

ALFRED NOBEL UNIVERSITY, DNIPRO

STUDY PROGRAMME
TOURISM (Bachelor's degree)
COURSE CATALOGUE

2020-2021 academic year

Dnipro 2020

Table of Contents

MANDATORY COURSES

4

1. 4
2. 7
3. 10
4. 12
5. 17
6. 18
7. 20
8. 24
9. 28
10. 31
11. 35
12. 39
13. 43
14. 48
15. 50
16. 54
17. 58
18. 62
19. 66
20. 72
21. 75
22. 78
23. 82
24. 86
25. 88
26. 91
27. 94
28. 96
29. 101
30. 104

ELECTIVE COURSES

99

31. 107
32. 109
33. 111
34. 114

35.	116
36.	118
37.	122
38.	124
39.	127
40.	129
41.	132
42.	135
43.	138
44.	141
45.	143
46.	146
47.	149
48.	151
49.	155
50.	159
51.	163
52.	166
53.	169
54.	171
55.	175
56.	179
57.	181
58.	185
59.	189

1. MANDATORY COURSES

1. UKRAINIAN IDENTITY, HISTORY, CULTURE AND LANGUAGE				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	1/ 14 weeks, 42 hours in class	4.5 / mandatory	Ruslan Kliuchnyk, Ph.D. (Candidate of Science), Associate Professor Olena Turchak, Ph.D. (Candidate of Science), Associate Professor	135 hours (42 h. lectures, 93 h. self-study time)
<p>Course aims: The course is geared towards helping students study the features the socio-economic development, the evolution of the political system and state processes at different stages of the history of Ukraine</p>				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
<p>On completion of the course, students will be able to:</p> <p>1) analyse main events of Ukrainian history in the context of world historic process;</p> <p>2) use basic concepts, categories and methods of historic research;</p> <p>3) work out their own position concerning historic events and actors;</p> <p>4) analyse the degree of influence on the evolution of various historical periods of social, political, ideological, economic factors;</p> <p>5) analyse the development of modern Ukraine.</p> <p>Learning outcomes 1-5</p>		<p>Lecture, discussion</p> <p>Lecture, tutorials</p> <p>Discussion, self-study activities</p> <p>Lecture, tutorials, self-study activities, class discussion</p> <p>Lecture, Internet search, discussion.</p>		<p>Oral answers to questions, participation in the discussion (CAS)</p> <p>Oral answers to questions (CAS), test</p> <p>Oral answers to questions, test participation in the discussion (CAS)</p> <p>Presentation, test (CAS), mid-term control</p> <p>Essay, participation in the discussion (CAS)</p> <p>Final examination (FAS)</p>
<p>Assessment 100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%) % Test (multiple choice, computer) 45% Answers (oral) 15% Mid-term control (computational exercises, mini case)</p>				

Contents

Thematic structure of the course:

- 1) Subject and tasks of the course.
- 2) Kievan Rus as a state of East Slavic tribes.
- 3) Mongol invasion and Galicia–Volhynia.
- 4) Ukrainian lands under Polish–Lithuanian Commonwealth.
- 5) Zaporozhian Cossacks and the Hetmanate
- 6) Partitions of Poland and Ukraine.
- 7) Ukrainian lands in Russian and Austrian Empires.
- 8) Ukrainian 1917-1921 revolution and Soviet Ukraine.
- 9) Independent Ukraine.

Literature

Ukrainian

Compulsory reading

1. Дзюба Т. Мова як формант моделі національної ідентичності (за матеріалами публіцистики другої половини XIX ст. – першої третини XX ст.) [Електронний ресурс] / Т. Дзюба // Наукові праці Національної бібліотеки України ім. В. І. Вернадського. – 2011. – Вип. 31. – С. 384-397. – Режим доступу: http://nbuv.gov.ua/UJRN/npnbuimviv_2011_31_35
2. Кравченко О. В. Етнічна динаміка та проблема просторового структурування культурних ідентичностей в Україні (кінець XX — початок XXI ст.) [Електронний ресурс] / О. В. Кравченко // Вісник Харківської державної академії культури. – 2011. – Вип. 32. – С. 25-33. – Режим доступу: http://nbuv.gov.ua/UJRN/hak_2011_32_2
3. Поліщук Р. М. Політика і спорт: ідеологія, імідж, ідентичність [Електронний ресурс] / Р. М. Поліщук // Молодий вчений. – 2019. – № 5(2). – С. 339-345. – Режим доступу: [http://nbuv.gov.ua/UJRN/molv_2019_5\(2\)_20](http://nbuv.gov.ua/UJRN/molv_2019_5(2)_20)
4. Баумейстер А. О. Ідентичність Європи: виклики і загрози The Paris Statement. A Europe we can believe in [Електронний ресурс] / А. О. Баумейстер // Філософські проблеми гуманітарних наук. – 2018. – № 2. – С. 14-24. – Режим доступу: http://nbuv.gov.ua/UJRN/Fpgn_2018_2_4
5. Мельничук В. В. Релігійна складова національної ідентичності українців [Електронний ресурс] / В. В. Мельничук // Гілея: науковий вісник. – 2019. – Вип. 143(2). – С. 106-109. – Режим доступу: [http://nbuv.gov.ua/UJRN/gileya_2019_143\(2\)_23](http://nbuv.gov.ua/UJRN/gileya_2019_143(2)_23)
6. Кирилюк О. С. Структури історичної пам'яті українства – основа національної ідентичності – як об'єкти асиміляторських атак [Електронний ресурс] / О. С. Кирилюк // Гілея: науковий вісник. – 2019. – Вип. 144(2). – С. 48-52. – Режим доступу: [http://nbuv.gov.ua/UJRN/gileya_2019_144\(2\)_12](http://nbuv.gov.ua/UJRN/gileya_2019_144(2)_12)

Recommended reading

1. Кривицька О. В. Спільна ідентичність в умовах дезінтеграції українського суспільства: особливості і шляхи формування [Електронний ресурс] / О. В. Кривицька // Наукові записки Інституту політичних і етнонаціональних досліджень ім. І. Ф. Кураса НАН України. – 2018. – Вип. 3-4. – С. 124-141. – Режим доступу: http://nbuv.gov.ua/UJRN/Nzิปiend_2018_3-4_8
2. Ващинська І. І. Регіоналізм в Україні: переосмислення крізь призму соціальних ідентичностей та групових лояльностей [Електронний ресурс] / І. І. Ващинська // Український соціум. – 2018. – № 4. – С. 9-18. – Режим доступу: http://nbuv.gov.ua/UJRN/Usoc_2018_4_3

English

Compulsory reading

1. Chepurda G. Implementation of “The Great plan of nature transformation” in Ukraine: the history of legal base formation [Електронний ресурс] / G. Chepurda // Гуманітарний вісник. Сер. : Історичні науки. – 2016. – Число 24, Вип. 8. – С. 111-118. – Режим доступу: http://nbuv.gov.ua/UJRN/Gvi_2016_24_8_18

2. Glamazda P. General Characteristics of the Judicial System of Ukraine – Cossack Hetmanate (1722-1760) [Електронний ресурс] / P. Glamazda // Історико-правовий часопис. – 2017. - № 1. – С. 50-55.
3. Nikolaiets Y. Historical memory about Second World War in the context of threats of government in Ukraine [Електронний ресурс] / Y. Nikolaiets // Східноєвропейський історичний вісник. – 2019. – Вип. 11. – С. 225-240. – Режим доступу: http://nbuv.gov.ua/UJRN/eehb_2019_11_22

Recommended reading

1. Ozturk M. Turkey and Ukraine During the First World War [Електронний ресурс] / M. Ozturk // Проблеми історії країн Центральної та Східної Європи. – 2017. – Вип. 6. – С. 272-281
2. Sinyavska L. Soviet historiography of researches of the heavy industry of Eastern Ukraine under the conditions of the First World War [Електронний ресурс] / L. Sinyavska // Східноєвропейський історичний вісник. – 2018. – Вип. 7. – С. 75-87.
3. History of Ukraine. <https://www.britannica.com/place/Ukraine/History>

2. FOREIGN LANGUAGE				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
English	1, 2/ 28 weeks, 112 hours in class	12 / Mandatory	Halyna Miasoid, Ph.D. (Candidate of Science), Associate Professor; Natalia Bepalova, Senior Lecturer; Olha Derbak, Lecturer, Polina Hrytskevych, Lecturer	360 hours (112 h. tutorials, 248 h. self-study time)
Course aims: The course is geared towards developing and improving the foreign language communication skills obtained at school, as well as raising the level of the foreign language acquisition.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) enlarge the vocabulary and employ lexical units learned within the thematic structure of the course		Practical classes, self-study activity	Practical skills assessment (CAS)	
2) use grammatical tenses and grammatical structures learned in the course;		Practical classes, self-study activity	Written/oral answers to questions (CAS)	
3) comprehend relevant written and audio authentic texts based on vocabulary and grammar covered in the course;		Tutorials, pair/small group discussions	Participation in the discussion, student report assessment (CAS)	
4) read and comprehend authentic texts with and without the use of a dictionary;		Internet search, self-study activities, discussion on the basis of student reading	Participation in the round table discussion, written test (CAS)	
5) communicate freely on one-to-one basis within the themes studied in the course;		Group discussion, pair work	Oral answers to questions, speaking skills assessment (CAS)	

6) make small talks in a variety of the situations covered by the course;	Pair work/ group work	Pair work/ group work assessment/ peer assessment (CAS)
7) talk over the phone in formal and informal surroundings, book the hotel and discuss room service, suggest a pastime;	Pair work, role play	Participation in the role play (CAS)
8) write a review of a film/book;	Self-study activities, Internet search	Review assessment (CAS)
9) write a letter of complaint/ a cover letter / an email;	Practical classes, self-study activities, peer review	Writing skills assessment (CAS)
10) outline own oral reports in English.	Individual presentations	Presentation assessment (CAS)
Learning outcomes 1-10		Mid-term control: test (written (answers to questions, essay; oral: conversation assessment) (CAS)
Learning outcomes 1-10		Achievement test (CAS)

Assessment

Final grade (final assessment) as a result of 100% continuous assessment:

- 10% Participation in the discussion
- 10% Participation in the role play
- 10% Practical skills assessment/ Test (written)
- 20% Essay/ business correspondence (written)
- 20% Presentation (oral, multimedia)
- 15% Mid-term control (written tests, essay)
- 15% Achievement test (written tests, essay)

Contents

Thematic structure of the course:

1. Life: First impressions. Friends. Wealth. Work and Leisure.
2. Travelling and Entertainment: Experiences. Holiday Heaven.
3. House & Home. Furniture.
4. Fate: Luck. Coincidences. Twists of fate. Risk.
5. Jobs & Family: Work Routine. Work/ life Balance. Career Plan.
6. Life Stages and Life Changes.
7. Mass Media. Making News.
8. Shopping. Shops and Shoppers. Customer Habits.

Literature

Compulsory reading

1. Roberts, R., Clare, A., Wilson, JJ. (2011) New Total English. Intermediate. Pearson Education Limited.

2. Crace, A., Acklam, R. (2011) New Total English. Upper-Intermediate. Pearson Education Limited.
3. Cox, M. (2018) Cambridge IGCSE® First Language English Coursebook. Fifth edition. Cambridge University Press.

Recommended reading

1. Evans, V., Dooley, J. (2009) Grammarway 2. Express Publishing.
2. Evans, V., Dooley, J. (2009) Grammarway 3. Express Publishing.
3. Pavich, J. (2018) Cambridge International AS Level English General Paper Coursebook. Fifth edition. Cambridge University Press.
4. Tarnopolsky, O. (2010) English communication role plays. Teaching tutorial. Dnipropetrovsk, DUEP Publ., 61 p.
5. Williams, E. (2008) Presentations in English. Macmillan.

3. STATISTICS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	5/14 weeks, 42 hours in class	4.5 / Elective	Viktoriia Varenyk, Ph.D. (Candidate of Science), Associate Professor	135 hours (28 h. lectures, 14 h. tutorials, 93 h. self-study time)
Course aims: Assimilation of theoretical and practical knowledge of statistics, mastering the skills of statistical research, analysis and forecasting results.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
1) demonstrate detailed knowledge and critical use of theories of practical statistics;		Lecture, practical classes		Practical skills assessment (CAS)
2) understand statistical models construction and usage;		Lecture, guided self-study activities		Explanation solving problems, exercises (CAS)
3) evaluate data concerning managerial and methodological basis of statistical provision of management;		Tutorials, self-study activity, solving problems		Test, exercise, participation in the discussion, test (CAS)
4) analyse and categorise ideas statistical data;		Lecture, tutorials, solving problems, work in pairs to solve problems		Participation in the discussion (CAS)
5) study development proportionality of statistical models;		Lecture, self-study activities, discussion, business game		Analysis of statistics report (CAS)
6) study efficiency and development trends of statistical models under influence of certain factors;		Case study in small groups, problem lecture		Student reports assessment (CAS)
7) calculate results of economic interpretation;		Lecture, workshop, solving problems, discussion		Solving problems (CAS)
8) express independent opinion about management decision; formulate judgments and knowledge-based conclusions about content of enterprise statistical statements;		Lecture, tutorials, guided self-study activities		Test, exercise, participation in the discussion, test (CAS)
9) master the statistical analysis results economic interpretation for managerial decisions substantiation;		Lecture, tutorials, self-study activity, solving problems		Analysis of statistics report, practical skills assessment (CAS)
Learning outcomes 4-9.				Mid-term control (CAS)

<p>Final grade (final assessment) as a result of 100% continuous assessment: 20% Exercise 20% Solving problems 20% Analysis of statistics report 40% Mid-term control (computer multiple choice tests, solving problems)</p>
<p>Contents</p> <p>Thematic structure of the course:</p> <ol style="list-style-type: none"> 1. Methodological fundamentals of statistics 2. Statistical observation 3. Statistical summary and grouping of statistical data 4. Integrating statistical indicators 5. Analysis of distribution series 6. Analysis of concentration, differentiation and similar distributions 7. Statistical methods of estimate correlation 8. Analysis of intensity dynamics 9. Analysis of progress trend and variations 10. The index method 11. The sampling method 12. Supplying statistical data: tables, graphs, maps
<p>Literature</p> <p><i>Language of teaching English</i></p> <p>Compulsory reading</p> <ol style="list-style-type: none"> 1. Статистика для економістів: навчальний посібник / Городянська Л.В., Сизов А.І. – К.: [Київ. Нац. Ун-т ім. Т.Шевченка], 2019. – 350 с. 2. Педченко Г. П. Статистика: Навчальний посібник / Г. П. Педченко. – Мелітополь: Колор Принт, 2018. – 266 с. 3. Костюк В. О. Прикладна статистика: навч. Посібник / В. О. Костюк; Харк. Нац. Ун-т міськ. Госп-ва ім. О. М. Бекетова. – Харків: ХНУМГ ім. О. М. Бекетова, 2015. – 191 с. <p>Recommended reading</p> <ol style="list-style-type: none"> 1. Опря А. Т. Статистика (модульний варіант з програмованою формою контролю знань). Навч. Посіб. – К.: Центр учбової літератури, 2012. – 448 с. 2. Щурік М.В. Статистика: Навч. Посібн. – 2-ге видання, оновлене і доповнене. – Львів: «Магнолія-2006», 2011. – 545 с. 3. Мармоза А.Т. Практикум з математичної статистики: Навчальний посібник. – К.: Кондор, 2009. – 264 с. <p><i>Language of teaching English</i></p> <p>Compulsory reading</p> <ol style="list-style-type: none"> 1. Introductory Statistics. Barbara Illowsky, Susan Dean, OpenStax Rice University, 2013, 913 p. 2. Introduction to Statistics. David Lane, David Scott, Mikki Hebl1, Rudy Guerra1, Dan Osherson1, Heidi Zimmer, 2011, 692 p. 3. Introductory Statistics Douglas S. Shafer, Zhiyi Zhang, The Saylor Foundation, 2010, 641 p. <p>Recommended reading</p> <ol style="list-style-type: none"> 1. Freedman, D.A. Statistical Models: Theory and Practice, Cambridge University Press, 2009, 456 p. 2. McCarney, R., Warner, J., Iliffe, S. et al. The Hawthorne Effect: a randomised, controlled trial. BMC Med Res Methodol 7, 30 (2007). 1) 3. Statistics: theory and methods. Donald A. Berry; Bernard W. Lindgren, Hampshire, UK: South-Western Cengage Learning, 2011, 625 p. 4. John A. Rice. Mathematical Statistics and Data Analysis, University of California, Berkeley, 2007, 685 p.

