

**EDUCATIONAL PROGRAM**  
**European credit transfer system (ECTS)**

<b>Sphere of knowledge</b>	<b>07 MANAGEMENT AND ADMINISTRATION</b>
<b>Specialty</b>	<b>073 MANAGEMENT</b>
<b>Specialization</b>	<b>«LUXURY MANAGEMENT AND MARKETING»</b>
<b>Educational program</b>	<b>«LUXURY MANAGEMENT AND MARKETING»</b>
<b>Qualification</b>	<b>MASTER DEGREE</b>

**Kyiv 2021**

### 3. Educational Program.

Project team leader (Head of Educational Program) –  
**Bosovska M.V.** - Professor, Doctor of Economics, Professor of Department  
of Hotel and Restaurant Business.

<b>1 – General information</b>	
<b>Full name of IHE and structural unit</b>	Kyiv National University of Trade and Economics Faculty of Restaurant, Hotel and Tourism Business Department of Hotel and Restaurant Business
<b>Level of higher education and qualification name in the original language</b>	Level of higher education Master degree specialty «Management» specialization «Luxury Management and Marketing»
<b>Program official name</b>	«Luxury Management»
<b>Diploma type and scale of the program</b>	Qualification Title Master degree, unitary, 90 program credits ECTS duration of study 1 year 4 months
<b>Accreditation</b>	Ministry of Education and Science of Ukraine, till 01.07.2022
<b>Cycle/Level</b>	NQF of Ukraine – 7 level, FQ-EHEA – the second cycle, EQF-LLL–7 level
<b>Preconditions</b>	Bachelor degree
<b>Languages of instruction</b>	Ukrainian
<b>Program duration</b>	till 01.07.2022
<b>Internet address for permanent placement of the program description</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 – Educational program aim</b>	
Training of specialists capable of identifying and solving complex tasks and problems in the field of management or in the learning process, involving researches and / or innovations and characterized by uncertainty of conditions and requirements, <i>in particular management of premium businesses in Luxury market-- services</i>	
<b>3 - Educational program characteristics</b>	
<b>Subject area (sphere of knowledge, speciality and specialization)</b>	Sphere of knowledge 07 «Management and Administration», specialty 073 «Management» specialization «Luxury Management and Marketing»
<b>Educational program orientation</b>	Academic, educational and professional, applied
<b>Main focus of the educational program and specialization</b>	Focusing on the implementation of educational trajectories with applied, research, scientific-practical and scientific-pedagogical bias. Special education and professional training to solve professional and scientific tasks to solve professional and scientific problems of management of economic Luxury-subjects and their activities, providing services and premium goods to VIP-consumers on the basis of acquaintance with fundamental and interfunctional processes Luxury consumer segment in Ukraine and abroad. Acquisition of experience in forming management decisions to

	<p>develop and implement a strategy for the development of luxury business entities and the formation of VIP-customer service to meet the demand for luxury hospitality services and luxury goods, the ability to analyze, synthesize and critically interpret information on luxury real estate, the ability to demonstrate creativity when developing the concepts of haute cuisine on the basis of complex scientific methods, acquiring the necessary research skills for a scientific career.</p> <p>Keywords: luxury, management, administration, marketing, luxury-management, luxury-marketing, servicing, service, utility, hotel, restaurant, retail, tourism, luxury goods, luxury real estate, VIP-consumer, Lux-service, premium segments, concept, investment, design, architecture, staff, business, economy, efficiency.</p>
<b>Features of the program</b>	<p>Interdisciplinary and multidisciplinary training of professionals in the organizational management, in particular in the field of service Luxury consumer segments based on the the results of management, marketing, service, technology, commodity acquisition, economic skills to substantiate and mobilize resources to meet the needs of VIP-consumers, following to the commercial interests of service process participants and business entities.</p> <p>Annual passing of practice and traineeship abroad with obtaining certificates. Interactive outsourced practical classes. Involvement of foreign scientists and practitioners of hotel business in the educational process</p>
<b>4 – Graduate employability and further learning</b>	
<b>Employability</b>	<p>SC 003:2010 National classifier of Ukraine. Classifier of professions.</p> <p>12 Heads of enterprises, institutions and organizations 13 Managers of small enterprises without management staff 14 Managers (managing directors) of enterprises, institutions, organizations and their subdivisions 1455 Managers in hotels and other places 1456 Manager (managing directors) of food security systems 1456.1 Managers (managing directors) in restaurants 1456.2 Managers (managing directors) in cafes, bars, canteens 1456.3 Managers (managing directors) at enterprises that prepare and deliver prepared meals 1225 Heads of production units in restaurants, hotels and other places 248. Experts in the field of tourism, hotel, restaurant and sanatorium business: 2482 Experts in the hotel and restaurant business 2483 Experts in the field of sanatorium and resort business: 2483.1 Research officers (recreation) 2483.2 Sanatorium experts 2471 Quality control experts 2482.2 Hospitality specialist (hotels, tourist complexes, etc.) 2482.2 Hotel specialist 2482.2 Restaurant specialist 3414 Tourist service specialist 3414 Leisure specialist 3414 Specialist in rural tourism development</p>

