checking compendiums / presentations / projects / exercises / economic problems / situational tasks, etc.);

- summative assessment (written exam).

**Learning and teaching language.** English.

**4.5. Title. STRATEGIC MARKETING.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** II.

**Lecturer, academic degree, position.** Sai Dariia, PhD, Associate professor at International Economic Relations Department.

**Learning outcomes.** To form a system of theoretical knowledge and practical skills in order to apply the tools of strategic marketing as a concept aimed at achieving competitive advantage, maintaining and increasing loyal consumers segment, formation of the target market to achieve the goal of economic activity in the face of uncertainty and changeable external environment.

**Compulsory disciplines studied before.** "Management", "Marketing", "Economy of hotels and restaurants", "Marketing Communications".

**Course outline.** Strategic Marketing Essence and Task. Theoretical and Applied Foundations of Marketing Strategy Development. Strategic Marketing Planning. Methodological Principles of Strategic and Marketing Analysis of the Enterprise. Company Marketing Environment. Corporate and Marketing Strategies Interconnection. Competitive Marketing Strategies. Marketing Segmentation Strategies. Marketing Targeting Strategies. Product Differentiation Strategies. Product Positioning Strategies. Marketing Business Portfolio Management.

**Recommended sources and other educational resources / means.**

1. Крикавський Є.В. Стратегічний маркетинг: Навчальний посібник / Є. В. Крикавський, Л. І. Третякова, Н. С. Косар. Львів: Видавництво Львівської політехніки: 2012. – 256 с.
2. Куденко Н.В. Маркетингові стратегії фірми / Н.В. Куденко. – К. : КНЕУ, 2010. – 246 с.
3. Пащук О. Маркетинг послуг. Стратегічний підхід / О. Пащук. – К. : Професіонал, 2012. – 560 с.
4. Andreasen A. Strategic Marketing for Non-Profit Organizations / A. Andreasen, P. Kotler. – Publisher : Prentice Hall, 2008. – 504 p.
5. David W. Cravens, N. Piercy Strategic Marketing. – Publisher : McGraw-Hill/Irwin, 2009. – 800 p.
6. Cravens D. Strategic Marketing / D. Cravens, N. Piercy. – Publisher : McGraw-Hill/Irwin, 2012. – 672 p.

**Planned learning activities and methods of education.** Combination of traditional and innovative methods of education with the use of technologies:



thematic and problematic lectures, case study method, practical tasks with the use of information technologies, presentations, solving creative tasks, independent work of students.

**Methods of assessment:**

- O – oral questioning; D – dispute; T – testing; PT – practical tasks.
- summative assessment (written exam).

**Learning and teaching language.** English.

**4.6. Title. PROJECT MANAGEMENT IN TOURISM.**

**Type.** Compulsory.

**Academic year.** 2022/2023.

**Semester.** III.

**Lecturer, academic degree, position.** Гладкий О. В.

**Learning outcomes.** Gaining by the students modern economic thinking, special knowledge in the sphere of Project Management, practical skills and defining the objectives of the Project and performance of its feasibility; examination of the Project; detection of the Project structure; determination of the size and grounding the way of investment; creation of the Project Team; determination of duration of the Project on the ground of works execution charts; estimation of resources; developing of the Project budget; evaluation of the Project risks; providing Project control.

**Compulsory disciplines studied before.** «Management of corporations in hotel, tourism and restaurant business», «International tourism», «Strategic marketing in hotel, tourism and restaurant business».

**Course outline.** Project Management in the system of management of organization. Project Feasibility. Planning the Project. Project Time Management. Project Resources Planning. Project Control. Project Risk Management. Project Quality Management. Project Team Management.

**Recommended sources and other educational resources / means.**

1. Kerzner, H. Project management. A systems approach to planning, scheduling and controlling. — New York, 2013. — 1243p.

