

## **EDUCATIONAL PROGRAM «HOSPITALITY MANAGEMENT AND BUSINESS ADMINISTRATION»**

### **PURPOSE OF THE EDUCATIONAL PROGRAM**

Training of management and business administration specialists in the field of hospitality, including practical skills to effectively manage the hotel, restaurant and tourism business entities or their structural units, solve management problems and tasks in the hospitality industry in multidisciplinary contexts; develop and implement strategies and programs for the development of enterprises and corporations in the field of hospitality; apply innovative theories, methods, techniques and technologies of management and business administration; to form an effective team, to make effective management decisions; initiate and implement business projects in the field of hospitality.

### **EMPLOYMENT OPPORTUNITIES**

Universal managers, managers (top and middle management), business consultants, business owners (hotel, restaurant, spa and tourism business), business process administration, consulting services for strategy development, administration of business development projects, personnel manager and training, business development manager.

### **PARTNERS OF THE EDUCATIONAL PROGRAM INVOLVED IN THE FORMATION OF THE CONTENT OF LEARNING AND PRACTICAL TRAINING**

Leading domestic and international hotel operators and restaurant chains: hotels of international and Ukrainian brands: «Fairmont», «Hilton», «Holiday Inn Kiev», «Hyatt Regency Kyiv», «Ibis Kiev City», «InterContinental», «Radisson Blu», «Ramada Encore», «Onepa», design hotel «11 Mirrors», apart-hotel «Senator», «Premier International», «Ribas hotels group», «Reikartz Hotel Group». Hotel and restaurant complexes: "Selfish club", "Trypillya Sun", including hotels and restaurants Slovakia, Bulgaria, Italy, Greece. Internship bases and practices: international hotel and restaurant chains of Ukraine, Bulgaria, Turkey, Slovakia, Croatia, Italy, France, UAE, etc.

### **DISCIPLINES OF THE EDUCATIONAL PROGRAM**

"Innovative and startup hospitality management", "Strategic hospitality management", "HR-management of hotels and restaurants", "Quality management in the hospitality industry", "Business process modeling", "Revenue management", "Legal security of corporate security", "Crisis Psychology", "Brand Management", "Innovative restaurant technologies", "Resort touring", "Concepts and restaurant creatine", "Consumer law", "Behavior of consumers of hospitality services", "Digital marketing technologies", "Strategic" marketing in the hotel and restaurant business ", "Luxury Service Management "

### **COMPETITIVE ADVANTAGES**

- Unique interdisciplinary educational program based on an innovative model of education.
- Is among the top three most popular and highly paid professions in the world
- Paid international internships and internships.
- Involvement of scientists, representatives of business elites of national and international business in the educational process.
- Innovative and digital learning technologies (modern classrooms and laboratories with specialized equipment and digital equipment, smart library, coworking, hubs).
- Individual educational trajectory of learning (over 3000 elective subjects).
- Dual education, blended education, non-formal education.
- International mobility and double diplomacy.
- A combination of education, science, sports and leisure.
- Comfortable new infrastructure, modern new campus, innovative material and technical base (new student hotel with sports complex, hairdresser, cinema and dance studio, congress center, meeting rooms, conference halls, cafes, cafeterias and dining rooms)..

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