

EDUCATIONAL PROFESSIONAL PROGRAM
TRAVEL BUSINESS

Level of higher education first (bachelor's)

Degree of higher education Bachelor's degree

Field of knowledge 07 Management and administration

Specialty 073 Management

Qualification Bachelor of Management

Kyiv 2021

1. Profile of the educational-professional program Management

1 – General information	
Full name of the institution of higher education and structural unit	Kyiv National University of Technologies and Design. Department of Management and Public Administration.
Higher education degree and qualification in the original language	The level of higher education is the first (bachelor's). Degree of higher education - bachelor. Field of knowledge - 07 Management and administration. Specialty - 073 Management.
Type of diploma and scope of educational and professional program	Bachelor's degree, single, 240/180 ECTS credits for a reduced period of study.
Availability of accreditation	Certificate № 11007960 dated February 25, 2019 valid until July 1, 2024.
Cycle / level	The National Qualifications Framework of Ukraine is the sixth level
Prerequisites	Complete general secondary education, professional higher education or junior bachelor's degree (junior specialist). According to the Standard of Higher Education in the specialty based on the degree of junior bachelor (OQR of the junior specialist), the University recognizes and recalculates ECTS credits received within the previous educational program of junior bachelor (junior specialist).
Language	English
Term of the educational program	Until July 1, 2024.
Internet address of the permanent placement of the description of the educational program	https://knutd.edu.ua/ekts
2 – The purpose of the educational and professional program	
<p>The goal is to train specialists who have deep knowledge, as well as basic and professional competencies in the field of management and administration, in particular in the area of tourism business; can identify and solve complex, specialized problems and practical problems in the management of organizations based on the development of their intellectual capabilities and will be competitive in national and international labor markets.</p> <p>The main objectives of the program are:</p> <p>Training of specialists capable of solving practical problems and complex specialized tasks, characterized by complexity and uncertainty of conditions in the field of management of organizations and their departments.</p> <p>Formation of a theoretical basis for understanding the patterns of development of the business environment, the formation of practical skills for the development of management decisions on enterprise development policy and ensuring their competitiveness.</p> <p>Orientation of applicants for self-development and self-improvement in the field of professional activity.</p>	

3 – Characteristics of educational and professional programs

Subject area	<p>The program is focused on the formation of applicants for competencies to acquire deep knowledge, skills, and abilities in the specialty.</p> <p>Compulsory educational components – 75%, of which: disciplines of general training – 30%, vocational training – 44%, practical training – 13%, learning a foreign language – 13%. Disciplines of free choice of students – 25% are selected from the university catalog in accordance with the approved procedure at the University.</p> <p>Object of study: management of organizations with an emphasis on companies in the tourism industry.</p> <p>Theoretical content of the subject area: paradigms, laws, patterns, principles, historical prerequisites for management development; concepts of system, situational, adaptive, anticipative, anti-crisis, innovation, project management, etc.; functions, methods, technologies and management decisions in management.</p> <p>Methods, techniques, and technologies: general scientific and specific research methods (calculation-analytical, economic-statistical, economic-mathematical, expert evaluation, factual, sociological, documentary, balance sheet, etc.); methods of realization of management functions (methods of marketing researches; methods of economic diagnostics; methods of forecasting and planning; methods of designing of organizational structures of management; methods of motivation; methods of control; methods of estimation of social, organizational and economic efficiency in management, etc.). Methods of management (administrative, economic, socio-psychological, technological); technologies for substantiation of management decisions (economic analysis, simulation modeling, decision tree, etc.).</p> <p>Tools and equipment: modern information and communication equipment, information systems and software products used in management.</p>
Orientation of the educational program	Educational and professional program for bachelor's degree.
The main focus of the educational program	<p>The program is focused on the formation of applicants for competencies to acquire deep knowledge, skills, and abilities in the specialty 073 Management. Emphasis is placed on the building and development of professional competencies in the field of tourism.</p> <p>Practical focus on deep special training of modern specialists in tourism, enterprising and quickly adapting to the modern business environment.</p>
Features of the educational program	<p>Forms specialists with a new promising way of thinking, able to apply existing methods of organizing tourist activities and improve them based on modern achievements.</p> <p>Educational activities are carried out in close cooperation with enterprises (institutions, establishments, organizations) of the region's tourism sector to provide students with practical skills in the field of tourism and implementation of scientific and practical developments in the tourism market.</p> <p>Performed in an active research environment, is mobile on the program "Double Diploma". The program is taught in Ukrainian, some educational components of the program are taught in English.</p>