2. Lock, D. Project Management, Gower Publishing, Eighth edition. – GB, 2014. – 511p.
3. Noordzij G. Project Management of Hotel Opening. - Processes Publisher: CreateSpace Independent Publishing Platform, 2014.- 184 p.
4. Dismore P. The AMA Handbook of Project Management / P. Dismore, I. Cabanis-Brewin .- American Management Association, 2012- 505 p.
5. Jack R. Meredith Project Management in Practice / Samuel J. Mantel, Scott M. Shafer, Margaret M. Sutton, Publisher: Wiley; 5 edition. - 2014 -336 p.

### **Planned learning activities and methods of education.**

Combination of traditional and nontraditional methods of education with the use of innovative technologies:

- lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures / binary lectures / dual lectures / lectures with prearranged errors).
- seminars (training / presentations / discussions / a communicating method / imitations / simulations / moderations / situations / brainstorming / case-studies / work in groups / etc.).

### **Methods of assessment:**

- formative assessment (oral tests / written tests; checking compendiums / presentations / projects / exercises / economic problems / situational tasks, etc.);
- summative assessment (written exam).

**Learning and teaching language.** English.

## **4.7. Title. QUALITY MANAGEMENT IN TOURISM.**

**Type.** Compulsory.

**Academic year.** 2022/2023.

**Semester.** III.

**Lecturer, academic degree, position.** T.P. Dupliak, Candidate of Sciences (Economics), Associate Professor

**Learning outcomes.** Theoretical knowledge and practical skills to manage service quality in tourism

**Compulsory disciplines studied before.** Tourism Organization

**Course outline.** Theoretical basis of service quality management. Concept of service quality management in tourism. Service quality management system. Marketing aspects of quality management in tourism. Customer-oriented staff in tourist service quality management. Service operations as objects of service quality management. Methods of service quality management. External system of service quality management in tourism. Service quality management in different tourism sectors. Efficiency of quality management in tourism.

**Recommended sources and other educational resources / means.**

1. Basic of Service Quality Management in Hospitality and Tourism / Pushpender Sing. – Centrum Press, 2012.

2. Fundamentals of Service Quality Management in Hospitality and Tourism / P.R. Saxena. – Anmol publications, 2014.

3. Service Quality Management in Hospitality, Tourism, and Leisure / Connie Mok, Beverley Sparks, Jay Kadampully. – Routledge, 2013.

**Planned learning activities and methods of education.** Lectures, seminars, workshops using informational technologies and active learning methods.

**Methods of assessment:**

- formative assessment (oral questioning / written tests / presentations / projects / situational tasks, etc.);
- summative assessment (written exam).

**Learning and teaching language.** English.

#### **4.8. Title. INTERNATIONAL TOURISM.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** I.

**Lecturer, academic degree, position.** T.P. Dupliak, Candidate of Sciences (Economics), Associate Professor

**Learning outcomes.** Theoretical knowledge and practical skills of research of international tourism market and organization of activity of transnational

tourism corporations and international hotel chains in the international and national market.

**Compulsory disciplines studied before.** Tourism Organization, Hotel Business

**Course outline.** Theoretical Basis and History of International Tourism. International Tourism Impacts. Indicators of International Tourism Development. Role of Government and Tourism Organizations in International Tourism. Transnationalization of Tourism Industry. Essence and Types of Transnational Corporations in Tourism. Corporate Governance Models of Transnational Tourism Corporations. International Hotel Chains as a Form of Transnational Corporations.

**Recommended sources and other educational resources / means.**

1. International Tourism and Hospitality in the Digital Age. Suresh Kumar, 2015. – 327 p.
2. International Tourism: Cultures and Behavior. [Yvette Reisinger](#). Elsevier, 2009. – 429 p.
3. International Tourism Management. [Arjun Kumar Bhatia](#). Sterling Publishers Pvt. Ltd, 2008. – 539 p.

**Planned learning activities and methods of education.** Lectures, seminars, workshops using informational technologies and active learning methods.

**Methods of assessment:**

- formative assessment (oral questioning / written tests / presentations / projects / situational tasks, etc.);
- summative assessment (written exam).