	<p>2320 Secondary school teachers  2310.2 Other lecturers of universities and institutions of higher education  2351.1 Research officers (teaching methods)  2359.1 Other research officers in the field of education  2359.2 Other specialists in the field of education  0739.1 Researchers (marketing, business efficiency, rationalization of production)  <i>Head of enterprises, institutions, organizations, departments (boutique hotel, design hotel, elite Resort hotel, premium hotel, club, premium restaurant, author's meals restaurants, enterprises for the organization of VIP-trips (VIP-charters, cruises Premium and Lux class, yacht tourism, limousine service, golf clubs, equestrian clubs, VIP-Health service), a Premium retail subject in, delicatessen market, premium-class retail chains, salons of elite goods, salons of elite interiors , high fashion boutiques, premium car showrooms, premium jewelry stores), manager (managing directors) of enterprises, institutions, organizations and their subdivisions in the Luxury service field, manager (managing director) of food security systems, manager (commercial consultant); marketing, public relations manager (managing director), foreign economic activity manager (managing) ,personnel manager (managing director), labor and employment manager (managing director), efficiency of enterprises</i>  <i>Obtaining of professional certificates based on the results of industrial (undergraduate) practice</i></p>
<b>Further learning</b>	Master can continue their education in the educational and scientific degree, improve skills and receive additional postgraduate education
<b>5 – Training and assessment</b>	
<b>Teaching and learning</b>	<p>Student-centered learning, individual study, problem-oriented learning  Lectures, practical classes, individual study on the basis of textbooks, manuals and lecture notes, training through professional practice and professional traineeship, consultations with teachers, preparation of graduation work</p>
<b>Assessment</b>	<p>Written examinations, practice; essays, cases, presentations, scientific presentations, monitoring, graduation of final qualification work, etc.  According to the Regulations on the educational process organization of students, the Regulations on the learning outcomes assessments of students and graduate students.</p>
<b>6 – Program competences</b>	
<b>Integral competence</b>	<p>Ability to solve complex tasks of the subjects of the hotel and restaurant business or in the process of study, which involves research and / or innovation and characterized by uncertainty of conditions and requirements  Ability to solve complex tasks and problems in management and in Luxury management, and marketing, development of organizations and business, in particular, entities providing services and sales of premium goods to VIP-consumers or in the process of training involving research and / or implementation of innovations under</p>