4 – Suitability of graduates for employment and further study		
Suitability for employment	<p>The graduate is suitable for employment in organizations and institutions operating within all major economic activities (mining and processing industry, construction, agriculture, financial activities, etc.), as well as organizations and institutions working in the tourism business, namely: in tour operators, travel agencies, travel companies, small and medium enterprises of tourist services; in travel agencies of any organizational and legal form.</p> <p>The specialist may hold primary positions: manager (manager) of administrative activities; personnel manager (manager); manager (manager) for regional development; supply manager; head of the government body of public administration; head of the enterprise (institution, organization); head of the structural unit - chief specialist. Directly in the field of tourism business are the following positions: junior specialist and specialist in the fields of operational management (logistics), sales and marketing, personnel management; positions related to the implementation of specific management functions (administrator; deputy head of a travel agency; consultant for the organization of tourism activities; specialist-analyst in the study of the market of tourist services; manager for the development of tourist routes; manager for advertising; specialist in marketing methods tourism products; public relations manager; personnel manager).</p>	
Further training	Opportunity to study according to the educational-scientific or educational-professional program of the second (master's) level of higher education.	
5 – Teaching and assessment		
Teaching and learning	<p>Student-centered and problem-oriented learning, learning through educational, industrial, undergraduate practice and self-study are used. The system of teaching methods is based on the principles of purposefulness, binary - active direct participation of research and teaching staff and students of higher education.</p> <p>Forms of organization of the educational process: lecture; seminar, practical, laboratory classes; practical training; individual work; consultations; development of professional projects (works).</p>	
Evaluation	Oral and written exams, essays, presentations, reports, tests, term papers (project) work.	
6 – Program competencies		
Integral competence (IC)	The ability to solve complex specialized problems and practical problems, which are characterized by complexity and uncertainty of conditions, in the field of management or in the learning process, which involves the application of theories and methods of social and behavioral sciences.	
General Competences (GC)	GC 1	Ability to realize their rights and responsibilities as a member of society, to realize the values of civil (democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms.
	GC 2	Ability to preserve and multiply moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society, and in the development of society, techniques, and technologies for active recreation and leading a healthy lifestyle.
	GC 3	Ability to abstract thinking, analysis, synthesis.

	GC 4	Ability to apply knowledge in practical situations.
	GC 5	Knowledge and understanding of the subject area and understanding
	GC 6	Ability to communicate in the state language both orally and in writing.
	GC 7	Ability to communicate in a foreign language.
	GC 8	Skills in the use of information and communication technologies.
	GC 9	Ability to learn and master modern knowledge.
	GC 10	Ability to conduct research at the appropriate level.
	GC 11	Ability to adapt and act in a new situation.
	GC 12	Ability to generate new ideas (creativity).
	GC 13	Appreciation and respect for diversity and multiculturalism.
	GC 14	Ability to work in an international context.
	GC 15	Ability to act based on ethical considerations (motives).
Professional competencies (PC)	PC 1	Ability to identify and describe the characteristics of the organization.
	PC 2	Ability to analyze the results of the organization, to compare them with the factors of external and internal environment.
	PC 3	Ability to determine the prospects for the development of the organization
	PC 4	Ability to identify functional areas of the organization and the relationships between them.
	PC 5	Ability to manage the organization and its departments through the implementation of management functions.
	PC 6	Ability to act socially responsibly and consciously.
	PC 7	Ability to choose and use modern management tools.
	PC 8	Ability to plan and manage time.
	PC 9	Ability to work in a team and establish interpersonal interaction in solving professional problems.
	PC 10	Ability to assess and ensure the quality of work performed, motivate the staff of the organization.
	PC 11	Ability to create and organize effective communications in the management process.
	PC 12	Ability to analyze and structure the problems of the organization, to form sound decisions.
	PC 13	To understand the principles of law and use them in professional activities.
	PC 14	To understand the principles of psychology and use them in professional activities.
	PC 15	Ability to form and demonstrate leadership qualities and behavioral skills.
	PC 16	Understanding of principles, processes and technologies of organization of work of the subject of the tourist industry and its subsystems.
	PC 17	Ability to develop, promote, sell and organize the consumption of a tourist product.
	PC 18	Ability to analyze the recreational and tourist potential of the territories.
	PC 19	Understanding current trends and regional priorities for tourism development in general and its individual forms and types.
	PC 20	Ability to work with documentation and perform settlement operations by a tourism business entity.