**Learning and teaching language.** English.

**4.9. Title. HEALTHY NUTRITION.**

**Type.** Optional.

**Academic year.** 2021/2022.

**Semester.** I.

**Lecturer, academic degree, position.** Fedorova D.V., Doctor of Technical Sciences, Associate Professor.

**Learning outcomes.** The mastery of theoretical and methodological knowledge and practical skills in the field of nutritiology, modern recommendations for improving healthy nutrition and consumption of basic and bioactive nutrients, the scientific principles of formation and characteristics of the clinical diets as well as competences to create an individual healthy diets for human, diets in medical institutions taking into account national and foreign experience. Development of the abilities and skills to use the of legislative and normative documentation in the field of healthy and clinical nutrition, create of individual diets of healthy nutrition for separate groups of people, clinical diets - in medical institutions.

**Compulsory disciplines studied before.** «Management», «Restaurant service».

**Course outline.** Section 1. Scientific fundamentals of the healthy nutrition. Human nutrition theories. Alternative types of nutrition and its psychosocial aspects. Water and mineral waters in healthy nutrition. General principles of the healthy nutrition and planning of the healthy diet. Nutrition mechanisms of acid-alkaline balance regulation in the human body. Alimentary correction of dysbiotic states in the human body. Correction of nutrition at the alimentary-deficient conditions. Nutrition for the elder persons. Section 2. Medical nutrition therapy for chronic diseases. Medical nutrition therapy for chronic diseases of the digestive system. Medical nutrition therapy for diseases of liver, pancreas and biliary system. Medical nutrition therapy for diseases of the cardiovascular system. Medical nutrition therapy for chronic kidney disease. Medical nutrition therapy for diseases of diabetes, obesity, metabolic syndrome. Experience in clinical nutrition of patients in medical institutions in the USA, Germany, the UK and other countries.

**Recommended sources and other educational resources / means.**

1. Codex Alimentarius Standards [Электронный ресурс]. – Available from: <http://www.fao.org/fao-who-codexalimentarius/standards>.

2. *Оздоровче харчування: навч. посіб. / за ред. докт. мед. наук, проф. П.О. Карпенка. – К.: Київ. нац. торг.- екон. ун-т, 2019. - 627 с.*
3. *Functional Foods and Chronic Diseases: Science and Practice (Volume 8)/ Danik M. Martirosyan// Food Science Publisher. – 2011. – 412 p.*
4. *Earl Mindell's New Vitamin Bible. Grand Central Life & Style; Revised, Updated ed. Edition (February 1, 2011). - 608 p.*
5. *William W Li MD. Eat to Beat Disease: The New Science of How Your Body Can Heal Itself. Grand Central Publishing; 1st Edition (March 19, 2019). March 19, 2019. 496 p.*

**Planned learning activities and methods of education.** Combination of traditional and innovative methods of education with the use of technologies: thematic and problematic lectures, case study method, practical tasks with the use of information technologies, presentations, solving creative tasks, independent work of students.

**Methods of assessment:**

- formative assessment (testing, checking compendiums, situational tasks, creative tasks, defending individual and group projects);
- summative assessment (written exam).

**Learning and teaching language.** English.

**4.10. Title. INTELLECTUAL PROPERTY.**

**Type.** Compulsory.

**Academic year.** 2021/2022.

**Semester.** II.

**Lecturer, academic degree, position.** Мазаракі Н. А.

**Learning outcomes.** Formation of a complex of theoretical knowledge on intellectual property as a determining economic and legal category of the information society.

**Compulsory disciplines studied before.** "Law", "Business law".

**Course outline.** The concept of intellectual property, objects and subjects of intellectual property. The concept, principles and sources of copyright; objects and subjects of copyright; personal property and non-property rights to works of literature, art and science; collective management of copyright; responsibility for copyright infringement. Legal protection of related rights. The concept and conditions of legal protection of inventions, utility models, industrial designs. Legal protection of non-traditional results of intellectual property. Legal protection of means of individualization of subjects of economic turnover, goods, works and services. The concept and legal protection of commercial (brand) names, trademarks and geographical values. Protection against unfair competition. Liability for infringement of intellectual property rights.