4. ECOLOGY				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	1/14 weeks, 56 hours in class	5/ Mandatory	Tetiana Yusyypiva, PhD (Candidate of Science), Associate Professor	150 hours (28h lectures, 28h.seminars/practical, 94 h. self-study time)
Course aims: mastering modern theoretical knowledge about the structure, organization, functioning, dynamics and development of ecosystems, the relationship of their components, determining the nature of the impact of natural and anthropic factors on local ecosystems and the biosphere in general, forming a system of knowledge, skills in ecotourism and environmental practices in the hotel and restaurant business in order to apply them in professional activities.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
1) Know, understand and be able to use in practice the main provisions of law, national and international standards governing the activities of hotel and restaurant businesses		Lecture, seminar, discussion on the materials of Internet resources and studied literature sources, seminar-dialogue,		Participation in the discussion, case studies, (CAS)
2) Carry out effective quality control of products and services of hotel and restaurant establishments		Problem solving, analysis of specific situations (case-study) work in microgroups, presentations, project work, Internet search		Group tasks (project work in small groups), solving professional situations, case-study (CAS)
Learning outcomes 1-2				Mid-term control (2) (CAS)
Assessment				
100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%):				
<ol style="list-style-type: none"> 1. 40% examination 2. 10% (10 points) participation in the discussion, 4 discussions on 5 points Assessment criteria: 5 points – the student demonstrates theoretical knowledge on a particular topic, a good understanding of different terms and interpretations of the problem, is able to identify the most				

accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion.

4 points – the student demonstrates theoretical knowledge on a particular topic, a good understanding of different terms and interpretations of the problem has mediocre analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion.

3 points – the student demonstrates theoretical knowledge on a particular topic and a good understanding of different terms and interpretations of the problem but does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion.

2 points – the student demonstrates a sufficient level of knowledge, partial understanding of the terms, provides insufficient information about the problem, does not argue the advantages and disadvantages of solving the problem. Has barriers to communication, adheres to ethical norms during the discussion.

1 point – the student shows a lack of understanding of the issues, does not provide the necessary information on the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion.

3. 15% project work in small groups (10% project implementation + 5% presentation and discussion of results).

Assessment criteria:

10% project work

7-10 points The student clearly understands the task. Carries out the organization and planning of work. Able to engage in search work, analyse information, think critically. Has presentation skills and communication skills. Can work in a team, resolve conflict situations.

4-6 points The student understands the task. He is able to concentrate and perform the work assigned to him with quality. Able to engage in search work, analyse information. Has communication skills. Can work in a team.

0-3 points. The student passively joins the work. Performs minor assignments. Able to engage in exploratory work. The student does not demonstrate the sequence of actions. It is difficult for him to solve team tasks. His behavior can cause conflicts in the team.

5% presentation and discussion of results

5 points – the student is able to identify the main aspects of the problem, justifies his opinion. Has good communication skills, adheres to ethical norms during the discussion.

4 points – the student demonstrates a good knowledge of a particular problem but does not always find arguments to justify their opinion. Has sufficient communication skills, adheres to ethical standards during the discussion.

3 points – the student demonstrates a good knowledge of a particular problem but does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion.

2 points – the student demonstrates a partial understanding of a particular problem but does not justify his opinion. Has barriers to communication, adheres to ethical norms during the discussion.

1 point – the student does not clearly define the main aspects of the problem, does not substantiate his opinion. Has barriers to communication, adheres to ethical norms during the discussion.

4. 20% mid-term control (tests). Two works of 10 points.

Assessment criteria:

10 points are given: the student completed all tasks correctly

9 points are given: the student made two mistakes.

8 points are given: the student made three mistakes.

7 points are given: the student made four mistakes.

6 points are given: the student made five mistakes.

5 points are given: the student made six mistakes.

4 points are given: the student made five mistakes.

3 points are given: the student made six mistakes.
2 points are given: the student made eight mistakes.
1 point is given: the student made nine mistakes.

5. 5% (5 points) case-study

Assessment criteria:

5 points are given:

The student is able to formulate a well-founded opinion on the discussed professional situation. The answer reflects the student's own point of view, there is an element of novelty. The student demonstrates the sequence of actions; explains in detail, consciously uses the studied methods.

4 points are given:

The student demonstrates good knowledge of the discussed professional situation. The student justifies his answer well. Uses relevant data and explanations. The student demonstrates the sequence of actions, explains in detail, in most cases consciously uses the studied methods.

1. points are given:

The student makes limited arguments in response; does not show sufficient knowledge in the work. The student demonstrates an incomplete sequence of actions.

2. points are given:

The student does not quite understand the problem and the question. Important information was omitted. Provides non-relevant information. The student does not demonstrate the sequence of actions.

3. points are given:

Some materials in the work do not relate to the issue. The student does not demonstrate the sequence of actions.

Contents

Topic 1. Introduction. General problems of ecology
 Topic 2. Foundation of autecology and democology.
 Topic 3. Foundation of synecology and ecosystems.
 Topic 4. Fundamentals of biospherology and noospherology.
 Topic 5. The evolution of the interaction between man and nature.
 Topic 6. Environmental factors of human health.
 Topic 7. Ecological and demographic status of populations of modern humanity
 Topic 8. Urban ecology.
 Topic 9. Environmental problems and ways to solve them.
 Topic 10. Foundations of rational nature management.
 Topic 11. Ecological tourism – a promising area of tourism.
 Topic 12. Objects of ecological tourism.
 Topic 13. Environmental practices in the hotel and restaurant business.
 Topic 14. Ukraine and sustainable development.

Literature

Language of teaching Ukrainian

Compulsory reading

2. Васюкова Г., Грошева О. Екологія: підруч. Для студ. ВНЗ. К.: Кондор, 2009. 524 с.
3. Вишневецький В.І. Екологічний туризм: Навч. Посіб. К.: Інтерпрес ЛТД, 2015. 140 с.
4. Димань Т.М. Екологія людини: Підруч. К.: ВЦ «Академія», 2005. 376 с. («Альма-матер»).
5. Екологія: базовий підруч. Для студ. Вищих навчальних закладів / Бобильов Ю.П., Бригадиренко В.В., Булахов В.Л. та ін. Харків: Фоліо, 2014. 672 с. URL: <http://www.zoology.dp.ua/wp-content/downloads/pahomov/ecology.pdf>
6. Кунах О.М., Пахомов О.Є. Основи екології людини. Д.: ДНУ, 2009. 128 с.

7. Мягченко О.П. Основи екології: Підруч. К.: Центр учб. Літ-ри, 2010. 312 с. URL: <https://www.twirpx.com/file/616922/>
8. Основи екології. Екологічна економіка та управління природокористуванням: Підруч. / За заг. Ред. Д.є.н., проф. Л.Г. Мельника та к.є.н., проф. М.К. Шапочки. Суми: ВТД «Університетська книга», 2007. 759 с.
9. Харченко Б.І., Харченко Н.Б., Харченко О.Б., Цимбалюк В.І. Екологія: Основи екології. Навч. Посіб. Львів: Новий Світ-2000, 2013. 233[3] с.
10. Худоба В., Чикайло Ю. Екологія : Навч.-метод. Посіб. Л.: ЛДУФК, 2016. 92 с.
11. Юрченко Л.І. Екологія: Навч. Посіб. К.: ЦУЛ, 2017. 304 с.

Recommended reading

1. Адаменко О.М., Коденко Л.В. Основи екології. К., 2005. 320 с.
2. Білявський Г.О., Фурдуй Р.С., Костіков І.Ю. Основи екології: Підр. К.: «Либідь», 2004. 408 с.
3. Габчак Н.Ф., Дубіс Л.Ф., Мельник А.В., Чир Н.В. Екологічний туризм на природоохоронних територіях Закарпатської області : монографія. Ужгород : Говерла, 2018. 392 с.
4. Заверуха Н.М., Серебряков В.В., Скиба Ю.А. Основи екології: Навч. Посіб. К.: Каравела, 2006. 368 с. URL: <https://www.twirpx.com/file/620633/>
5. Закон України «Про Основні засади (стратегію) державної екологічної політики України на період до 2030 року». URL: <https://zakon.rada.gov.ua/laws/show/2697-19#Text>
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8. Конвенція про охорону біологічного різноманіття (Конвенцію ратифіковано Законом № 257//94–ВР від 29.11.94) / ред.: М.С. Козловська. К. : Центр екологічної освіти та інформації, 2007. 24с.
9. Костюшин В.А., Губар С.І., Домашлінець В.Г. Стратегія розвитку моніторингу біологічного різноманіття в Україні. К., 2009. 58 с.
10. Маселков А.В., Поясник О.Ю., Іщенко Т.І., Шидловська О.Б., Гавриш А.В. Інноваційний підхід до впровадження концепції «Екологічний готель». URL: <http://dspace.nuft.edu.ua/jspui/bitstream/123456789/26633/1/Екологічний%20готель.pdf>
11. Основи екології та екологічного права: Навч. Посіб. / Бойчук Ю.Д., Шульга М.В., Цалін Д.С., Демяненко В.І.; За заг. Ред. Ю.Д. Бойчука і М.В. Шульги. Суми: ВТД «Університетська книга», 2004. 352 с.
12. Петрук В.Г., Турчик П.М., Бобко О.О. Екологія людини. Ч.1. : Навч. Посіб. Вінниця: ВНТУ, 2011. 148 с. URL: <http://petrukvg.vk.vntu.edu.ua/file/ffd523036b1af65614de33b7cecbdd3e.pdf>
13. Потіш Л. А. Екологія : Навч. Посіб. К.: Знання, 2008. 271 с.
14. Царик Т.С., Вайфура В.В. Навчальний посібник з екології (лекції): Електронна версія. Тернопіль, 2009. 131 с. URL: [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwjJ8bSasPfrAhVLEncKHUrWAIMQFjAJegQICRAB&url=http%3A%2F%2Ffunf.tneu.edu.ua%2Ffiles%2Fnavch_posib_z_ekolohii\(lektsii\).doc&usg=AovVaw0mpMe8pGiXjixCZ_MzuKle](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwjJ8bSasPfrAhVLEncKHUrWAIMQFjAJegQICRAB&url=http%3A%2F%2Ffunf.tneu.edu.ua%2Ffiles%2Fnavch_posib_z_ekolohii(lektsii).doc&usg=AovVaw0mpMe8pGiXjixCZ_MzuKle)
15. Шматько В.Г., Нікітін Ю.В. Екологія і організація природоохоронної діяльності: Навч. Посіб. К.: КНТ, 2006. 303 с.
16. Beatleey T. Green Urbanist. Washington, DC: Island Press, 1996. 491 p.
17. Konovalov A. Business in the eco-style: how to produce and sell natural products. Moscow: Alpina Publisher, 2012. 224 p.
18. Nyaurane G. (2014) Ecology, tourism. In: Jafari J., Xiao H. (eds) Encyclopedia of Tourism. Springer, Cham. https://doi.org/10.1007/978-3-319-01669-6_62-1

19. Tony Juniper. The Ecology Book: Big Ideas Simply Explained. DK Publishing (Dorling Kindersley), 2019. 352 p.

5. SECOND FOREIGN LANGUAGE (French)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
French	3-7/67 weeks, 258 hours in class/	12.5/ Mandatory	Natalya Yakovyshena PhD (Candidate of Science), Associate Professor	375 hours (258 h. tutorials, 117 h. self-study time)
Course aims: The course is geared towards helping students study the language according to the norms of vocabulary and grammar usage in writing, speaking, listening and reading at levels A1-B1 within the thematic range of material concerning common, social and cultural spheres of L2 learning.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) Speak freely and without preparation on topics studied; 2) Participate fully in an interview; 3) Produce clear, well-spoken, well-structured speech with logical structure which helps the listener to notice and remember important points; 4) Understand the dialogue and monologue speech of non-special texts at intermediate level, well-read by native speakers at middle speed, containing up to 15% of unfamiliar words; 5) Interpret and analyse text on the subject offered; 6) Summarize the information read in their native or foreign language. 7) Write small stories or make written description of events concerning their lives, make description of the film, plays, books etc Learning outcomes 1-4 Learning outcomes 1-7		Tutorials, discussion, role play Tutorials, role play Internet search activities, discussion Tutorials, student presentation, discussion Tutorials, round table discussion Pair work, small group discussion Internet search, group work, tutorials		Participation in the discussion/role play (CAS) Participation in the role play/ discussion (CAS) Participation in the discussion (CAS) Peer small group presentation, test (CAS) Peer assessment, participation in the discussion (CAS) Participation in the discussion, peer assessment (CAS) Essay(CAS) Mid-term control: tests, mini case (CAS) Achievement test (CAS) or Final examination (FAS)
Assessment Semester 3				
Final grade (final assessment) as a result of 100% continuous assessment:				
20% Participation in the role play;				
20% Test (multiple choice, computer);				

20% Essay (written);
 10% Presentation (oral, multimedia);
 20% Participation in the discussion;
 10% Mid-term control (written tests, essay)

Semester 4-7

100% Final assessment as a result of final examination (40%) and continuous assessment (60%)

40% Final examination (2 sets of written assignments, each assignment includes 1 essay and tests for practical skills assessment)

60% Continuous assessment:

5% Participation in the role play;
 5% Test (multiple choice, computer);
 20% Essay (written);
 10% Presentation (oral, multimedia);
 20% Mid-term control (written tests, essay)

Contents

Thematic structure of the course:

1. Вводно-фонетичний курс.
2. Je m'appelle Elise. Et vous?
3. Vous dansez? D'accord
4. Monica, Yukiko et comagnie
5. Les voisins de Sophie

Literature

Ukrainian and French track

Compulsory reading

1. Sylvie Poisson-Quinton Michèle Mahéo-Le Coadic Anne Vergne –Sirieys- Méthode de Français 1 Festival A1 Livre de l'élève (базовий підручник), 2016.
2. Sylvie Poisson-Quinton Michèle Mahéo-Le Coadic Anne Vergne –Siriey Méthode de français 1, Cahier d'exercices, Festival A1, 2016

Recommended reading

1. Maia Grégoire Gracia Merlo, Grammaire progressive du français., 2008
2. Michèle Boularès Odile Grand-Clément, Conjugaison progressive du français., 2001
3. Marie-Laure LIONS –OLIVIERI, Grammaire du français., 2012
4. И.Н.Попова, Ж.А.Казакова Учебник французского языка, М.,1991.
5. M.Tauzin, A.Dubois, Objectif express, P., 2006

French track

Recommended reading

4. Apprendre une langue – Partager une langue. – Режим доступу:
<https://www.languageguide.org/fran%C3%A7ais/vocabulaire/>
2. Apprendre le vocabulaire de la maison – YouTube- Режим доступу:
<https://www.youtube.com/watch>