7 – Program learning outcomes	
Knowledge and understanding:	
PrLO 1	Know their rights and responsibilities as a member of society, be aware of the values of civil society, the rule of law, human and civil rights and freedoms in the country.
PrLO 2	Know, understand and be able to use in practice the basic provisions of tourism legislation, national and international standards for tourist services.
PrLO 3	Know and understand the basic forms and types of tourism, their division.
Application of knowledge and understanding (skills):	
PrLO 4	To demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.
PrLO 5	To demonstrate the ability to act socially responsibly and socially consciously on the basis of ethical considerations (motives), respect for diversity and interculturalism.
PrLO 6	Preserve moral, cultural, scientific values and increase the achievements of society, use different types and forms of physical activity to lead a healthy lifestyle.
PrLO 7	To demonstrate skills to identify problems and justify management decisions.
PrLO 8	To describe the content of the functional areas of the organization.
PrLO 9	To identify skills of search, collection and analysis of information, calculation of indicators to justify management decisions.
PrLO 10	To demonstrate organizational design skills.
PrLO 11	To apply management methods to ensure the effectiveness of the organization.
PrLO 12	To demonstrate skills of interaction, leadership, teamwork.
PrLO 13	Have the skills to justify effective tools to motivate staff organizations.
PrLO 14	Assess the legal, social and economic consequences of the organization.
PrLO 15	Perform research individually and / or in a group under the guidance of a leader.
PrLO 16	Demonstrate skills of independent work, flexible thinking, openness to
PrLO 17	Establish links with experts in tourism and other industries.
PrLO 18	Develop, promote and sell a tourism product.
Formation of judgments:	
PrLO 19	Communicate orally and in writing in state and foreign languages.
PrLO 20	Demonstrate skills of situation analysis and communication in various areas of the organization.
PrLO 21	Identify the causes of stress, adapt yourself and team members to stressful situation, find ways to neutralize it.
PrLO 22	Understand the principles, processes and technologies of the organization of the tourism business and its individual subsystems (administrative, managerial, socio-psychological, economic, technical and technological).
PrLO 23	Identify tourist documentation and be able to use it correctly.
8 – Resource support for program implementation	
Human resources	All scientific and pedagogical workers who provide educational and professional program qualification correspond to the profile and direction of the taught disciplines, have the necessary experience of pedagogical work and experience of practical work, confirmed level of scientific and professional activity that meets the requirements of licensing conditions. In the process of organizing training, professionals with experience in research / management / innovation / creative work and / or work in the specialty and foreign lecturers are involved.
Material and technical support	Logistics allows to fully ensure the educational process throughout the training cycle of the educational program: modern information and communication equipment, information systems and software products used in management. The condition of the premises is certified by sanitary and technical passports that comply with current regulations.