**Recommended sources and other educational resources / means.**

1. Алієва-Барановська В. Організаційно-правові засади охорони інтелектуальної власності в Україні / В. Алієва-Барановська // Юридична Україна : щомісячний правовий часопис. – 2017. – № 4. – С. 49–57.
2. Бошицький Ю.Л. Правове регулювання службового винахідництва: проблеми теорії та практики / Ю.Л. Бошицький, М.М. Яшарова. – Київ : Вид-во Європ. ун-ту, 2012.
3. Інтелектуальна власність: навч. посіб. /Г.М. Остапович, О.М. Стороженко, Г.В. Уманців, О.В. Фоміна. – Київ : Київ. нац. торг.-екон. ун-т, 2012.
4. Право інтелектуальної власності : підручник. / О.І. Харитонова, Є.О. Харитонов, Т.С. Ківалова, В.С. Дмитришин, О.О. Кулініч, Л.Д. Романадзе та ін. за заг. ред. О.І. Харитонової, – К.: Юрінком Інтер., 2017. – 544 с.

5. Костенко І. Інтелектуальна власність очима малого та середнього бізнесу Європейського Союзу / І. Костенко // Інтелектуальна власність в Україні. – 2016. – № 6. – С. 4–7.

**Planned learning activities and methods of education.** Combination of traditional and nontraditional methods of education with the use of innovative technologies:

- lectures (review lectures / thematic lectures);
- seminars.

**Methods of assessment:**

- formative assessment (oral tests / written tests / presentations / projects / situational tasks, etc.);
- summative assessment (written exam).

**Learning and teaching language.** English.

#### **4.11. Title. PSYCHOLOGY OF BUSINESS.**

**Type.** Compulsory.

**Academic year.** 2022/2023.

**Semester.** III.

**Lecturer, academic degree, position.** Yu.V Drozdova. Candidate of Sciences (Psychology), Associate Professor (Department of Foreign Philology and Translation).

**Learning outcomes.** Knowledge of psychological sources, factors, mechanisms and patterns of business development as a system; basic methods and techniques of psychological training for businessman; potential psychological foundations of businessman; such success factors as behavior, motivation, organizational skills, ethics; personal limits that reduce efficiency. Ability to analyze business as organization, activity and social institution; determine business impact on social and professional development of the individual.

**Compulsory disciplines studied before.** «Psychology», «Philosophy», «Social Psychology», «Management Psychology».



**Course outline.** Business Psychology as a branch of Psychology. Psychological characteristics of business. Psychological problems of business management. Psychological characteristics of professional businessman competencies and recruitment. Psychological features of successful business activity. Communication processes in entrepreneur activity. Psychological technique of personal businessman activity. The role of psychotechnologies in business.

**Recommended sources and other educational resources / means.**

1. Іпатов Е.Ф., Левківський К.М., Павловський В.В. Психологія управління в бізнесі. / Іпатов Е.Ф., Левківський К.М., Павловський В.В. - Х.; К.: НМЦВО, 2010. – 320 с.
2. Grant P. Business Psychology in Action/ P. Grant - Agency Publisher: The Assosiation for Business Psychology, 2016.-200 pp.
3. Biggs D. Management Consulting: A guide for students/ D. Biggs-London: Cengage Learning, 2012.-186 pp.
4. McKenna E. Business Psychology and Organizational Behaviour: A students handbook/E.Mckenna-Agency Publisher: Psychological Press, 2010.-698 pp.
5. Grant P. Business Psychology in Practice/ P. Grant - Agency Publisher: Whurr Publishers, 2011.-245 pp.
6. Passmore J. Top Business Pychoplogy models/ J. Passmore-London:Kogan Page, 2012.-224 pp.

**Planned learning activities and methods of education.** Combination of traditional and nontraditional methods of education with the use of innovative technologies:

- lectures (review lectures / thematic lectures / problematic lectures / consulting lectures / conference lectures);
- seminars (training / presentations / discussions/ work in groups / case study/ brainstorming).

**Methods of assessment:**

- formative assessment (oral tests / written tests / presentations / projects / situational tasks, etc.);

- summative assessment (written exam).

**Learning and teaching language. English.**