	uncertain conditions and requirements, particularly in tourism, hotel and restaurant business and retail
<b>General competences (GC)</b>	<p>GC 1. Ability to conduct research at the appropriate level</p> <p>GC 2. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity)</p> <p>GC 3. Ability to use information and communication technologies</p> <p>GC 4. Ability to motivate people and move towards a common goal</p> <p>GC 5. Ability to act on the basis of ethical considerations (motives)</p> <p>GC 6. Ability to generate new ideas (creativity)</p> <p>GC 7. Ability to abstract thinking, analysis and synthesis</p>
<b>Special (professional, subject) competencies</b>	<p>PC 1. Ability to select and use concepts, methods and tools of management and <i>marketing</i>, including in accordance with defined goals and international standards, <i>in particular for the premium segment consumers and Luxury format businesses</i></p> <p>PC 2. Ability to set values, visions, mission, goals and criteria by which the organization determines further directions of development, develop and implement appropriate strategies and plans, <i>in particular for Luxury format business entities and in luxury consumer segments in Ukraine and abroad.</i></p> <p>PC 3. Ability for self-development, lifelong learning and effective self-management</p> <p>PC 4. Ability to use effectively and develop resources in the organization, <i>in particular in the Luxury business format or to provide services and goods to premium segments consumers</i></p> <p>PC 5 Ability to create and organize effective communications in the management process, <i>particularly by Luxury business entities</i></p> <p>PC 6. Ability to form leadership qualities and demonstrate them in the process of managing people, <i>in particular, working in the VIP services and luxury goods market.</i></p> <p>PC 7. Ability to develop projects, manage them, show initiative and entrepreneurship, <i>particularly for the development of Luxury hotel and restaurant business, VIP-tourism, premium retail, luxury real estate and other consumer luxury segments.</i></p> <p>PC 8. Ability to use psychological technologies to work with staff of organizations, <i>in particular, engaged in activities in Luxury business and service.</i></p> <p>PC 9. Ability to analyze and structure the problems of the organization, make effective management decisions and to ensure their implementation, <i>in particular in Luxury hotels, in organizations that provide premium recreation, sales of luxury goods and management of luxury real estate</i></p> <p>PC 10. Ability to manage the organization and its development, <i>in particular at the strategic and tactical levels operating in the Luxury services and luxury goods market</i></p> <p>PC 11. <i>Ability to form a vision, mission, research the luxury consumer market, justify strategic goals, develop strategic directions for the development of enterprises and corporations, particularly in the premium segments</i></p> <p>PC 12. <i>Ability to form and implement personnel policy and HR-strategy in accordance with the corporate strategy and life cycle of the organization, to carry out the process of recruitment, selection,</i></p>

	<p><i>hiring, adaptation, evaluation, dismissal, make effective systems of staff development, motivation and compensation, form corporate culture of hotel and restaurant business entities, tourism, retail, real estate in luxury business</i></p> <p><i>PC 13. Ability to apply models of relationships with VIP-consumers; to form loyalty programs, to study the quality of elite goods, including jewelry and antiques, cultural values, conducting commodity and cost expertise; knowledge of the main types of regulatory and technical documents; information requirements for VIP-consumers</i></p> <p><i>PC 14. Ability to form and implement elite, premium and luxury recreation, exclusive program tourism and package policy to the organization of VIP-class travel</i></p>
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**7 – Program learning outcomes**