6. SECOND FOREIGN LANGUAGE (German)

Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload

German	3-7/67 weeks, 258 hours in class	12.5/ Mandatory	Mariia Homola, Senior Lecturer	375 hours (258 h. tutorials, 117 h. self-study time)
Course aims: The course is geared towards helping students study the language according to the norms of vocabulary and grammar usage in writing, speaking, listening and reading at levels A1-A2 within the thematic range of material concerning common, social and cultural spheres of L2 learning.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
<p>1) Speak freely and without preparation on topics studied;</p> <p>2) Participate fully in an interview;</p> <p>3) Produce clear, well-spoken, well-structured speech with logical structure which helps the listener to notice and remember important points;</p> <p>4) Understand the dialogue and monologue speech of non-special texts at intermediate level, well-read by native speakers at middle speed, containing up to 15% of unfamiliar words;</p> <p>5) Interpret and analyse text on the subject offered;</p> <p>6) Summarize the information read in their native or foreign language.</p> <p>7) Write small stories or make written description of events concerning their lives, make description of the film, plays, books etc</p> <p>Learning outcomes 1-4</p> <p>Learning outcomes 1-7</p>		<p>Tutorials, discussion, role play</p> <p>Tutorials, role play</p> <p>Internet search activities, discussion</p> <p>Tutorials, student presentation, discussion</p> <p>Tutorials, round table discussion</p> <p>Pair work, small group discussion</p> <p>Internet search, group work, tutorials</p>	<p>Participation in the discussion/role play (CAS)</p> <p>Participation in the role play/ discussion (CAS)</p> <p>Participation in the discussion (CAS)</p> <p>Peer small group presentation, test (CAS)</p> <p>Peer assessment, participation in the discussion (CAS)</p> <p>Participation in the discussion, peer assessment (CAS)</p> <p>Essay(CAS)</p> <p>Mid-term control: tests, mini case/ essay (CAS)</p> <p>Achievement test (CAS) or Final examination (FAS)</p>	
<p>Assessment</p> <p>Semester 3</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>20% Participation in the role play;</p> <p>20% Test (multiple choice, computer);</p> <p>20% Essay (written);</p> <p>10% Presentation (oral, multimedia);</p> <p>20% Participation in the discussion;</p> <p>10% Mid-term control (written tests for practical skills assessment, essay)</p> <p>Semester 4-7</p> <p>100% Final assessment as a result of final examination (40%) and continuous assessment (60%)</p> <p>40% Final examination (2 sets of written assignments, each assignment includes 1 essay and tests for practical skills assessment)</p>				

<p>60% Continuous assessment: 5% Participation in the role play; 5% Test (multiple choice, computer); 20% Essay (written); 10% Presentation (oral, multimedia); 20% Mid-term control (written tests, essay)</p>
<p>Contents</p> <p>Thematic structure of the course:</p> <ol style="list-style-type: none"> 1. Begrüßen uns Verabschieden. Nach dem Befinden fragen. Familienstand. 2. Berufe. Zahlen 1-100. Sprachen. Länder. 3. Büro. Computer. Zahlen 100-1000.000. Möbel 4. Tageszeiten. Wochentage. Uhrzeiten. 5. Einkaufen. Geschmäcke und Vorlieben. 6. Alltagsaktivitäten. Freizeitaktivitäten. 7. Typische deutsche, schweizerische, österreichische Spezialitäten und Getränke. 8. Hotel in Deutschland, Österreich, der Schweiz. 9. Urlaub in Deutschland, Österreich, der Schweiz. Reise ins Ausland. 10. Feste und Feiertage. Sehenswürdigkeiten in Deutschland, Österreich, der Schweiz. 11. In der Stadt. Haus. Wohnung. Verkehr. 12. Gesundheit. Sport. Hobby. 13. Mein Traumhaus. Pläne und Wünsche. 14. Termine 15. Wetter. Jahreszeiten. Monate.
<p>Literature <i>Ukrainian and German track</i></p> <p>Compulsory reading</p> <ol style="list-style-type: none"> 1. Evans S, Pude A., Specht F. MENSCHEN. DAF. Niveau A1/1-A2/1, Hueber, 2017. 2. Бориско Н.Ф. Бизнес-курс немецкого языка. – К.: Логос, 2002. 3. Гомола М.М. Навчально-методичний посібник «Вивчаємо німецьку мову як другу іноземну»/ Wir lernen DAF. – Дніпро: Університет імені Альфреда Нобеля, 2018. – 68 с. <p>Recommended reading</p> <ol style="list-style-type: none"> 1. Ulrich Achilles. Marktplatz: Deutsche Sprache in der Wirtschaft. – Köln, 1998. 2. Fandrych Christian, Tallowitz Ulrike. Klipp und Klar. Практична граматики німецької мови: Навч. Посібник. – К.: Методика, 2004. – 312 с. 3. Новий німецько-український, українсько-німецький словник: 60.000 слів та словосполучень. – Уклад.: Басанець З.О. та ін.; За ред. Е.І. Лисенко. – К.: А.С.К., 2005. – 1024 с. 4. Большой немецко-русский словарь/ К. Лейн и др. – М.: Медиа, 2007. – 1159 с.

7. SECOND FOREIGN LANGUAGE (Spanish)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Spanish	3-7/67 weeks,	12.5/ Mandatory	Kateryna Pecherna, Lecturer,	375 hours (258 h. tutorials, 117 h. self-study time)

	258 hours in class/		Ruslana Stetsenko, Lecturer	
Course aims: The course is geared towards helping students study the language according to the norms of vocabulary and grammar usage in writing, speaking, listening and reading at levels A1-B1 within the thematic range of material concerning common, social and cultural spheres of L2 learning.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
<p>1) Speak freely and without preparation on topics studied;</p> <p>2) Participate fully in an interview;</p> <p>3) Produce clear, well-spoken, well-structured speech with logical structure which helps the listener to notice and remember important points;</p> <p>4) Understand the dialogue and monologue speech of non-special texts at intermediate level, well-read by native speakers at middle speed, containing up to 15% of unfamiliar words;</p> <p>5) Interpret and analyse text on the subject offered;</p> <p>6) Summarize the information read in their native or foreign language.</p> <p>7) Write small stories or make written description of events concerning their lives, make description of the film, plays, books etc</p> <p>Learning outcomes 1-4</p> <p>Learning outcomes 1-7</p>		<p>Tutorials, discussion, role play</p> <p>Tutorials, role play</p> <p>Internet search activities, discussion</p> <p>Tutorials, student presentation, discussion</p> <p>Tutorials, round table discussion</p> <p>Pair work, small group discussion</p> <p>Internet search, group work, tutorials</p>	<p>Participation in the discussion/role play (CAS)</p> <p>Participation in the role play/ discussion (CAS)</p> <p>Participation in the discussion (CAS)</p> <p>Peer small group presentation, test (CAS)</p> <p>Peer assessment, participation in the discussion (CAS)</p> <p>Participation in the discussion, peer assessment (CAS)</p> <p>Essay(CAS)</p> <p>Mid-term control: tests, mini case (CAS)</p> <p>Achievement test (CAS)</p> <p>Final examination (FAS)</p>	
<p>Assessment</p> <p>Semester 3</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>20% Participation in the role play;</p> <p>20% Test (multiple choice, computer);</p> <p>20% Essay (written);</p> <p>10% Presentation (oral, multimedia);</p> <p>20% Participation in the discussion;</p> <p>10% Mid-term control (written tests, essay)</p> <p>Semester 4-7</p> <p>100% Final assessment as a result of final examination (40%) and continuous assessment (60%)</p>				

40% Final examination (2 sets of written assignments, each assignment includes 1 essay and tests for practical skills assessment)

60% Continuous assessment:

- 5% Participation in the role play;
- 5% Test (multiple choice, computer);
- 20% Essay (written);
- 10% Presentation (oral, multimedia);
- 20% Mid-term control (written tests, essay)

Contents

Thematic structure of the course:

1. Conocimiento, Saludos. Tiempo. Presentación.
2. La biografía. La familia.
3. Contactos y trabajos diarios. La rutina. Día de odelling.
4. Relaciones odelling.
5. Actividades habituales. Un hogar. Mi infancia.
6. Hoteles y servicios hoteleros. Mi día de trabajo.
7. Estaciones del año. Condiciones climáticas.
8. Comida. En el odelling. El mercado. Las recetas populares.
9. La apariencia.
10. Persona y personalidad.
11. La ropa. El estilo.
12. De compras. En la tienda de ropa. En la zapatería.
13. Pasatiempo favorito de los españoles y de los ucranianos.
14. Los fines de la semana y las vacaciones.
15. Mundo hispano. Las primeras civilizaciones.
16. Pasatiempo y ocio. Deporte.
17. Deportes de odell y de invierno. Deportes en el gimnasio y al aire libre.
18. Los viajes. El turismo.

Literature

Ukrainian and Spanish track

Compulsory reading

1. Чичин А. В. Ученик испанского языка / Чичин А. В. – М.: Московский лицей, 2004. – 361 с.
2. Francisca Castro Viúdez, Ignacio Rodero Díez, Carmen Sardinero Franco / Español en marcha 4/ Curso de español como lengua extranjera – Sociedad General Española de Librería, S.A., 2007.
3. Concha Moreno, Carmen Hernández, Clara Miki Kondo/ Gramática/ - Grupo Anaya, S.A., 2007.

Recommended reading

1. Сборник упражнений по грамматике испанского языка: уч. Пособие / В.С. Виноградов. – М.: Книжный дом «Университет», 2001. – 384 с.
2. Нуждин Г.А. Учебник испанского языка / Г.А. Нуждин. – М.: Айрис-пресс, 2006 – 528 с.
3. Устинова Р. Ф. Испанська мова: навч. Посібник. / Р. Ф. Устинова. — Д.: НГУ, 2006 – 310 с.
4. Mónica García – Viñó Sánchez/ Preparación al Diploma de español Nivel A2 – Edelsa Grupo Didascalía. S.A., Madrid.
5. Большой русско-испанский словарь. [под ред. Д. ф. н. проф. Г.Я. Туровера]. – М.: Русский язык, 2001. – 854 с.

English track

Compulsory reading

5. A Good Spanish Book: Basic Spanish Course for Beginners by Ricardo Roque Mateos, 2003, p. 418.

Recommended reading

1. Langmeir, J. (2014) Spanish Phrases for Dummies Pocket Edition, 184 p.
2. Learning Spanish Vocabulary: Madrigal's Magic Key to Spanish, 2007, 314 p.
3. Oxford English-Spanish dictionary. Available at:
http://www.wordreference.com/English_Spanish_Dictionary.asp
4. The Everything Learning Spanish Book: Speak, Write, and Understand Basic Spanish in No Time Paperback, 2002, 270 p.

8. INFORMATION SYSTEMS AND TECHNOLOGIES				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	1/14 weeks, 58 hours in class	5 / Mandatory	Tetiana Chumak, Senior Lecturer	150 hours (14 h. lectures, 44 h. lab. works, 92 h. self-study time)
Course aims: the students get a high level of information and computer culture as well as practical skills for working with modern hardware using the latest information technologies to solve various problems in the professional activities.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) use the basic tools of Windows freely;		Lecture, lab. works, discussion, solving problems, self-study activities		Participation in the discussion, solving problems using appropriate software, laboratory work report (CAS)
2) create, format, and print documents in Microsoft Word;		Lecture, lab. works, solving problems using appropriate software		Solving problems, laboratory work report, test (CAS)
3) generate spreadsheets in Microsoft Excel and make necessary calculations;		Lecture, lab. works, solving problems, self-study activities		Solving problems using appropriate software, laboratory work report, test (CAS)
4) create relational Microsoft Access database and manage them;		Lecture, lab. works, solving problems using appropriate software, self-study activities, internet search		Solving problems, individual presentation assessment, essay (CAS)
5) automate work in Microsoft Office by using Visual Basic		Lecture, guided self-study activities, solving problems		Solving problems using appropriate software, quiz, peer small group presentation (CAS)
6) create electronic presentations in Microsoft PowerPoint;		Lecture, lab. work, self-study activities		Laboratory work report, individual presentation assessment (CAS)

7) use Internet-technologies for solving professional problems, search and store necessary information; manage correspondence by e-mail;	Lab. work, internet search, self-study activities	Laboratory work report, participation in the discussion, test (CAS)
8) organize their work using business organizer Microsoft Outlook;	Lecture, lab. work, self-study activities	Laboratory work report, individual presentation assessment, test (CAS)
9) perform settings of programs to work in the global network.	Lab. work, internet search, self-study activities	Participation in the discussion, essay (CAS)
Learning outcomes 1-5		Mid-term control (CAS)
Learning outcomes 1-9		Final assessment (FAS)

Assessment

Final grade (final assessment) as a result of 100% continuous assessment:

40% Solving problems using appropriate software
 15% Test
 15% Essay
 15% Individual presentation
 15% Mid-term control (laboratory work report, test)

Contents

Module 1. Theoretical foundations of computer science. Information systems. Text data processing systems

Subject, methods and objectives of the course. Theoretical Foundations of Computer Science. Information Systems (IS) and their role in the management of the economy
 The principles and structure of the PC software. The Windows operating system
 Systems for processing text information. Text editor MS Word. Editing and formatting text

Module 2. MS Word Tables. Technology for creating presentations. Local area network The use of Internet-technologies

Creating tables in MS Word. Automation of document creation
 The technology of creating presentations in MS PowerPoint
 Local computation networks
 The use of Internet technologies
 Working with a Web-site. Navigation on the web

Module 3. Systems of tabular data processing. The MS Excel spreadsheet

Systems of tabular data processing. The MS Excel spreadsheet. Basics of working in MS Excel
 Working with formulae and functions in MS Excel

Module 4. Working with Database in MS Excel. Fundamentals of office programming

Creating, editing and formatting charts in MS Excel
 Working with Database in MS Excel
 Fundamentals of office programming

Module 5. Fundamentals of database constructing. Purposes, general characteristics, features and possibilities of MS Access. Creating, editing and using database query

Fundamentals of database constructing

Creating, editing and managing database with database management system

Creating, editing and using database queries in MS Access

Module 6. Development and use of forms in MS Access. Queries. Generating reports

Development and use of forms in MS Access

Generating reports in MS Access

Using macros generator

Literature

Compulsory reading

1. Форкун Ю.В., Длугунович Н.А. Информатика: Навч. посібник / Ю.В. Форкун, Н.А. Длугунович. – Львів: Новий світ, 2020. – 464 с.
2. Рогоза М.С. Основи інформатики та технологій програмування: Навч. посібник / М.С. Рогоза, С.К. Рамазанова, А.В. Велігура, С.М. Ткаченко. – Полтава: ПУЕТ, 2012. – Ч. 1. – 294 с.
3. Рогоза М.Є. Основи інформатики та технологій програмування: Навч. посібник / М.Є. Рогоза, С.К. Рамазанова, А.В. Велігура, С.М. Ткаченко. – Полтава: ПУЕТ, 2012. – Ч. 2. – 322 с.
4. Сільченко М.В. Економічна інформатика: Навч.-метод. посіб. для самост. вивч. дисц. / М.В. Сільченко, Ю.М. Красюк. – К.: КНЕУ, 2010. – 601 с.
5. Кучерява Т.О. Інформатика та комп'ютерна техніка: активізація навчання: Підручник / Т.О. Кучерява, М.В. Сільченко, І.В. Шабаліна. – К.: КНЕУ, 2008. – 448 с.
6. Поляков, В. П. Информатика для экономистов : учебник для бакалавриата и специалитета / В. П. Поляков, В. П. Косарев. – М. : Юрайт, 2019. - 524 с.
7. Царев Р.Ю. Теоретические основы информатики: Учебник / Царев Р.Ю., Пупков А.Н., Самарин В.В и др. - Краснояр.: СФУ, 2015. - 176 с.
8. Леонтьев В.П. "Office 2016. Новейший самоучитель"/ В.П. Леонтьев. М.: Эксмо, 2015. - 368 с.
9. Леонтьев В.П. Microsoft Word 2016. Новейший самоучитель/ В.П. Леонтьев. М.: Эксмо, 2016. - 128 с.
10. Рудикова Л. В. Microsoft Office Excel 2016 / Л.В. Рудикова. – СПб.: БХВ-Петербург, 2017. – 640 с.
11. Бекаревич Ю.Б. Самоучитель Microsoft Access 2016 / Ю.Б. Бекаревич, Н.В. Пушкина. - СПб.: БХВ-Петербург, 2017. - 480 с.
12. Гузенко Е.Н. "Работа в сети Интернет" / Е. Н. Гузенко, А.С. Сурядный. М.: АСТ, 2011. - 432 с.
13. Lambert Joan , Lambert Steve. MOS 2016 Study Guide for Microsoft Word / Joan Lambert , Steve Lambert. – Redmond, United States: Microsoft Press, U.S., 2016. – 224 p.
14. Lambert Joan. MOS 2016 Study Guide for Microsoft PowerPoint / Joan Lambert. – Redmond, United States: Microsoft Press, U.S., 2016. – 176 p.
15. Lambert Joan. MOS 2016 Study Guide for Microsoft Excel/ Joan Lambert. – Redmond, United States: Microsoft Press, U.S., 2016. – 192 p.
16. Pierce John . MOS 2016 Study Guide for Microsoft Access /John Pierce. – Redmond, United States: Microsoft Press, U.S., 2017. – 240 p.