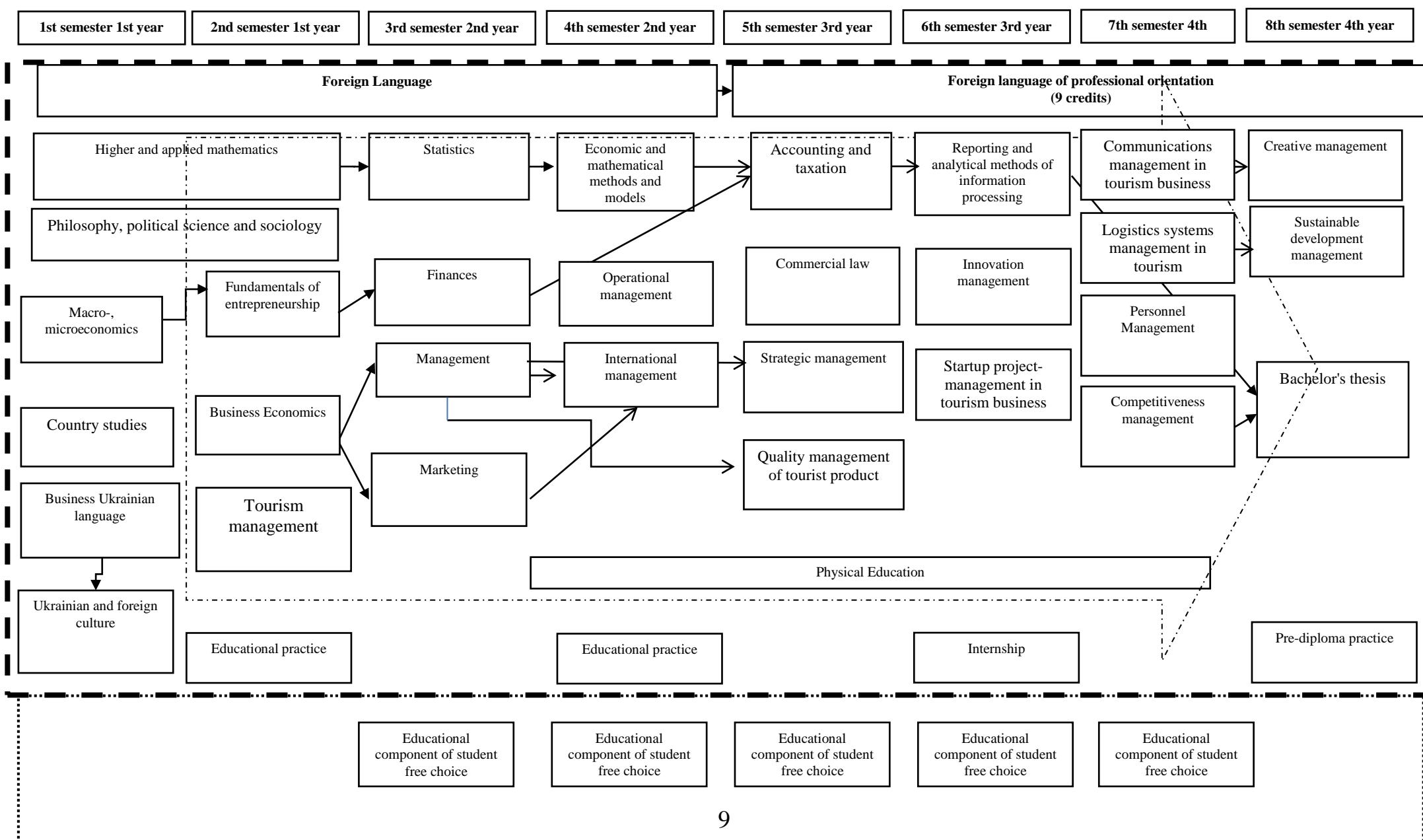
Information and training support	<p>The program is fully equipped with an educational and methodological complex of all components of the educational program, the availability of which is presented in the modular environment of the educational process of the University.</p> <p>The official website http://www.knutd.edu.ua contains information about educational programs, educational, scientific and educational activities, structural units, rules of admission, contacts.</p> <p>Materials of educational and methodical providing of the educational and professional program are stated on the modular environment of educational process http://msnp.knutd.edu.ua.</p> <p>The reading room is equipped with wireless Internet access. All library resources are available through the university library website: http://biblio.co.ua/ and the institutional depository https://er.knutd.edu.ua/</p> <p>Free access through the KNUTD website to the databases of professional periodicals (including in English) is provided by the participation of the university library in the ElibUkr consortium.</p>
9 – Academic mobility	
National mobility credit	Provides for the possibility of academic mobility in some components of the educational and professional program, providing the acquisition of general and professional competencies.
International mobility credit	The program develops prospects for participation in international projects and programs of international academic mobility of all participants in the educational process.
Training of foreign applicants for higher education	Training of foreign applicants for higher education is carried out according to accredited educational programs.