	<ol style="list-style-type: none"> <li>1. Critically comprehend, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions, <i>in particular, operating in the Luxury services and luxury goods market</i></li> <li>2. Identify problems, substantiate effective management decisions to solve them, <i>particularly in Luxury hotels, premium restaurants, organizations that provide elite hospitality services, premium recreation, working in retail, luxury real estate</i></li> <li>3. Ability to design effective management systems for organizations, including businesses <i>operating in the VIP services and luxury goods market.</i></li> <li>4. Substantiate and manage projects, generate business ideas, in particular for management, service, commercial, marketing, commodity, economic processes, <i>in particular in Luxury business</i></li> <li>5. Ability to plan the activities of business entities at the strategic and operational levels, <i>in particular those operating in the VIP services and luxury goods market.</i></li> <li>6. To have the skills of acceptance, substantiate and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of legislation in force, ethical considerations and social responsibility, <i>in particular in Luxury Business, given that factors of global, regional and local VIP services and luxury goods;</i></li> <li>7. Ability to organize and carry out effective communication within the team, with representatives of various professional groups and in the international context.</li> <li>8. Ability to use specialized software and information systems to solve management problems, <i>particularly in Luxury business; use of communication information technologies and methods to form a network of relationships with VIP consumers and other stakeholders at the professional and social levels.</i></li> <li>9. Be able to communicate in professional and scientific circles in the state and foreign languages</li> <li>10. Ability to demonstrate leadership skills and ability to work in a team, ensure social development and form a corporate culture, interact with people, influence their behavior to solve professional problems;</li> <li>11. Provide personal professional development and own time-management.</li> </ol>
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	<p>12. Be able to delegate authority and management of the organization (subdivision), <i>particularly in Luxury hotels, premium restaurants, organizations that provide elite hospitality services, premium recreation (divisions) and retail premiums</i></p> <p>13. Ability to plan, critically analyze, evaluate, synthesize new ideas for improving the information, methodological, material, financial support of activities, <i>in particular businesses operating in the VIP services and luxury goods market.</i></p> <p>14. <i>Ability to manage innovative, commercial, marketing activities, develop anti-crisis programs, diagnose and improve business processes of organizations operating in the market of services and goods for VIP-consumers</i></p> <p>15. <i>Ability to influence the behavior of VIP-consumers at all stages of interaction and to form segments of loyal consumers; identify the specifics of the Luxury segment, apply sales technologies of this level; show psychological ability to interact with the VIP-consumer; critically analyze, evaluate, synthesize new ideas for the introduction of groundbreaking forms of VIP-customer service and implement creative technologies.</i></p> <p>16. <i>Ability to assess the impact of mega-, macro-, meta-, micro-environment and to form a strategy for the development of corporations operating in the VIP services and luxury goods market.</i></p> <p>17. <i>Ability to develop and implement HR-strategies, to carry out the process of recruitment, selection, evaluation, hiring and firing, placement, staff development, to make effective systems of motivation and remuneration.</i></p> <p>18. <i>Ability to manage luxury real estate in the primary and secondary real estate market; to form judgments about the attractiveness of luxury real estate, taking into account the goals and prospects of development of the Luxury consumer segment.</i></p> <p>19. <i>Ability to form package and individual programs of elite, premium and luxury services</i></p> <p>20. <i>Ability to determine the quality indicators of luxury goods, to develop directions for the development of business entities operating in the luxury goods market.</i></p> <p>21. <i>Ability to demonstrate research skills, manifested in the originality of research, the ability to produce new scientific hypotheses in the chosen field, to choose the appropriate areas and appropriate methods for their implementation; interpret the results of research, be able to present them and predict the future consequences of decisions.</i></p>
<b>8 – Resource support for program implementation</b>	
<b>Staff support</b>	95% of academic staff involved in teaching professionally-oriented disciplines have degrees in the specialty. Domestic and foreign specialists in the professional environment of the tourist hotel and restaurant business, the sphere of retail services are invited to conduct problem lectures.
<b>Material and technical support</b>	<p>Computer class on Hotel Business</p> <p>Computer class on Tourism Organization</p> <p>Computer class of Design</p> <p>Food Technology Laboratory</p>

	<p>Laboratory for the Organization of Servicing in the Institutions  Bar Study and Oenology Laboratory  Automated Design Systems Laboratory  Integrated Business Process Management Systems Laboratory  Thermal and Refrigeration Equipment Laboratory  VR-library</p>
<b>Information and educational-methodical support</b>	<p>Using the Virtual Learning Environment of KNUTE, software: Innovative Hotel Management System Fidelio V8; software complex "Parus-Hotel" software complex "Parus-Restaurant"; Iiko system for automation of restaurant or restaurant network operation; Amadeus global booking system. Author's development of the academic staff.</p>
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	<p>On general grounds within Ukraine. Short-term training of students for a pre-determined course in other higher education institutions</p>
<b>International credit mobility</b>	<p>Within the framework of the EU Erasmus + program, based on bilateral agreements between KNUTE and higher education institutions of partner countries</p>
<b>Training of foreign students</b>	<p>Possible training of foreign citizens</p>