Recommended reading

17. Советов Б.Я. Информационные технологии / Б.Я. Советов. М.: Юрайт, 2016. – 327 с.

18. Матюшок В. М. Информатика для экономистов: Учебник / В.М. Матюшок. – 2-е изд., перераб. и доп. – М.: НИЦ ИНФРА-М, 2016. – 460 с.
19. Price Michael. Office 2019 in easy steps / Michael Price. – Southam, United Kingdom: In Easy Steps Limited, 2019. – 240 p.
20. Price Michael. Word 2019 in easy steps / Michael Price. – Southam, United Kingdom: In Easy Steps Limited, 2019. – 216 p.
21. Price Michael. Excel 2019 in easy steps / Michael Price. – Southam, United Kingdom: In Easy Steps Limited, 2019. – 192 p.
22. Price Michael. Access in easy steps : Illustrating using Access 2019 / Michael Price. – Southam, United Kingdom: In Easy Steps Limited, 2019. – 192 p.
23. Stephen Saxton. Excel for New Managers: A perfect understanding of how Microsoft Excel works. 2019. Amazon, ISBN-13: 978-1695396869 – 172 p.
24. Chris Smitty Smith. Excel 2019 - Business Basics and Beyond. Tickling Keys, Incorporated, 2019, ISBN-13: 9781615470617 – 279 p
25. Чумак Т.В. Информатика: Лабораторный практикум (разделы: “Операционная система WINDOWS”, “Системы обработки текста Текстовый процессор MS WORD”) / Т.В. Чумак, Л.И. Ярмоленко, А.И. Пасько. – Д.: Днепропетровский университет им. Альфреда Нобеля, 2011. – 50 с.
26. Информатика: Лабораторный практикум (раздел “Системы табличной обработки данных”) / Н.О. Ризун, Л.И. Ярмоленко, Т.В. Чумак и др. – Д.: Днепропетровский университет им. Альфреда Нобеля, 2013. – 104 с.
27. Информатика: Лабораторный практикум (раздел “Системы управления базами данных”) / Н.О. Ризун, Л.И. Ярмоленко, Т.В. Чумак и др. – Д.: Днепропетровский университет им. Альфреда Нобеля, 2014. – 92 с.
28. AMC College. Spreadsheet (Microsoft Excel 2019) Level 3. Advanced Micro Systems Sdn Bhd, ISBN-13: 9789672403630 – 56 p.
29. Kevin Wilson. Using Excel 2019: The Step-by-step Guide to Using Microsoft Excel 2019. Elluminet Press, 2020, ISBN-13: 9781913151034 – 150 p.
30. Mary Anne Poatsy, Keith Mulbery, et al. Exploring Microsoft Office 2019. Pearson Higher Education & Professional Group, 2019, ISBN-13: 9780135402542 – 1120 p.
31. Joan Lambert. Microsoft Word 2019 Step by Step. Microsoft Press, 2019. ISBN-13: 9781509306237 – 720 p.
32. Chris Smitty Smith. Excel 2019 - Business Basics and Beyond. Tickling Keys, Incorporated, 2019, ISBN-13: 9781615470617 – 279 p
33. Rizun N.O. Informatics: Workshop, Part 1, 2 / N.O. Rizun, S.I. Medinska, I.I. Lipska.– Д.: Днепропетровский университет им. Альфреда Нобеля, 2011. – 80 с.
34. Rizun N.O. Informatics: Workshop, Part 3 / N.O. Rizun, L.N. Savchuk. – Д.: Днепропетровский университет им. Альфреда Нобеля, 2014. – 80 с.

9. FOREIGN LANGUAGE FOR SPECIFIC PURPOSES				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
English	3, 4, 5, 6/ 53 weeks, 187 hours in class	22 / Mandatory	Halyna Miasoid, PhD (Candidate of Science), Associate Professor; Natalia Bespalova, Senior Lecturer; Svitlana Medynska, Senior Lecturer; Olha Derbak, Lecturer	660 hours (187 h. tutorials, 473 h. self-study time)
Course aims: The course is intended for developing the students' ability to communicate in English in a wide range of professional situations demonstrating rich vocabulary and extensive terminology, accuracy in their use of language and essential business communication skills such as negotiating, telephoning, participating in meetings and conferences, making presentations, business writing and using English in social situations.				
Learning outcomes On completion of the course, students will be able to:			Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)
1) use the language of specialized areas of English for Specific Purposes demonstrating the extensive professional vocabulary and accurate grammar; 2) read and comprehend relevant authentic texts from business sources with their further analysing, summarizing and discussing with airing their own views on the issue; 3) apply listening skills such as prediction, listening for specific information and note-taking while listening to a variety of recordings and authentic interviews with business people and/or lecturers concerning business environment and relevant tourism issues; 4) communicate in the key professional areas in tourism participating in meetings, negotiations, telephoning, dealing with complaints and social situations;			Tutorials, brainstorming, discussion Reading assignments in textbooks, discussion, self-study activities Tutorials, textbook assignments, self-study activities	Participation in the discussion, test (CAS) Participation in the discussion, exercise, practical skills assessment (CAS) Practical skills assessment, exercise (CAS)
			Tutorials, role-play, business game	Participation in the role play/ business game (CAS)

<p>5) discuss business problems in tourism and recommend business solutions;</p> <p>6) write business correspondence and essays of different types on the business topics processing information from various sources and analysing it;</p> <p>7) take part in discussions and debates on the professional topics presenting and substantiating own points of view;</p> <p>8) make presentations on a wide range of professional topics using extensive terminology, exemplifying the ideas, highlighting the problems and making suggestions on the ways to solve them;</p> <p>9) demonstrate understanding of cultural peculiarities of the parties involved in collaboration, including differences between cultures of tourists and the host country, as well as prevent intercultural conflicts.</p> <p>Learning outcomes 1-9</p> <p>Learning outcomes 1-9</p>	<p>Tutorials, case study in small groups</p> <p>Tutorials, self-study activities</p> <p>Tutorials, discussion, debate</p> <p>Internet search, individual presentation, small group presentation, self-study activities</p> <p>Tutorials, case study in small groups</p>	<p>Case study presentation, written report (CAS)</p> <p>Business correspondence, essay (CAS)</p> <p>Participation in the discussion/ debate, (CAS)</p> <p>Presentation assessment (CAS)</p> <p>Participation in the discussion/ case study, (CAS)</p> <p>Mid-term control: tests, essay/ business letter (CAS)</p> <p>Achievement test (CAS) or Final examination (FAS)</p>
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Assessment

Semester 3-5

Final grade (final assessment) as a result of 100% continuous assessment:

- 10% Participation in the discussion
- 10% Participation in the role play/ business game
- 10% Participation in the case study
- 10% Practical skills assessment/ Test (written)
- 20% Essay/ business correspondence (written)
- 10% Presentation (oral, multimedia)
- 15% Mid-term control (written tests, essay/ business letter)
- 15% Achievement test (written tests, essay/ business letter)

Semester 6

100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%)

40% Final examination (3 sets of written assignments, each assignment includes 1 business letter and tests for practical skills assessment)

60% Continuous assessment:

- 5% Participation in the discussion
- 5% Participation in the role play/ business game
- 10% Participation in the case study
- 5% Practical skills assessment/ Test (written)
- 10% Essay/ business correspondence (written)
- 10% Presentation (oral, multimedia)
- 15% Mid-term control (written tests, essay/ business letter)

Contents

Thematic structure of the course:

Module 1. Tourism as an Industry.

What is Tourism? Tourism as the Biggest Business in the World. Trends in Tourism.

World Destinations. Tourism Features and Attractions.

Tour Operators and Their Role in Tourism.

Module 2. Customer Service in Tourism.

Tourist motivations. Reasons for Travel and Changes in Tourist Motivation.

Travel Agencies. The Sales process. Presenting a Product.

Transport in Tourism. Timetable Information.

Module 3. Making a Successful Tourism Product.

Accommodation. Local and Unusual Accommodation. Describing Location.

Marketing and Promotion. Promotional Techniques.

The Airline Industry. Tourism and Air Travel.

Module 4. Organization of Business Processes in Tourism

Holidays with a Difference. Cultural Differences and Cultural Tips.

Reservations and Sales. Holiday Bookings. Computer Reservation Systems.

Airport Departures. Airport Facilities and Services. Air Passenger Rights.

Module 5. The Basics of Tourism Business.

Tour Operators and Travel Agencies.

Models of Holiday-making and Types of Tourists.

Fairs and Exhibitions in Hospitality and Tourism.

Module 6. The Most Important Things Tourists Need.

Logistics, Supply Chain Management and Transportation in Tourism.

Accommodation Types Available in Tourism. Hotel Branding.

Role of Catering in Tourism Industry. Different Board Types. Gastronomy.

Module 7. Being Safe and Having Fun When Travelling.

Medical Care and Insurance in Tourism. Risk in Tourism and Hospitality Industry.

Excursions, City Tours and Sightseeing. Heritage.

Sports, Attractions and Entertainment in Tourism. Events management.

Module 8. Tourism and Hospitality Businesses as an Industry.

Jobs and Careers in Tourism and Hospitality Businesses.

The Impacts of Tourism as an Industry.

Tourism Product: Its Key Components and How to Make It Attractive for Tourists.

Literature

Compulsory reading

1. Kozhushko, S., Medynska S., Yakovleva T. (2019) Handbook on Effective Business English Examination Preparation. Dnipro, Alfred Nobel University Press.

2. Strutt, P. (2013) English for International Tourism. New Edition. Pre-Intermediate/ Intermediate/ Upper-Intermediate. Pearson Education Limited.

3. Tarnopolskyi, O., Kozhushko, S., Miasoid, G., Bespalova, N., Medynska, S. (2018) Tourism and Hospitality Industry Matters. Dnipro, Alfred Nobel University Press.

4. Walker, R., Harding, K. (2006) Oxford English for Careers. Tourism 1/ Tourism 2/ Tourism 3. Oxford University Press.

Recommended reading

1. Dooley, J., Evans, V. (2009) Grammarway 3/ Grammarway 4. Express Publishing.

2. Evans, V. (2000) Successful Writing. Express Publishing.

3. Kozhushko, S., Baranova, I. (2013) Business Letter Writing. Dnipropetrovsk, DUEL Press.

10. TOURISM GEOGRAPHY (tourist country studies, tourist resources of Ukraine)				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	2, 3/28 weeks, 84 hours in class	8 / Mandatory	Svitlana Kozhushko, Doctor of Science, Full Professor	240 hours (42 h. lectures, 42 h. tutorials, 156 h. self- study time)
<p>Course aims: The course mainly aims to identify the major geographical components, including climate, natural resources, and transportation in the field of tourism and recreation as well as determinants of tourism demand. It also contains a study of the geographical maps of tourist attractions worldwide in terms of tourism demand, types of tourism, and tourism development, and cultural and natural resources related to tourism.</p>				
<p>Competence and skills: Professional use of terms and definitions connected with the field of study; Analyse information on a region/ country with the aim to estimate and evaluate its attractiveness and a tourist destination; Analyse information on a region/ country with the aim to estimate and evaluate its attractiveness and potential for the development of certain types of tourism; Evaluate the competitiveness of a region /country as a tourist destination</p>				
<p>Learning outcomes On completion of the course, students will be able to:</p> <p>1) demonstrate consistently accurate use of travel and tourism industry terminology, including commonly used definitions, concepts, models and patterns;</p> <p>2) demonstrate knowledge of tourism and travel industry as a branch of economy;</p> <p>3) describe the importance of geography in tourism at international and regional levels;</p> <p>4) identify and describe the spatial distribution of tourism destinations worldwide and their social, economic, and environmental characteristics;</p> <p>5) describe the geographical components of tourism such as climate and environment;</p> <p>6) identify the determinants of demand for tourism;</p>		<p>Teaching methods, teaching and learning activities</p> <p>Lecture, self-study activities, blended learning</p> <p>Lecture, seminars, self-study activities (assigned /analytical reading</p> <p>Lecture, workshop (collaborative activities), Internet search</p> <p>Lecture, case study, Group work ,</p> <p>Lecture, small-group study, Internet search</p> <p>Lecture</p> <p>Lecture, Internet search</p>		<p>Forms of assessment (continuous assessment CAS, final assessment FAS)</p> <p>Test, quiz, interview (CAS)</p> <p>Case study, essay (report) (CAS)</p> <p>Group work (project drafting (CAS)</p> <p>Essay (observation) Case study, presentation (CAS)</p> <p>Observation (territory analyses) (CAS)</p> <p>Report(search work results) (CAS)</p>

<p>7) describe the structure of tourism product and its components; 8) analyse a range of tourist needs and motivations to travel;</p> <p>understand the development of tourist destinations (tourist area lifecycle);</p> <p>appraise impacts of tourism on country economy,</p> <p>discuss, evaluate and make reasoned decisions, recommendations and judgments on the development of tourism business both in the world and in particular region/country;</p> <p>identify and analyse current trends in the world tourism market, consumer behaviour, their impact on the market situation.</p> <p>Learning outcomes 1-9 Learning outcomes 10-13</p>	<p>Lecture (Socratic Questioning) Blended learning Lecture, small-group study, Internet search</p> <p>Internet search, micro-presentations</p> <p>Small-group discussions, Lectures, workshop</p> <p>Presentations (individual, small-group)</p>	<p>Essay (review), oral presentation(CAS)</p> <p>Observation (territory analyses)</p> <p>Problem solving essay, presentation(CAS)</p> <p>Presentation / Letter of advice/ Evaluation</p> <p>Project-based report</p> <p>Final examination (FAC) Continuous assessment (CAS)</p>
<p>Assessment Semester 2 100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%) 40% Final examination (written assignments include situational essays and multiple choice tasks) 60% Continuous assessment: 10% Participation in the discussion / workshop 10% Report 20% Essay 20% Presentation (oral, multimedia)</p> <p>Semester 3 Final grade (final assessment) as a result of 100% continuous assessment: 10% Participation in the discussion 15% Participation in the case study 10% Practical skills assessment/ Test (written) 20% Essay (written) 15% Presentation (oral, multimedia) 15% Mid-term control (written tests, essay) 15% Achievement test (written tests, essay)</p>		
<p>Contents</p>		
<p>Module 1. Features of worldwide destinations World tourism market. The social, cultural, economic and environmental impact of travel and tourism</p> <p>1. Geography of tourism. Introduction. Geographical aspects of tourism business. Location of major continental land masses, oceans and seas.</p> <p>2. Location of the world's major cities in relation to their importance as major tourism destinations and transport hubs.</p> <p>3. Tourism resources and their evaluation. World tourism resources and their evaluation. Natural and artificial resources.</p>		

4. Social, cultural, economic and environmental resources and their impact on a country's attractiveness as a tourist destination.
5. Patterns of demand for international travel and tourism
6. Major tourism generators and receiving countries in the world. Tourism infrastructure.