2. The list of components of the educational-professional program and their logical sequence

2.1 List of components of the educational-professional program of the first (bachelor's) level of higher education

Code of educational components	Components of the educational-professional program (academic disciplines, term papers, practices, qualification work)	Number of credits	Form of final control
Required components of the educational program			
General training cycle			
EC 1	Foreign Language (english , german , france)	12	examination
EC 2	Business Ukrainian language	3	test
EC 3	Philosophy, political science and sociology	6	examination
EC 4	Ukrainian and foreign culture	3	test
EC 5	Foreign language of professional orientation	12	examination
EC 6	Higher and applied mathematics	9	examination
EC 7	Physical Education	3/9*	test
Total from the cycle		48	
Cycle of professional training			
EC 8	Country studies	3	examination
EC 9	Macro-, microeconomics	6	examination
EC 10	Fundamentals of entrepreneurship	6	test
EC 11	Business Economics	3	examination
EC 12	Tourism management	6	examination
EC 13	Statistics	3	examination
EC 14	Finances	3	examination
EC 15	Management	6	examination
EC 16	Marketing	3	examination
EC 17	Economic and mathematical methods and models	3	examination
EC 18	International management	3	examination
EC 19	Operational management	3	examination
EC 20	Accounting and taxation	6	examination
EC 21	Strategic management	3	examination
EC 22	Quality management of tourist products	3	examination
EC 23	Commercial law	3	examination
EC 24	Reporting and analytical methods of information processing	3	examination
EC 25	Innovation management	3	examination
EC 26	Communications management in tourism business	3	examination
EC 27	Startup project-management in tourism business	3	examination
EC 28	Competitiveness management	3	examination
EC 29	Logistics systems management in tourism	6	examination
EC 30	Personnel Management	3	test
EC 31	Creative management	3	examination
EC 32	Sustainable development management	6	examination
EC 33	Educational practice	12	test
EC 34	Internship	6	test
EC 35	Pre-diploma practice	6	test
EC 36	Bachelor's thesis	12	attestation
Total from the cycle		132	
The total amount of required components		180	
Selective components of OP			
ECFC	Educational components of free choice of the student	60	test
The total amount of sample components		60	
TOTAL VOLUME OF THE EDUCATIONAL PROFESSIONAL PROGRAM		240	

2.2 Structural and logical scheme of the educational and professional program Management in the specialty 073 Management



3. Form of certification of applicants for higher education

Form of certification of applicants for higher education	Certification is carried out in the form of public defence of the bachelor's thesis.
Higher education document	Bachelor's degree with the educational qualification of Bachelor of Management.

4. Matrix of correspondence of program competencies to the components of the educational-professional program

ШИФР	GC 1	GC 2	GC 3	GC 4	GC 5	GC 6	GC 7	GC 8	GC 9	GC 10	GC 11	GC 12	GC 13	GC 14	GC 15	PC 1	PC 2	PC 3	PC 4	PC 5	PC 6	PC 7	PC 8	PC 9	PC 10	PC 11	PC 12	PC 13	PC 14	PC 15
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EC 36			+	+	+	+		+	+	+		+				+	+	+	+			+						+		

5. Matrix for providing program learning outcomes with relevant components of the educational-professional program

ШИФР	PRLO1	PRLO2	PRLO3	PRLO4	PRLO5	PRLO6	PRLO7	PRLO8	PRLO9	PRLO10	PRLO11	PRLO12	PRLO13	PRLO14	PRLO15	PRLO16	PRLO17
EC 1												+					
EC 2												+					
EC 3	+		+														
EC 4			+	+													
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EC 6							+								+		
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EC 36			+	+	+	+	+	+		+		+				+	+