## 2. List of educational program components and their logical consequence

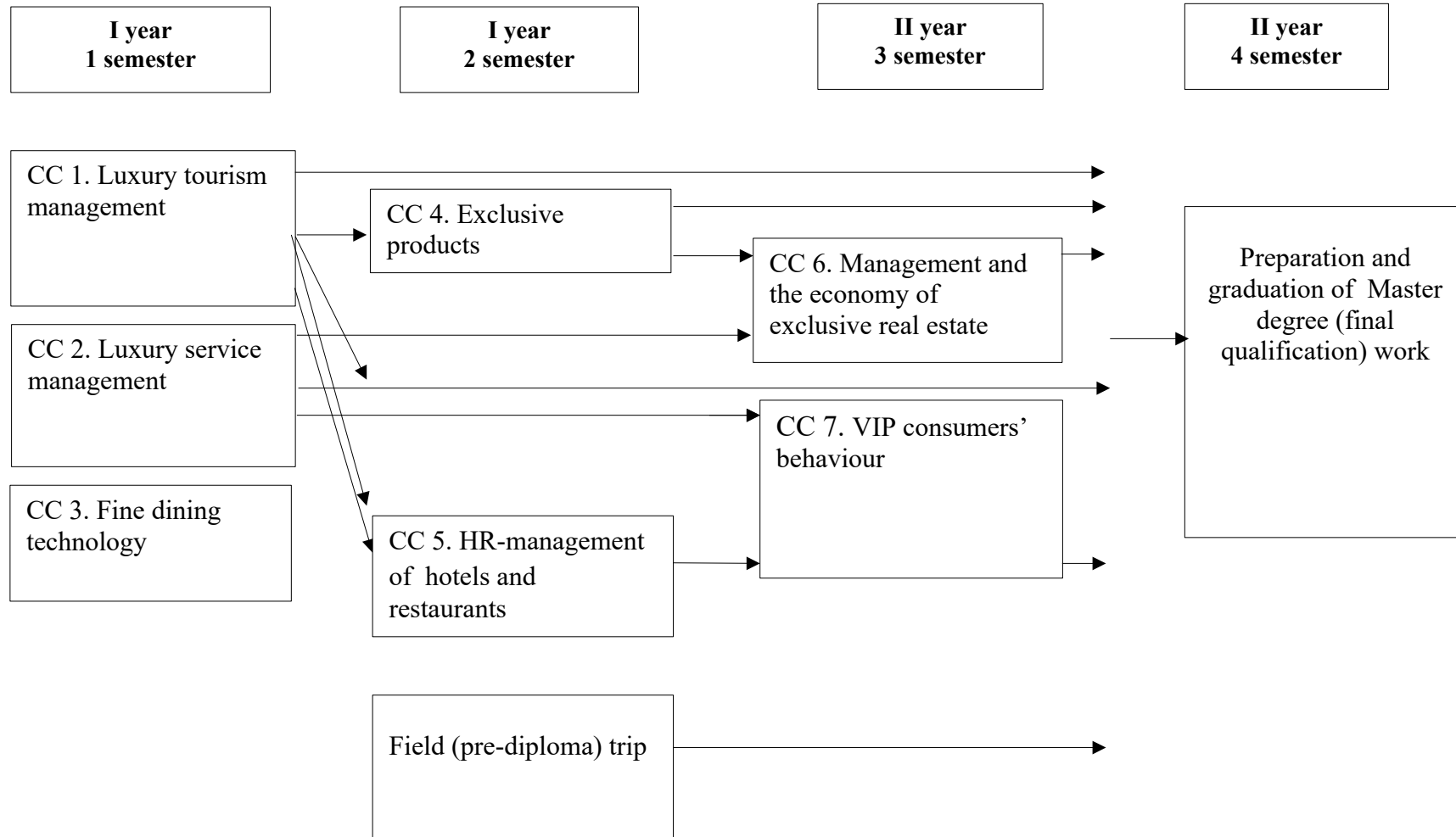
### List component EP

No	Educational program components (academic disciplines, semester projects (works), practical training, qualification exam, final qualification work)	Total credits
<b>Compulsory components of EP</b>		
CC 1.	Luxury Tourism Management	6
CC 2.	Luxury Service Management	6
CC 3.	Fine Dining Technology	6
CC 4.	Exclusive Products	9
CC 5.	HR-management of Hotels and Restaurants	6
CC 6.	Management and the Economy of Exclusive Real Estate	6
CC 7.	VIP Consumers' Behaviour	6
<b>Total amount of compulsory components:</b>		<b>45</b>
<b>Optional components of EP</b>		
OC 1.	Anti-crisis Psychology	6
OC 2.	International Protocol and Etiquette	6
OC 3.	Contract Law	6
OC 4.	Hotel Business	6
OC 5.	Event Management	6
OC 6.	Intellectual Property	6
OC 7.	Expert Examination of Jewelry and Antiques	6
OC 8.	Expert Examination of Cultural Values	6
OC 9.	Aesthetics of Goods and Gesign	6
OC 10.	Consumer Law	6
OC 11.	Corporate Law	6
OC 12.	Cryptocurrency Market	6
OC 13.	Couture Marketing	6
OC 14.	Payment System	6
OC 15.	Business Psychology	6
OC 16.	Image Psychology	6
OC 17.	Personality Self-identification Psychology	6
OC 18.	Insurance Services	6
OC 19.	Digital Marketing Technology	6
OC 20.	Corporate Management in Hotel and Restaurant Business	6
OC 21.	Project Management in Hotel and Restaurant Business	6
OC 22.	Tourist Destination Management	6
OC 23.	Service Quality Management in Hotels and Restaurants	6
OC 24.	Value-based Management	6

№	Educational program components (academic disciplines, semester projects (works), practical training, qualification exam, final qualification work)	Total credits
OC 25.	Food-design	6
OC 26.	Health Tourism	6
OC 27.	Revenue Management	6
<b>Total volume of optional components:</b>		<b>24</b>
<b>Practical training</b>		
	Field (pre-diploma) trip	9
<b>Attestation</b>		