Module 2. Tourism & travel business in modern economic environment

7. Modern system of countries (classification) Tourism typology, Geographical location and borders.
8. World regions. Trends in regionalization.
9. Geography of tourism resources. Countries of North, Central and Eastern Europe. Countries of Mediterranean region.
- 10 Geography of tourism resources. Asia.
11. Geography of tourism resources. North, Central and South America.
12. Geography of tourism resources. Africa, Australia and Oceania. **Tt**

Literature

Ukrainian track

Compulsory reading

1. Кузик С.П. Географія тризму: навч.посібник. - К.: Знання, 2011. – 271 с. (*базовий підручник*)
2. Мальська М.П., Худо В.В., Цибух В.І. Основи туристичного бізнесу: Навч. Посіб. – К.: Центр навчальної літератури, 2014. – 232 с.
3. Мальська М.П., Антонов Н.В., Ганич Н.М. Міжнародний туризм і сфера послуг: Підручник. – К.: Знання, 2008. – 661 с.

Recommended reading

4. Сенин В.С. Организация международного туризма: Учебник. – 2 – е узд. Перераб. И доп. – М.: Финанси и статистика, 2013. – 543 с.
5. Экономика и организация туризма. Международный туризм / Е.Л. Драчева, Ю.В. Забаев, Д.К. Исмаев и др.; Под ред.. И.А.Рябовой, Ю.В. Забаева, Е.Л.Драчевой. – М.: КНОРУС, 2015. – 364 с.
6. Любіцева О.О. Ринок туристичних послуг: Геопросторові аспекти. – 2 – ге вид., перероб. Та доп. – К.: Альтерпрес, 2013. – 324 с.

English track

Compulsory reading

1. Fundamentals for tourism businesses. – British Columbia, 2013. – 38 p.
2. The Emerald Handbook on Entrepreneurship in Tourism, Travel and Hospitality: Skills for Successful Ventures. Edited by Marios Sotiriadis, -UK, 2018.-448p.

Recommended reading

1. R.Sharply Travel and Tourism. – SAGE publications, London, 2006.-240 p.
2. International Tourism Highlights, 2019 Edition <https://www.e-unwto.org/doi/pdf/10.18111/9789284421152>
3. Chris Cooper and C Michael Hall Contemporary Tourism: An International Approach. – Oxford, 2008. -377p.

Internet resources

- <http://www.world-tourism.org> –
<http://www.world-v-tourist.com>
<http://www.travel.net>
<http://www.hotels.net>
<http://www.leisureplan.com>
<http://www.travel.com.ua> –
<http://www.greentour.com.ua> –
<http://www.utis.com.ua> –
<http://www.tour-spravka.kiev.ua> –
<http://www.visas.com.ua> –
<http://www.skinet.ru/top/> –

<http://www.adrenalin.lviv.ua>
<http://www.tourism.gov.ua>. –

11. ORGANIZATION OF TOURISM: FUNDAMENTALS OF HOSPITALITY INDUSTRY				
Course aims: formation of a system of theoretical knowledge on the problems of development and modern state of the hospitality industry for basic and special education; acquaintance with professional terminology.				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	2/14 weeks, 56 hours in class	5 / Mandatory	Luibov Boiko Associate Professor	150 hours (28h lectures, 28h.seminars/practical, 94 h. self-study time)
Learning outcomes		Teaching, methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
1. Knows professional discourse, basic terminology and has basic and structured knowledge in the field of tourism and additional fields, such as transportation, hotel and restaurant services, modern management, accounting and finance. 2. Have basic knowledge of the basic principles and directions of tourism policy, history of tourism development, classification of tourism, types of tours, types of tourists and classes of tourist services. 3. Use basic methods and resources, including statistical and mathematical, modern technical means and information and communication technologies.		Lecture, seminars, self-study activities (assigned /analytical reading Lecture, self-study activities, blended learning Lecture, workshop (collaborative activities), Internet search		Test, Case study, essay (report) (CAS) Test, quiz, interview (CAS) Group work (project drafting) (CAS)

<p>4. Use data collection methods and marketing resources to diagnose the demand of potential consumers of travel services and existing supply.</p> <p>5. To form a set of marketing tasks in accordance with business goals, taking into account the needs and requests of different segments of consumers of tourist services</p> <p>6. Can actively work in a team</p> <p>7. Able to communicate correctly with the environment, set priorities for tasks, be responsible for actions and decisions</p> <p>8. Know how to use knowledge to effectively accept new challenges, resolve controversial issues in professional activities;</p> <p>Learning outcomes 1-8</p> <p>Learning outcomes 1-8</p>	<p>Lecture, case study, group work</p> <p>Lecture, small-group study, Internet search</p> <p>Small-group discussions, Presentations (individual, small-group)</p> <p>Lecture (Socratic Questioning) Blended learning, Internet search</p> <p>Lecture, small-group study, Internet search</p> <p>Lectures, workshops. Internet search, micro-presentations</p>	<p>Essay (observation) Case study, presentation (CAS)</p> <p>Observation (tourism market research) (CAS) Report (search work results) (CAS) Essay (review), oral presentation (CAS)</p> <p>Problem solving essay, presentation (CAS) Observation (territory analyses) (CAS)</p> <p>Presentation, essay, Evaluation Project-based report</p> <p>Mid-term assessment (CAS) Final examination (FAC)</p>
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Assessment

100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%):

40% examination

10% (10 points) participation in the discussion

Assessment criteria:

8-10 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, is able to identify the most accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion.

5-7 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, has mediocre analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion.

3-4 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, does not have

sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion.

0-3 points. The student shows a lack of understanding of the issues, does not provide the necessary information about the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion.

10% participation in a role (business) game

Assessment criteria:

7-10 points. The student is able to perform various roles and solve complex specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in a particular “workplace”. Capable of analysis and synthesis. Consciously uses the acquired knowledge, skills and abilities. Understands the sequence of actions. Is able to coordinate their actions with other team members.

4-6 points. The student is able to perform clear and appropriate to his psychological characteristics of the role and solve specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in the chosen “workplace”. Able to analyse their actions and the actions of colleagues. Demonstrates medio knowledge and skills. He tries to coordinate his actions with other team members.

0-3 points. It is difficult for a student to accept the rules of the game and solve specialized problems and practical problems in the field of tourism. The student does not demonstrate the sequence of actions. Demonstrates insufficient knowledge and skills, is characterized by a lack of understanding of the subject.

10% project work in small groups

Assessment criteria:

7-10 points The student clearly understands the task. Carries out the organization and planning of work. Able to engage in search work, analyse information, think critically. Has presentation skills and communication skills. Can work in a team, resolve conflict situations.

4-6 points The student understands the task. He is able to concentrate and perform the work assigned to him with quality. Able to engage in search work, analyse information. Has communication skills. Can work in a team.

0-3 points. The student passively joins the work. Performs minor assignments. Able to engage in exploratory work. The student does not demonstrate the sequence of actions. It is difficult for him to solve team tasks. His behavior can cause conflicts in the team.

20% mid-term control (tests). Two works of 10 points.

Assessment criteria:

10 points are given: the student completed all tasks correctly

9 points are given: the student made two mistakes.

8 points are given: the student made three mistakes.

7 points are given: the student made four mistakes.

6 points are given: the student made five mistakes.

5 points are given: the student made six mistakes.

4 points are given: the student made five mistakes.

10) points are given: the student made six mistakes.

2 points are given: the student made eight mistakes.

10% (10 points) case-study

Assessment criteria:

9-10 points are given:

The student is able to formulate a well-founded opinion on the discussed professional situation. The answer reflects the student’s own point of view, there is an element of novelty. The student demonstrates the sequence of actions; explains in detail, consciously uses the studied methods.

7-8 points are given:

The student demonstrates good knowledge of the discussed professional situation. The student justifies his answer well. Uses relevant data and examples. The student demonstrates the sequence of actions, explains in detail, in most cases consciously uses the studied methods.

5-6 points are given:

The student makes limited arguments in response; does not show sufficient knowledge in the work. The student demonstrates an incomplete sequence of actions.

3-4 points are given:

The student does not quite understand the problem and the question. Important information was omitted. Provides non-relevant information. The student does not demonstrate the sequence of actions.

0-3 points are given:

Some materials in the work do not relate to the issue. The student does not demonstrate the sequence of actions.

Contents

- Topic 1. Subject, methods and objectives of the discipline
- Topic 2. The concept of “tourism”. The role of tourism in the development of the economy.
- Topic 3. Historical development of the hospitality industry
- Topic 4. Hospitality industry. Hotel industry as the main link of material and technical base of tourism.
- Topic 5. Organizational structures of the hotel industry The concept and features of hotel chains. The modern state of hotel chains in the world.
- Topic 6. Restaurant business as a component of the hospitality industry. The main stages of development of the world food industry
- Topic 7. Transport services in the hospitality industry
- Topic 8. Travel by car. Bike tourism. Hiking
- Topic 9. Management structure in the world tourism business.
- Topic 10. Specialists in the hospitality industry
- Topic 11. Personnel management: a modern leader
- Topic 13. Corporate culture and motivation of employees in the field of service
- Topic 14. Features of marketing management and the hospitality industry

Literature

Language of teaching Ukrainian

Compulsory reading

1. Д.І. Єлканова, Д.А. Осипов, В.В. Романов, Е.В. Сорокіна. Основи індустрії гостинності: Навч. Посібник.-К, Коравела, 2008.- 130 с.

1. [Закон України «Про туризм» \(15 вересня 1995р.\). – К., 1995.](#)
2. [Закон України «Про страхування»: Збірник нормативно-правових актів. – Т 2. – Ужгород, 2009.](#)
3. [Александрова А.Ю. Международный туризм. – Москва, 2001.](#)
4. Ананьев М.А. Экономика и география международного туризма. – Москва, 2005.
5. [Балабанов И. Т., Балабанов А.И. Экономика туризма. – Москва, 2000.](#)
6. Барчукова Н.С. Международное сотрудничество государств в области туризма. – М.: Международные отношения, 2006.
7. Бейдик О. О. Словник-довідник з географії туризму, рекреології та рекреаційної географії. – К.: Палітра, 1997.
8. [Биржаков М.Б. Введение в туризм. – Москва – Санкт-Петербург: Герда, 2000.](#)
9. Гаврилишин І.П. Туризм України: проблеми і перспективи. -К., 2004.
10. Гаврилишин І.П. Рекреационный рынок мира // Посредник. -2005.- №40.
11. Герасименко ВТ. Основы туристического бизнеса. – Одесса, 1997.
12. Гуляев В.Г. Организация туристической деятельности. -Москва, 2007. Державна програма розвитку туризму в Україні до 2010 року. -Київ, 2002.
13. Джон Уокер. Введение в гостеприимство. – Москва: Юнити, 2009

12. ORGANIZATION OF TOURISM: HISTORY OF TOURISM				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	1/14 weeks, 42 hours in class	4.5 / Mandatory	Luibov Boiko Associate Professor	135 hours (28h lectures, 14h.seminars/practical, 93 h. self-study time)
Course aims: the purpose of the course: the formation of students' system of theoretical and practical knowledge of the history of tourism. In particular, mastering the logic of the historical development of tourism and its historical forms, studying the experience of organization and efficiency of tourism in Ukraine.				
Learning outcomes		Teaching, methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
<p>1. Know, understand and use in practice the basic concepts of tourism theory, organization of the tourist process and tourist activities of the market of tourist services, as well as worldviews and related sciences;</p> <p>2. Apply in practice the principles and methods of organization and technology of tourist services.</p> <p>3. Adequately assess their knowledge and apply it to different professional situations</p> <p>4. Show respect for individual and cultural diversity.</p> <p>5. Depending on the situation, can choose the most appropriate information and communication channels with consumers and business partners, clearly, consistently and logically express their thoughts and beliefs, argue, conduct effective business conversations, maintain a harmonious network of business and personal contacts, counteract</p>		<p>Lecture, seminars, self-study activities (assigned /analytical reading</p> <p>Lecture, self-study activities, blended learning, Small-group discussions</p> <p>Lecture, workshop (collaborative activities), Internet search</p> <p>Lecture, case study, group work Blended learning, Internet search</p> <p>Lecture (Socratic Questioning), small-group study, Internet search, presentations (individual, small-group)</p>		<p>Test, Case study, essay (report) (CAS)</p> <p>Test, quiz, interview, problem solving essay (CAS)</p> <p>Group work (project drafting (CAS)</p> <p>Case study, presentation (CAS)</p> <p>Essay (observation) (CAS, Report (search work results) (CAS)</p> <p>Essay (review), oral presentation (CAS)</p>

<p>manipulation, overcome era of communication</p> <p>6. Manage their studying for self-realization in the professional tourism field</p> <p>Learning outcomes 1-6</p>	<p>Lectures, workshop. Internet search, micro-presentations</p>	<p>Presentation (CAS) Observation (territory analyses) (CAS)</p> <p>Mid-term assessment (CAS) Final examination (FAC)</p>
Assessment		
<p>100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%):</p> <p>40% examination</p> <p>10% (10 points) participation in the discussion</p> <p>Assessment criteria:</p> <p>8-10 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, is able to identify the most accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion.</p> <p>5-7 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, has mediocre analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion.</p> <p>3-4 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion.</p> <p>0-3 points. The student shows a lack of understanding of the issues, does not provide the necessary information about the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion.</p> <p>10% participation in a role (business) game</p> <p>Assessment criteria:</p> <p>7-10 points. The student is able to perform various roles and solve complex specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in a particular “workplace”. Capable of analysis and synthesis. Consciously uses the acquired knowledge, skills and abilities. Understands the sequence of actions. Is able to coordinate their actions with other team members.</p> <p>4-6 points. The student is able to perform clear and appropriate to his psychological characteristics of the role and solve specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in the chosen “workplace”. Able to analyse their actions and the actions of colleagues. Demonstrates medio knowledge and skills. He tries to coordinate his actions with other team members.</p> <p>0-3points. It is difficult for a student to accept the rules of the game and solve specialized problems and practical problems in the field of tourism. The student does not demonstrate the sequence of actions. Demonstrates insufficient knowledge and skills, is characterized by a lack of understanding of the subject.</p> <p>10% project work in small groups</p> <p>Assessment criteria:</p>		

7-10 points The student clearly understands the task. Carries out the organization and planning of work. Able to engage in search work, analyse information, think critically. Has presentation skills and communication skills. Can work in a team, resolve conflict situations.

4-6 points The student understands the task. He is able to concentrate and perform the work assigned to him with quality. Able to engage in search work, analyse information. Has communication skills. Can work in a team.

0-3 points. The student passively joins the work. Performs minor assignments. Able to engage in exploratory work. The student does not demonstrate the sequence of actions. It is difficult for him to solve team tasks. His behavior can cause conflicts in the team.

20% mid-term control (tests). Two works of 10 points.

Assessment criteria:

10 points are given: the student completed all tasks correctly

9 points are given: the student made two mistakes.

8 points are given: the student made three mistakes.

7 points are given: the student made four mistakes.

6 points are given: the student made five mistakes.

5 points are given: the student made six mistakes.

Points are given: the student made five mistakes.

Points are given: the student made six mistakes.

Points are given: the student made eight mistakes.

10% (10 points) case-study

Assessment criteria:

9-10 points are given:

The student is able to formulate a well-founded opinion on the discussed professional situation. The answer reflects the student's own point of view, there is an element of novelty. The student demonstrates the sequence of actions; explains in detail, consciously uses the studied methods.

7-8 points are given:

The student demonstrates good knowledge of the discussed professional situation. The student justifies his answer well. Uses relevant data and examples. The student demonstrates the sequence of actions, explains in detail, in most cases consciously uses the studied methods.

5-6 points are given:

The student makes limited arguments in response; does not show sufficient knowledge in the work. The student demonstrates an incomplete sequence of actions.

3-4 points are given:

The student does not quite understand the problem and the question. Important information was omitted. Provides non-relevant information. The student does not demonstrate the sequence of actions.

0-3 points are given:

Some materials in the work do not relate to the issue. The student does not demonstrate the sequence of actions.

Contents

1. Subject, methods and aims of the discipline
- 2-3. Recreation as a sociocultural phenomenon: retrospective analysis (from antiquity to the first half of the XIX century)
4. Historical development of hospitality industry
5. Travel and hospitality in Ukraine (IX-beginning of XIX centuries)
- 6-7. Origin of organized tourism in Ukraine (mid-nineteenth – early twentieth centuries)
8. Development of tourism in the USSR in the 20s – 40s of the XX century
9. Tourist and excursion business and local lore movement in Ukraine in the 1920s – early 1930s

<p>10-11. The main directions of tourism development in Ukraine in the postwar period. The beginning of the “recreational boom”</p> <p>12. Features of tourism development in the 70-80s of the twentieth century</p> <p>13. Problems and perspectives for the development of tourism and recreation in Ukraine during the years of independence</p> <p>14. Development of tourism at the present stage</p>
Literature
<i>Language of teaching Ukrainian</i>
Compulsory reading
<p>1. Абрамов В.В., Тонкошкур М.В. История туризма. – Х.: ХНАГХ, 2015. – 312 с.</p> <p>2. Воронкова Л.П. История туризма и гостеприимства. – М. Фаир-Пресс, 2014. – 303 с.</p> <p>Воронкова Л.П. История туризма: Уч. Пособие. – Воронеж: НПО «Модек», 2011. – 304 с.</p> <p>Грицкевич В.П. История туризма в древности. – М.-Спб.: Герда, 2005. – 326 с.</p> <p>Дворниченко В.В. Развитие туризма в СССР (1917 – 1983). – М.: ЦРИБ Турист, 2015. – 86 с.</p> <p>Долженко Г.П. История туризма в дореволюционной России и СССР. – Ростов н/Д: Изд-во Ростовского ун-та, 2008. – 191 с.</p> <p>Квартальнов В.А., Федорченко В.К. Орбиты «Спутника»: Из истории молодежного туризма. – К.: Молодь, 2006. – 152 с.</p> <p>Квартальнов В., Федорченко В. Туризма соціальний: Історія і сучасність. – К.: Вища школа, 2017. – 342 с.</p> <p>Крючков А.А. История международного и отечественного туризма. – М.: НОУ ЛУЧ, 2006. – 102 с.</p> <p>Логинов Л.М., Рухлов Ю.В. История развития туристско-экскурсионного дела. – М.: ЦСТЭ-ЦРИБ «Турист», 2009. – 77 с.</p> <p>Соколова М. В. История туризма: Учеб. Пособие. – М.: Мастерство, 2012. – 352 с.</p> <p>Усыкин Г.С. Очерки истории российского туризма. – М.-СПб: Герда, 2016. – 219 с.</p> <p>Федорченко В.К., Дьорова Т.А. Історія туризму в Україні. – К, Вища шк., 2002. – 195 с.</p>
Recommended reading
<p>Верховна рада України. Офіційний веб-портал [Електронний ресурс]. – Режим доступу: rada.gov.ua</p> <p>Державне агентство України з туризму та курортів. Офіційний сайт [Електронний ресурс]. – Режим доступу: www.tourism.gov.ua</p> <p>Зінченко В.А. Екскурсіологія як туризмологічна наука / В.А.Зінченко // Наукові записки Київського університету туризму, економіки і права. Серія: філософські науки. – 2010. – Випуск 8. – С.211-223 [Електронний ресурс]. – Режим доступу: www.Tourlib.net</p> <p>Портал путешествий [Електронний ресурс]. – Режим доступу: www.travel.ru</p> <p>Украинская туристическая информационная система [Електронний ресурс]. – Режим доступу: www.utis.com.ua</p>

13. ORGANIZATION OF TOURISM: EXCURSION SCIENCE. ORGANIZATION OF EXCURSION ACTIVITIES.				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	1/14 weeks, 42 hours in class	4.5 / Mandatory	Luibov Boiko Associate Professor	135 hours (28h lectures, 14h.seminars/practical, 93 h. self-study time)
Course aims: study of the peculiarities of excursion business as a kind of recreational activity and a means of learning about the native land and education of patriotism. As a result of studying this course, students must know the methodology of excursions, practical skills in developing new excursion routes.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
1. Knows professional discourse, basic terminology and has basic and structured knowledge in the field of tourism and additional fields, such as transportation, hotel and restaurant services, modern management, accounting and finance.		Lecture, seminars, self-study activities (assigned /analytical reading		Test, Case study, essay (report) (CAS)
2. Knows the theoretical foundations of formation and factors of development of recreational complexes, their specialization and types in modern specific conditions, ways to determine the tourist attractiveness of natural, cultural and historical resources and assess the qualitative and quantitative characteristics of infrastructural resources of tourism		Lecture, self-study activities, blended learning, Small-group discussions		Test, quiz, interview, problem solving essay (CAS) Group work (project drafting (CAS) Case study, presentation (CAS)
3 Can provide high-quality performance of tasks of professional activity on the basis of instructions, methodical recommendations, the established norms, regulatory documents, technical conditions.		Lecture, workshop (collaborative activities), Internet search		Essay (observation) (CAS, Report (search work results) (CAS)
4. Can develop different types of tours taking into account recreational, cognitive and other		Lecture, case study, group work Blended learning, Internet search		Essay (review), oral presentation (CAS)

<p>needs of the individual on the basis of knowledge about tourist and recreational resources, a set of tourist characteristics of the region, develop tourist service programs using advanced forms and methods</p> <p>5. Depending on the situation, can choose the most appropriate information and communication channels with consumers and business partners, clearly, consistently and logically express their thoughts and beliefs, argue, conduct effective business conversations, maintain a harmonious network of business and personal contacts, counteract manipulation, overcome barriers of communication</p> <p>6. Can generate new ideas, take initiative, be responsible for the quality of travel services</p> <p>Learning outcomes 1-6</p> <p>Learning outcomes 1-6</p>	<p>Lecture (Socratic Questioning), small-group study, Internet search, presentations (individual, small-group)</p> <p>Lectures, workshops. Internet search, micro-presentations</p>	<p>Presentation (CAS) Observation (CAS)</p> <p>Individual/Group presentation (CAS)</p> <p>Mid-term assessment (CAS) Final examination (FAC)</p>
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Assessment

100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%):

40% examination

10% (10 points) participation in the discussion

Assessment criteria:

8-10 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, is able to identify the most accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion.

5-7 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, has mediocre analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion.

3-4 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion.

0-3 points. The student shows a lack of understanding of the issues, does not provide the necessary information about the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion.

10% participation in a role (business) game

Assessment criteria:

7-10 points. The student is able to perform various roles and solve complex specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in a particular “workplace”. Capable of analysis and synthesis. Consciously uses the acquired knowledge, skills and abilities. Understands the sequence of actions. Is able to coordinate their actions with other team members.

4-6 points. The student is able to perform clear and appropriate to his psychological characteristics of the role and solve specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in the chosen “workplace”. Able to analyse their actions and the actions of colleagues. Demonstrates medio knowledge and skills. He tries to coordinate his actions with other team members.

0-3points. It is difficult for a student to accept the rules of the game and solve specialized problems and practical problems in the field of tourism. The student does not demonstrate the sequence of actions. Demonstrates insufficient knowledge and skills, is characterized by a lack of understanding of the subject.

10% project work in small groups

Assessment criteria:

7-10 points The student clearly understands the task. Carries out the organization and planning of work. Able to engage in search work, analyse information, think critically. Has presentation skills and communication skills. Can work in a team, resolve conflict situations.

4-6 points The student understands the task. He is able to concentrate and perform the work assigned to him with quality. Able to engage in search work, analyse information. Has communication skills. Can work in a team.

0-3 points. The student passively joins the work. Performs minor assignments. Able to engage in exploratory work. The student does not demonstrate the sequence of actions. It is difficult for him to solve team tasks. His behavior can cause conflicts in the team.

20% mid-term control (tests). Two works of 10 points.

Assessment criteria:

10 points are given:the student completed all tasks correctly

9 points are given: the student made two mistakes.

8 points are given: the student made three mistakes.

7 points are given: the student made four mistakes.

6 points are given: the student made five mistakes.

5 points are given: the student made six mistakes.

Points are given: the student made five mistakes.

Points are given: the student made six mistakes.

Points are given: the student made eight mistakes.

10% (10 points) case-study

Assessment criteria:

9-10 points are given:

The student is able to formulate a well-founded opinion on the discussed professional situation. The answer reflects the student’s own point of view, there is an element of novelty. The student demonstrates the sequence of actions; explains in detail, consciously uses the studied methods.

7-8 points are given:

The student demonstrates good knowledge of the discussed professional situation. The student justifies his answer well. Uses relevant data and examples. The student demonstrates the sequence of actions, explains in detail, in most cases consciously uses the studied methods.

5-6 points are given:

The student makes limited arguments in response; does not show sufficient knowledge in the work. The student demonstrates an incomplete sequence of actions.

3-4 points are given:

The student does not quite understand the problem and the question. Important information was omitted. Provides non-relevant information. The student does not demonstrate the sequence of actions.

0-3points are given:

Some materials in the work do not relate to the issue. The student does not demonstrate the sequence of actions.

Contents

Topic 1. Excursion as a science
 Topic 2. Excursion and its essence
 Topic 3. The work of the tourist-excursion enterprise
 Topic 4-5. Management and marketing in the work of a tourist and excursion enterprise
 Topic 6-7. Classification of excursions.
 Topic 8-9. Methods of preparing excursions
 Topic 10-11. Methods and techniques of excursions
 Topic 12. Travel by car. Bike tourism. Hiking
 Topic 13. The personality of the guide, his professional skills.
 Topic 14. Differentiated approach to excursion service
 Topic 15. Psychology and pedagogy in excursions

Literature

Language of teaching Ukrainian

Compulsory reading

1. Бабарицька В. Екскурсознавство і музеєзнавство: навчальний посібник / В. Бабарицька, А. Короткова, О. Малиновська. – 2-ге, перероб. і доп. – К.: Альтерпрес РА, 2012. – 444 с.
2. Галасюк С.С. Організація туристичних подорожей та екскурсійної діяльності: навчальний посібник / С. С. Галасюк, С. Г. Нездоймінов. – К.: Центр учбової літератури, 2013. – 178 с.
3. Любіцева О.О. Методика розробки турів: навчальний посібник / О. О. Любіцева. – 2-е вид., перероб. і доп. – К.: Альтерпрес, 2008. – 300 с.
4. Любіцева О.О. Туристичні ресурси України: навчальний посібник / О. О. Любіцева, В. Є. Панкова, Є. В. Стафійчук. – К.: Альтерпрес, 2007. – 369 с.
5. Мальська М.П. Планування туристичної діяльності: підручник / М. П. Мальська, О. Ю. Бордун; Міністерство Освіти і науки України. – К.: Знання, 2010. – 310 с.
6. Сокол Т.Г. Основи туристичної діяльності / Т.Г.Сокол; за заг.ред. Орлова В.Ф. – К.: Грамота, 2006. – 264 с.
1. Альтгайм Л. Б. Основи музейної та екскурсійної діяльності. Курс лекцій / Л. Б. Альтгайм. – Тернопіль: Тернопільський нац. Пед. Університет ім. В. Гнатюка, 2007. – 113 с.
2. Боева А. Ф. Творческий процесс создания новых экскурсий: поиски и находки / А. Ф. Боева // Пилигримы Крыма – 99. – Симферополь: Крымский архив, 2005. – Т.2 – 212 с.
3. Воронина А. Б. Организация экскурсионных услуг / А. Б. Воронина. Симферополь: Сонат, 2008. – 200 с.
4. Голубничая С. Н. Основы экскурсионного дела. Учебник / С. Н. Голубничая – Донецк: Институт турбизнеса, 2003. – 214 с.
5. Долженко Г. П. Экскурсионное дело / Г. П. Долженко. Р/Д – Москва: ИКЦ «Март», 2001. – 304 с.
6. Емельянов Б. В. Экскурсоведение. Учебник / Б. В. Емельянов – М.: Советский спорт, 2000. – 224 с. – С. 118-147.
7. Емельянов Б. В. Экскурсоведение: Учебник / Б. В. Емельянов – М.: Советский спорт, 2003. – 216 с.
8. Омельченко Б. Ф. Экскурсионное общение: познание, воспитание, отдых... / Б. Ф. Омельченко – М.: Наука, 1991. – 120 с.

9. Савина И. В. Экскурсоведение / И. В. Савина, З. М. Горбылева. – Минск: БТЭУ, 2004. – 335 с.
10. Хуусконен Н. М. Практика экскурсионной деятельности / Н. М. Хуусконен, Т. М. Глушанок. – С. Пб.: «Издат. Дом Герда», 2007. – 208 с.
11. Чагайда І. М. Екскурсознавство: Навчальний посібник / І. М. Чагайда, С. В. Грибанова – К: ІТФПУ, 2004 – 240 с.

Recommended reading

1. Верховна рада України. Офіційний веб-портал [Електронний ресурс]. – Режим доступу: rada.gov.ua
2. Державне агентство України з туризму та курортів. Офіційний сайт [Електронний ресурс]. – Режим доступу: www.tourism.gov.ua
3. Зінченко В.А. Екскурсологія як туризмологічна наука / В.А.Зінченко // Наукові записки Київського університету туризму, економіки і права. Серія: філософські науки. – 2010. – Випуск 8. – С.211-223 [Електронний ресурс]. – Режим доступу: [www. Tourlib.net](http://www.Tourlib.net)
4. Портал путешествий [Електронний ресурс]. – Режим доступу: www.travel.ru
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6. Украинская туристическая информационная система [Електронний ресурс]. – Режим доступу: www.utis.com.ua

14. ECONOMICS AND PRICING IN TOURISM				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	5 / 14 weeks, 42 hours in class	4.5 / Mandatory	Olena Krasovska, Ph.D. (Candidate of Science), Associate Professor	135 hours (28 h. lectures, 14 h. seminars/practicals, 93 h. self-study time)
Course aims: The students mastered the basic principles of marketing pricing, stages of marketing pricing, marketing pricing strategies classification, advantages and disadvantages of their application; possess the skills of self-determination and application of methods and approaches to the formation of a marketing company pricing policies in the contemporary economy				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
1) form marketing pricing strategy of enterprise in the context of the overall objectives, directions of its activities and external factors; 2) determine the main factors influencing the pricing policy of the enterprise, and explore their dynamics; 1) calculate the price by different methods; 4) develop a set of measures to implement the marketing pricing policy; 5) chose the company positioning with a variety of pricing strategies; 6) develop a system of discounts and price differentiation in the context of the marketing pricing policy Learning outcomes 1-6		Lecture, case study, discussion, solving problems, self-study activities Interactive lecture, self-study activities, debates, brainstorming Lecture, practical classes, solving problems Problem lecture, practical classes, case-study, debates, self-study activities Lecture, panel discussion, self-study activities, brainstorming Problem lecture, case-study, debates, self-study activity	Participation in the discussion, case-study, essay, test (CAS) Participation in the debates and brainstorming, essay, test (CAS) Test, exercises (CAS) Participation in the debates, essay, test, presentation (CAS) Participation in the panel discussion test, presentation (CAS) Participation in the discussion, case-study, presentation (CAS) Final examination (FAS)	
Assessment 100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%) 40% Final examination (10 sets of written assignments, each assignment includes 2 essays and computer multiple choice tests) 60% Continuous assessment:				

<p>10% Participation in the discussion / brainstorming / debates 10% Test (multiple choice, computer) 20% Essay (written) 10% Case study 10% Presentation (oral, multimedia)</p>
Contents
<p>Thematic structure of the course: Module 1. Marketing pricing in the marketing activity management of the enterprise The essence and role of marketing pricing in the enterprise activity Key features prices. Types of prices Factors of marketing pricing Module 2. Marketing pricing tools Market pricing strategies Methods of pricing Differentiation prices Market research in the implementation of pricing policies State regulation of pricing policy Pricing policy for brand goods</p>
Literature
<p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Гаркавенко С.С. Маркетинг: Підручник для студ. Екон. Спец. Вищ. Навч. Закл. – 4.вид., доп. – К. : Лібра, 2008. – 720 с. 2. Гладких И.В. Ценовая стратегия компании. Ориентация на потребителя / И. В. Гладких. –Издательство: Высшая школа менеджмента, 2013. – 472 с. 3. Окландер М. А., Чукурна О. П. Маркетингова цінова політика: Підручник / М.А. Окландер, О.П. Чукурна. – К.: Центр навчальної літератури, 2020. – 284 с. 4. Ціноутворення в умовах ринку: Навчальний посібник / Л. Останкова, Ю. Літвінов, Т. Літвінова, О. Підгорна. – К.: Центр навчальної літератури, 2017. – 400 с. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 5. Грищенко И.И. Маркетинг и ценообразование. Практикум / И. И. Грищенко, Г. Н. Кожухова, В. Л. Кузьменко, Т. М. Тишковская. – Издательство: Издательство Гревцова, 2013. – 176 с. 6. Колесников О. В. Ціноутворення : навч. Посіб. / Колесников О. В. – 3-те вид., виправл. Та доповн. – К. : ЦУЛ, 2016. – 159 с. 7. Основы маркетинга: 5-е европейское издание / Филип Котлер, Гари Армстронг, Вероника Вонг, Джон Сондерс. – М.: Диалектика, 2020. – 752 с. 8. Липсиц И.В. Ценообразование / И. В. Липсиц. – Издательство: Магістр, 2008. – 528 с. 9. Мазур О.Є. Ринкове ціноутворення: Навчальний посібник / О.Є. Мазур. – ЦУЛ: 2012. – 400 с. 10. The strategy and tactics of pricing (5th Edition)/ Thomas T. Nagle, John E. Hogan, Joseph Zale. Prentice Hall, Pierson, 2017. 300 p. 2) <i>Tim Smith</i>. Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures Cengage Learning, 2011. – 318 p. <p><i>Language of teaching English</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 3) The strategy and tactics of pricing (5th Edition)/ Thomas T. Nagle, John E. Hogan, Joseph Zale. Prentice Hall, Pierson, 2017. 300 p. 2. Jensen, Marlene. Setting profitable prices: a step-by-step guide to pricing strategy—without hiring a consultant/Marlene Jensen. John Wiley and Sons Inc, 2013. 210 p.