	Preparation and graduation of Master degree (final qualification) work	12
<b>TOTAL EDUCATIONAL PROGRAM VOLUME</b>		<b>90</b>

For all components of the educational program, the form of final control is an exam.

## 2.2. Structural and logical framework of EP



### 3. Attestation form for higher education applicants

Attestation is carried out in the form of public defense of the final qualification work.

The final qualification work should involve solving a complex problem or problem in the field of management, a task or problem in the field of management that requires research and / or innovation and is characterized by complexity and uncertainty of conditions, using theories and methods of economics.

The final qualification work should not contain academic plagiarism, falsification, fabrication.

The final qualification work must be published on the official website of the higher education institution or its subdivision, or in the repository of the higher education institution.

#### 4.1. Matrix of correspondence of program competence to EP compulsory components

Components Competences	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
<b>GC 1</b>	*	*	*	*		*	
<b>GC 2</b>		*	*				*
<b>GC 3</b>	*	*			*	*	*
<b>GC 4</b>					*		
<b>GC 5</b>		*			*		
<b>GC 6</b>	*	*					*
<b>GC 7</b>					*	*	
<b>PC 1</b>	*	*			*	*	*
<b>PC 2</b>	*	*				*	*
<b>PC 3</b>	*	*	*			*	*
<b>PC 4</b>			*	*	*	*	*
<b>PC 5</b>	*	*				*	
<b>PC 6</b>	*	*		*	*		*
<b>PC 7</b>					*		*
<b>PC 8</b>	*	*			*	*	*
<b>PC 9</b>	*	*			*	*	
<b>PC 10</b>	*	*				*	*
<b>PC 11</b>		*			*		*
<b>PC 12</b>					*		
<b>PC 13</b>			*	*			*
<b>PC 14</b>	*	*	*				*



## 5.1. Matrix for providing program learning outcomes (PLO) with relevant components of the educational program

Результати  
навчання

Program learning outcomes	Components	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7.
<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>							*	*
<b>19</b>		*	*					
<b>20</b>					*			*
<b>21</b>		*	*	*	*	*	*	*