3. *Tim Smith. Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures* Cengage Learning, 2011. – 318 p.

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4. *Robert J. Dolan, Hermann Simon. Power Pricing: How Managing Price Transforms the Bottom Line.* Simon & Schuster Ltd, 1997. – 384 p.

5. *Harry Macdivitt, Mike Wilkinson. Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value.* McGraw-Hill Education, 2011. – 288 p.

6. *Reed Holden, Mark Burton. Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table.* Wiley, 2008. – 240 p.

7. Kotler Ph., Keller K.L. *Marketing Management* (2016). 15th ed. Prentice Hall, Pierson, 2016.

8. Tanner J., Raymod M.A. *Marketing Principles* (v.2.0). – 581 pages

15. QUALITY MANAGEMENT OF GOODS AND SERVICES IN THE HOSPITALITY INDUSTRY

Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	6/ 11 weeks, 42 hours in class	4,5/ Mandatory	Svitlana Zakharova, Candidate of Science, Associate Professor	135 hours (28h lectures, 14h.seminars/practical , 93 h. self-study time)
Course aims: formation of students' knowledge system on organizational, regulatory and legal issues of quality management, creation and implementation of quality management systems, principles of their effective functioning, methods of quality control and evaluation, skills and abilities to apply general theoretical principles to solve specific problems of control, ensuring, improving and managing the quality of products and services of hotel and restaurant industry, implementation of TQM and HACCP systems.				
Learning outcomes	Teaching, methods, teaching and learning activities			Forms of assessment (continuous assessment CAS, final assessment FAS)
1) Know, understand and be able to use in practice the basic provisions of tourism legislation, national and international standards for tourist services	Lecture, problem lecture, lecture-reflection, seminar, discussion on the materials of the lecture and the studied literature sources, seminar-debate, seminar-dialogue, problem-solving, seminar-solution of situational problems analysis of specific situations (case-study)			Participation in a discussion (seminar, debate, brainstorming, etc.), essay
2) Know and understand the principles, processes and technologies of the	Problem lecture, lecture-reflection, seminar, discussion on lecture materials and studied literature sources, seminar-debate, seminar-dialogue, problem-solving, work in			Oral answers to questions, problem solving (problem situations),

<p>organization of the tourism business and its individual subsystems (administrative - managerial, socio-psychological, economic, technical and technological), have basic knowledge of the history of tourism, tourism classification, types of tours, types of tourists and classes of tourist services;</p> <p>3) Know the technology of registration, accounting and storage of tourist documentation: tourist stay programs, information letters, tourist vouchers, health resorts, itineraries, migration cards, visa applications, insurance policies, customs declarations and other documents required for travel ;</p> <p>4) To show tolerance to alternative principles and methods of professional tasks and work in a team, including taking on different roles, has basic organizational skills that allow achieving professional goals;</p> <p>5) Depending on the situation, choose the most appropriate means of communication and communication channels with consumers and business partners, clearly,</p>	<p>micro groups, seminar-solution of situational problems analysis of specific situations (case-study), presentations, project work, Internet search</p> <p>Lecture, problem lecture, "round table" on the topic of independent search work, seminar-debate, seminar-dialogue, problem-solving, work in micro groups, seminar-solution of situational problems (case-study), game technologies, presentations, project work, Internet search, tests</p> <p>Game technologies, presentations, project work, Internet search</p> <p>Simulation methods, presentations, project work, Internet search,</p>	<p>explanation of problem solving, presentation evaluation</p> <p>Oral answers to questions, problem solving (problem situations), participation in a role play (business game)</p> <p>Participation in a role play (business game), evaluation of the presentation</p> <p>Oral answers to questions, problem solving (problem situations), participation in a role play (business game)</p>
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<p>consistently and logically express their thoughts and beliefs, argue, conduct effective business conversations, maintain a harmonious network of business and personal contacts, counteract manipulation, communication</p> <p>6) Generate new ideas, show initiative, be responsible for the quality of tourist services</p> <p>7) Understand the principles, processes and technologies of organizing the work of hotel and restaurant businesses;</p> <p>8) Analyze, interpret and model on the basis of existing scientific concepts service, production and organizational processes of hotel and restaurant business;</p> <p>8) Carry out effective quality control of products and services of hotel and restaurant facilities;</p> <p>Learning outcomes 1-8</p>	<p>Independent work, presentations, project work, Internet search</p> <p>Presentations, role-playing games, work in micro groups</p> <p>Lecture, problem lecture, "round table" on the topic of independent search work, seminar-debate, seminar-dialogue, problem-solving, work in micro groups, seminar-solution of situational problems (case-study), presentations, project work, Internet search, tests</p> <p>Simulation methods, presentations, project work, Internet search, modelling</p>	<p>Evaluation of the presentation, evaluation of practical skills</p> <p>Research project, evaluation of the presentation (individual presentation)</p> <p>Participation in a discussion (seminar, debate, debate, brainstorming, etc.), essay</p> <p>Presentation in small groups, evaluation of the presentation (microgroup presentation), evaluation of student reports</p> <p>Mid-term assessment, tests (CAS)</p>
Assessment		
<p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>10% - solving problem situations</p> <p>25% - mid-term control</p> <p>25% - participation in the discussion</p> <p>40% final control (mini-case, tests, essays)</p>		
Contents		
<p>Module 1. Quality as an object of management.</p>		

Topic 1. The problem of quality of products and services at the present stage.
 Topic 2. Development of quality management systems
 Topic 3. Experience of quality management in different countries.
 Topic 4. General characteristics of the quality management system (QMS) of products and services in the hotel and restaurant industry
 Topic 5. QMS processes of products and services in the hotel and restaurant industry.
 Topic 6. Basic methods for determining the quality of products and services.
 Topic 7. Methods of a comprehensive assessment of the quality of products and services of the hotel and restaurant industry.
 Module 2. Improving the quality of products and services of a modern hotel and restaurant company.
 Topic 8. Requirements for quality indicators in the hotel and restaurant industry.
 Topic 9. Assessment of the quality of products and services of the hotel and restaurant industry
 Topic 10. National standards of DSTU.
 Topic 11. Requirements of regulatory documentation for the products of the hotel and restaurant industry. Qualification requirements for production and service personnel of the hotel and restaurant industry.
 Topic 12. The concept of total (comprehensive) quality management (TQM).
 Topic 13. International quality standards ISO 9000.
 Topic 14. Implementation of the HACCP system in the activities of a modern hotel and restaurant company.

Literature

Language of teaching Ukrainian

Compulsory reading

1. Круль Г.Я. Основи готельної справи : навч. посіб. / Г.Я. Круль – К.: Центр учбової літератури, 2019. – 368 с.
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3. Нечаюк Л.І. Готельно-ресторанний бізнес: менеджмент : навч. посіб. / Л.І. Нечаюк, Н.О. Нечаюк. - К.: Центр учбової. л-ри, 2019. - 344 с.
4. Мельниченко С.В. Менеджмент підприємств туристичної індустрії / С.В. Мельниченко, Н.І. Ведмідь.- К., 2005.-205 с.
5. Пуцентайло П.Р. Економіка і організація туристично-готельного підприємництва.: навч. посіб./ П.Р.Пуцентайло - К. : Центр навч. л-ри, 2007. - 234 с.
6. Джордж С. Всеобщее управление качеством: стратегии и технологии, применяемые сегодня в самых успешных компаниях (ТСиМ) / С. Джордж, А. Ваймерских. - СПб. : Виктория плюс, 2002.-256 с.
7. Шаповал М.І. Менеджмент якості: підручник / М.І. Шаповал. -К.: Знання ; КОО, 2007. - 471с.

Recommended reading

1. Агамирова Е.В. Управление персоналом в туризме и гостинично-ресторанном бизнесе: практикум / Е.В. Агамирова. - М.: Дашков и К°, 2006. - 176 с.
2. Байлик С.И. Гостиничное хозяйство. Организация, управление, обслуживание : учеб. пособие [для студ. вузов] / С.И. Байлик. - К. : Альтерпресс, 2002. - 252 с.
3. Уокер Дж.Р. Управление гостеприимством. Вводный курс / Дж.Р. Уокер. - М.: ЮНИТИ-ДАНА, 2006.-880 с.
4. Топольник В.Г. Квалиметрия в ресторанном хозяйстве : монография / В.Г. Топольник, А.С. Ратушньш. - Донецк : ДонНУЗТ, 2008. - 243 с.

16. TOURISM MANAGEMENT				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	8/8 weeks, 42 hours in class	4.5 / mandatory Course paper: 1 ECTS credit	Viktoriia Yemelianova, Practicing Lecturer	405 hours (28 h. lectures, 14 h. seminars/practical, 93 h. self-study time) Course paper: 30 hours
Course aims: acquisition by future specialists of theoretical knowledge and practical skills on the formation of the program of tourist travels; tourist service organizations; technologies and organization of tourist trips; rules of execution of tourist formalities; organization of tourist insurance; performance of claim work.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
<p>On completion of the course, students will be able to:</p> <p>1) demonstrate consistently accurate use of travel and tourism industry terminology, including commonly used definitions, concepts, models and patterns;</p> <p>2) demonstrate knowledge of tourism and travel industry as a branch of economy;</p> <p>3) describe the structure of tourism product and its components;</p> <p>4) analyse a range of tourist needs and motivations to travel;</p> <p>5) understand the development of tourist destinations (tourist area lifecycle);</p> <p>6) explain the range of transport and accommodation available;</p> <p>7) appraise impacts of tourism on country economy,</p> <p>8) discuss, evaluate and make reasoned decisions, recommendations and judgments on the development of tourism business both in the world and in particular region/country;</p> <p>9) identify and analyse current trends in world tourism market, consumer behaviour, their impact on the market situation.</p>		<p>Lecture, self-study activities, blended learning</p> <p>Lecture, seminars, self-study activities (assigned /analytical reading)</p> <p>Lecture, workshop (collaborative activities)</p> <p>Lecture, case study</p> <p>Lecture, self-study activities, collaborative learning</p> <p>Blended learning, small-group study</p> <p>Lecture, case study, project work</p> <p>Collaborative learning, blended learning, project work</p> <p>Lecture (Socratic Questioning)</p> <p>Blended learning</p>	<p>Test, quiz, interview (CAS)</p> <p>Case study, essay (report) (CAS)</p> <p>Group work (project drafting (CAS)</p> <p>Essay (observation) Case study, presentation (CAS)</p> <p>Observation (territory analyses) (CAS)</p> <p>Report (search work results) (CAS)</p> <p>Essay (review), oral presentation (CAS)</p> <p>Problem solving essay, presentation (CAS)</p> <p>Presentation / Letter of advice/ Evaluation</p>	

Learning outcomes 1- 9 Learning outcomes 1- 9		Mid-term control Project-based report Final examination (FAC) Course paper (FAS)
<p>Assessment</p> <p>100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%):</p> <p>40% examination</p> <p>Continuous assessment:</p> <p>10% - problem solving situations</p> <p>10% - mid-term control</p> <p>10% - participation in the discussion</p> <p>30% - preparation and delivering a report/presentation (research project).</p> <p>10% (10 points) problem solving situations</p> <p>Assessment criteria:</p> <p>8-10 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, is able to identify the most accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion.</p> <p>5-7 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, has mediocre analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion.</p> <p>3-4 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion.</p> <p>0-3 points. The student shows a lack of understanding of the issues, does not provide the necessary information about the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion.</p> <p>10% mid-term control (tests). Two works of 5 points.</p> <p>Assessment criteria:</p> <p>5 points are given: the student completed all tasks correctly (test + solving a practical problem/task)</p> <p>4 points are given: the student made 2-3 mistakes in the test+ solved a practical problem/task, or no mistakes in the test and did a minor mistake in the practical task)</p> <p>2 points are given: the student made 4-5 mistakes in the test and solved but did not provide an explanation to the task.</p> <p>2 points are given: the student made 6 mistakes and started to solve a task in the right way, or solved with some major mistakes in calculations</p> <p>1 point is given if no practical task is submitted, only the test.</p> <p>30% - preparation and delivering a report/presentation (research project).</p> <p>7-10 points The student clearly understands the task. Carries out the organization and planning of work. Able to engage in search work, analyse information, think critically. Demonstrates presentation and communication skills. Presents the research findings and calculations logically, clearly and concisely.</p> <p>4-6 points The student understands the task. Able to engage in search work, analyse information. Presents sufficient results. Demonstrates presentation and communication skills.</p> <p>0-3 points. The student passively joins the work. Performs minor assignments. Able to engage in exploratory work. The student does not present the logics of the research, the findings are doubtful. It is difficult for him to solve team tasks. His behavior can cause conflicts in the team.</p> <p>10% participation in a discussion</p>		

Assessment criteria:

7-10 points. The student is able to perform various roles and solve complex specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in a particular “workplace”. Capable of analysis and synthesis. Consciously uses the acquired knowledge, skills and abilities. Understands the sequence of actions. Is able to coordinate their actions with other team members.

4-6 points. The student is able to perform clear and appropriate to his psychological characteristics of the role and solve specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in the chosen “workplace”. Able to analyse their actions and the actions of colleagues. Demonstrates medio knowledge and skills. He tries to coordinate his actions with other team members.

0-3points. It is difficult for a student to accept the rules of the game and solve specialized problems and practical problems in the field of tourism. The student does not demonstrate the sequence of actions. Demonstrates insufficient knowledge and skills, is characterized by a lack of understanding of the subject.

Course paper is evaluated separately and its score is not included into the course final grade. Successful completion of the course paper is a prerequisite for a student's admission to final examination.

Contents

Module 1. Features of worldwide destinations World tourism market

Module 1. The main technological processes of tourism.

Topic 1. The essence of the concept of technology.

Topic 2. Tourism as a field of activity.

Topic 3. Tourist product.

Topic 4. The main technological processes of tourism.

Module 2. Organization of creation and realization of a tourist product.

Topic 5. Tour as the main product of the tour operator.

Topic 6. The main process of the production of tourism products.

Topic 7. Program tourism.

Topic 8. Organization of customer service and booking of tourist services.

Module 2. Tourism & travel business in modern economic environment

Topic 9. Information technology in tourism.

Topic 10. Marketing strategy of a tourist enterprise.

Topic 11. Technological processes of realization and consumption of a tourist product.

Topic 12. Advertising in the tourism industry.

Module 3. Auxiliary technological processes of tourist activity. Consumption of tourist services.

Topic 13. Documenting and accounting for the process of selling a tourism product.

Topic 14. Consumption of tourist services.

Topic 15. International cooperation and organizations in tourism.

Topic 16. Claim work in tourism.

Literature

Language of teaching Ukrainian

Compulsory reading

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2. Байлик С.І.,Сегеда І.В. Технологія туристської діяльності. Конспект лекцій. Харків: ХНАМГ, 2007.-139с.

3. Ильина Е.Н.Туроперейтинг: Организация деятельности: Учебник.- М.: Финансы и статистика, 2001.-256с.

4. Кифяк В.Ф. Організація туристичної діяльності в Україні.-Чернівці: Книги- XXI, 2003.- 300с.

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12. Герасименко В. Г. Організація надання туристичних послуг : навч. посіб. / В. Г. Герасименко, С. С. Галасюк. – Одеса : Атлант, 2014. – 242 с.
13. Мальська М. П. Туристичний бізнес: теорія та практика : навч. посіб. / М. П. Мальська, В. В. Худо. – 2-ге вид., перероб. та доп. – Київ : Центр учб. л-ри, 2012. – 368 с.
14. Михайліченко Г. І. Організація туристичних подорожей : навч. посіб. / Г. І. Михайліченко, А. Ю. Єременко. – Київ : Київ. нац. торг.-екон. ун-т, 2011. – 391 с.
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22. R. Sharply (2006). Travel and Tourism. SAGE publications, London, 240 p.

Recommended reading

1. Закон України «Про туризм» від 15 вересня 1995р.№324\95-ВР.
2. Закон України «Про внесення змін до Закону України «Про туризм» від 18 листопада 2003р.№1282-IV.
3. Закон України «Про ліцензування певних видів господарської діяльності».
4. Закон України «Про порядок виїзду з України і вїзду в Україну громадян України» від 3 червня 2004р.№1742-IV.
5. Закон України «Про порядок ввезення в Україну, митного оформлення й оподаткування особистих речей, товарів та транспортних засобів, що ввозяться громадянами на митну територію України» від 2001р. Сенін В.С. Организация международного туризма: Учебник. – 2 – е узд. Перераб. И доп. – М.: Финанси и статистика, 2013. – 543 с.
6. Экономика и организация туризма. Международный туризм / Е.Л. Драчева, Ю.В. Забаев, Д.К. Исмаев и др.; Под ред. И.А.Рябовой, Ю.В. Забаева, Е.Л.Драчевой. – М.: КНОРУС, 2015. – 364 с.
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8. Fundamentals for tourism businesses (2013). British Columbia, 38 p.
9. The Emerald Handbook on Entrepreneurship in Tourism, Travel and Hospitality: Skills for Successful Ventures (2018). Edited by Marios Sotiriadis, UK, 448p.

10. R. Sharply (2006). Travel and Tourism. SAGE publications, London, 240 p.
 11. International Tourism Highlights, 2019 Edition <https://www.e-unwto.org/doi/pdf/10.18111/9789284421152>
 12. Chris Cooper and C. Michael Hall (2008) Contemporary Tourism: An International Approach, Oxford, 377p.

17. TECHNOLOGIES OF TOURISM ACTIVITIES				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	5,7/28 weeks, 84 hours in class	4.5 / mandatory Course paper: 1 ECTS credit	Viktoriiia Yemelianova, Practicing Lecturer	135 hours (56 h. lectures, 28 h. seminars/practical , 186 h. self-study time) Course paper: 30 hours
The course is geared towards helping students study modern system of views and expertise as well as getting practical skills in tour formation programs, customer service organization, technologies and formalities of package tour development, travel insurance, making professional presentations.				
Learning outcomes *	Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)		
1) To perform professional tasks in uncertain and extremal situations in specialized spheres of professional activity and/or study, that envisages gathering and interpreting information(data), selecting specific methods and instruments, using innovative approaches. 2) Use in practice principles and organizational methods and technologies of tourist service. 3) Inform specialists and non-specialists on new ideas, data, facts, problems solutions and personal experience in the sphere of professional activity. The ability to form effective communication strategy. 4) Speak state and foreign languages at the level sufficient to perform professional duties. 5) Form and improve the system of management at a tourism enterprise, enhance its activity, manage the staff,	Lectures, practical classes, discussions Lecture, seminars, self-study activities (assigned /analytical reading) Group work, individual work Practical classes, debate Lectures, practical classes, case studies, business modelling, presentations	Participation in the discussion, solving problems (CAS) Participation in the discussion, solving problems (CAS) Participation in the group work, solving problems (CAS) Participation in the discussion, solving problems (CAS) Participation in the discussion, solving problems, presentation (CAS)		

<p>motivate and stimulate subordinates, control and regulate operative actions.</p> <p>6) Contact experts of tourism business and other branches of economy</p> <p>7) Choose the most adequate information media and channels of communication with consumers and business partners, to express own thoughts and beliefs in clear, logical and consistent manner, argue, discuss business, support harmonious network of private and business contacts, resist manipulations, overcome the barriers in communication.</p> <p>8) Identify individual tourist needs, apply modern service technologies and make professional presentations in tourism</p> <p>Learning outcomes 6-9</p> <p>Learning outcomes 1-6, 9</p>	<p>Group work, individual work</p> <p>Lecture, seminars, self-study activities (assigned /analytical reading)</p> <p>Lectures, practical classes, case studies, business modelling, presentations</p>	<p>Participation in the group work, solving problems (CAS)</p> <p>Participation in the discussion, solving problems (CAS)</p> <p>Participation in the discussion, solving problems, presentation (CAS)</p> <p>Mid-term test (CAS)</p> <p>Final examination (FAS) Course paper (FAS)</p>
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Assessment

5 Semester. Final grade (final assessment) as a result of 100% continuous assessment:

10% Case studies

25% Test

25% Participation in discussions

40% Presentations

Assessment criteria:

Meeting deadlines on continuous assessment and presentations

Logical argumentation and logical thinking

Ability to use scientific and empirical research methods

Knowledge of Ukrainian and International Legislation Procedure

Expert evaluation of the legal procedure at different levels

6 Semester. Assessment criteria: 100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%):

40% examination

Continuous assessment:

Continuous assessment:

10% - problem solving situations

10% - mid-term control

10% - participation in the discussion

30% - preparation and delivering a report/presentation (research project).

10% (10 points) problem solving situations

8-10 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, is able to identify the most accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion.

5-7 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, has mediocre analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion.

3-4 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion.

0-3 points. The student shows a lack of understanding of the issues, does not provide the necessary information about the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion.

Course paper is evaluated separately and its score is not included into the course final grade. Successful completion of the course paper is a prerequisite for student's admission to final examination

10% mid-term control (tests). Two works of 5 points.

Assessment criteria:

5 points are given: the student completed all tasks correctly (test + solving a practical problem/task)

4 points are given: the student made 2-3 mistakes in the test+ solved a practical problem/task, or no mistakes in the test and did a minor mistake in the practical task)

2 points are given: the student made 4-5 mistakes in the test and solved but did not provide an explanation to the task.

2 points are given: the student made 6 mistakes and started to solve a task in the right way, or solved with some major mistakes in calculations

1 point is given if no practical task is submitted, only the test.

30% - preparation and delivering a report/presentation (research project).

7-10 points Students clearly understand the task. Carries out the organization and planning of work. Able to engage in search work, analyse information, think critically. Demonstrates presentation and communication skills. Presents the research findings and calculations logically, clearly and concisely.

4-6 points Students understand the task. Able to engage in search work, analyse information. Presents sufficient results. Demonstrates presentation and communication skills.

0-3 points. The student passively joins the work. Performs minor assignments. Able to engage in exploratory work. The student does not present the logics of the research, the findings are doubtful. It is difficult for him to solve team tasks. Student behaviour can cause conflicts in the team.

10% participation in a discussion

Assessment criteria:

7-10 points. The student is able to perform various roles and solve complex specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in a particular "workplace". Capable of analysis and synthesis. Consciously uses the acquired knowledge, skills and abilities. Understands the sequence of actions. Is able to coordinate their actions with other team members.

4-6 points. The student is able to perform clear and appropriate to his psychological characteristics of the role and solve specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in the chosen "workplace". Able to analyse their actions and the actions of colleagues. Demonstrates medio knowledge and skills. He tries to coordinate his actions with other team members.

0-3points. It is difficult for a student to accept the rules of the game and solve specialized problems and practical problems in the field of tourism. The student does not demonstrate the sequence of actions. Demonstrates insufficient knowledge and skills, is characterized by a lack of understanding of the subject.

Course paper is evaluated separately and its score is not included into the course final grade. Successful completion of the course paper is a prerequisite for a student's admission to the final examination.

Language of learning: Ukrainian

Literature

Compulsory reading

1. Вавилова Е. В. Основы международного туризма: Учебное пособие. / Е. В. Вавилова. — М.: Гардарики, 2005. — 160 с.
2. Жарков Г. Н. Правовое обеспечение международного туризма: Учебно – практическое пособие / Г. Н. Жарков. – К.: Кондор, 2004. – 486 с.
3. Ильина Е. Н. Туроперейтинг: организация деятельности. Учебник. – Е. Н. Ильина. – М.: Финансы и статистика, 2005. – 480 с.
4. Любичева О. О. Методика розробки турів. Навчальний посібник. / О. О. Любичева. – К.: Альтерпрес, 2003. – 104 с.
5. Маринин М. М. Туристские формальности и безопасность в туризме. / М. М. Маринин. – М.: Финансы и статистика, 2002. – 144 с.
6. Новиков В. С. Инновации в туризме. / В. С. Новиков. – М.: ИЦ «Академия», 2007. – 208 с.
7. Організація туризму: підручник / І.М. Писаревський, С.О. Погасій, М.М. Поколюдна та ін.; за ред. І.М. Писаревського. – Х.:ХНАМГ, 2008. – 541 с.
8. Писаревський І. М. Матеріально-технічна база готелів: підручник / І. М. Писаревський, А. А. Рябев. – Х.: ХНАМГ, 2009. – 276 с.
9. Писаревський І. М. Планування та організація туристських маршрутів: Підручник / І. М. Писаревський, М. В. Тонкошкур; Харк. Нац. Акад. Міськ госп- ва. – Х.: ХНАМГ, 2011. – 304 с.

Recommended reading

1. Калмин М.І Нормативно-правові акти України з питань туризму: Збірник законодавчих нормативних актів.-К.:Атіка.2004.- 464с.
2. Лукьянова Г., Дорошенко Т.Т, Мініч І.М. Уніфіковані технології готельних послуг:Навч.посіб.- К.:Вища школа, 2001 – 237с.
3. Михайліченко Г.І. Організація туристичних подорожей: навч. Посібник. К.: нац.торг.- екон. Ун-т, 2011.
4. Роглев Х.Й.,Маркелов В.Л.Організація обслуговування в готельних комплексах(на прикладі готельного комплексу «Братислава»):Посібник./За ред.канд.соц.наук.доц.КУТЕП Мініч І.М.- К.:КУТЕП, 2004. – 163с.
5. Роглев Х.Й. Основы готельного менеджменту: Навч. Посібник.-К.:Кодор. 2005-408с.
6. Роїна О.М.Туристична діяльність. Нормативна база./К.:КНТ,2005.- 448с.
7. Федорченко В.К., Мініч І.М., Туристський словник-довідник: Навчальний посібник.- К.:Дніпро,2000.- 160с.

Resources

Big tour operators of Ukraine and their online booking systems (open and free to use):

Anex Tour <https://www.anextour.com.ua/>

TEZ Tour <https://www.tez-tour.com/ru/kyiv/?lang=ru&city=msk>

Coral Travel <https://www.coraltravel.ua/>

Join Up <https://joinup.ua/>

Kompas Tour <https://kompastour.com.ua/>

TPG <https://www.tpg.ua/>

Tourist Club <https://tcc.ua/>

TUI <https://www.tui.ua/>

Pan Ukraine <https://panukraine.ua/>

ALF tour operator <https://alf.ua/>

Pegas Touristik <https://pegast.com.ua/>

Siesta <https://siesta.kiev.ua/>

18. RECREATION AND LEISURE STUDIES				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	3/14 weeks, 42 hours in class	4.5 / Mandatory	Halyna Miasoid Candidate of Science, Associate Professor	135 hours (28h lectures, 14h.seminars/practical, 93 h. self-study time)
Course aims: ensure the assimilation of the basic principles and issues of recreation and leisure studies, tourism resources of Ukraine, the main resources for recreation and leisure tourism, the provision of services in recreation tourism, the study of marketing and advertising activities typical of recreation and leisure tourism.				
Learning outcomes			Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)
1) Identify the main research methods at the appropriate level. 2) Conduct applied research in the field of tourism 3) Able to use business communications to support information interaction of the enterprise with its internal and external business environment 4) Use research methods, formulate and solve problems that arise in the course of research and practical activities 5) Able to analyse, conduct an expert assessment of business structures 6) Has interpersonal skills. 7) Able to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity). 8) Able to act on the basis of ethical considerations (motives). 9) Able to be critical and self-critical. 10) Able to adapt and act in a new situation. 11) Able to generate new ideas (creativity). 12) Able to motivate people and move towards a common goal. 13) Able to learn and be trained 14) Able to clearly and distinctly apply language and terminology in the field of tourism Learning outcomes 1-14			Lecture, seminar, Discussion on the materials of Internet resources and studied literature sources, Seminar-dialogue, problem solving Internet search, individual work Analysis of specific situations (case-study) work in microgroups, Group work, presentations, project work, role play Role play Internet search Group work Group work, problem solving Role play Seminar-dialogue, problem solving Presentations, seminar	Participation in the discussion (CAS) Group work (project work in small groups) (CAS) Solving professional situations (CAS) Case study resolution (CAS) Participation in group work, in a role play (CAS) Participation in a role play (CAS) Participation in the discussion (CAS) Solving professional situations (CAS) Participation in a role play (CAS)

		Solving professional situations (CAS) Mid-term control (2)
Assessment		
<p style="text-align: center;">100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%):</p> <p>40% examination 20% (20 points) participation in the discussion Assessment criteria: 8-10 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, is able to identify the most accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion. 5-7 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, has mediocre analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion. 3-4 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion. 0-3 points. The student shows a lack of understanding of the issues, does not provide the necessary information about the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion. 10% (10 points) testing Assessment criteria: 7-10 points. The student is able to perform various roles and solve complex specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in a particular “workplace”. Capable of analysis and synthesis. Consciously uses the acquired knowledge, skills and abilities. Understands the sequence of actions. Is able to coordinate their actions with other team members. 4-6 points. The student is able to perform clear and appropriate to his psychological characteristics of the role and solve specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in the chosen “workplace”. Able to analyse their actions and the actions of colleagues. Demonstrates medio knowledge and skills. He tries to coordinate his actions with other team members. 0-3points. It is difficult for a student to accept the rules of the game and solve specialized problems and practical problems in the field of tourism. The student does not demonstrate the sequence of actions. Demonstrates insufficient knowledge and skills, is characterized by a lack of understanding of the subject.</p> <p>30% mid-term control (tests). Two works of 15 points. Assessment criteria: 15points are given:the student completed all tasks correctly 13-14 points are given: the student made two mistakes. 11-12 points are given: the student made three mistakes. 9-10 points are given: the student made four mistakes. 8 points are given: the student made five mistakes. 7 points are given: the student made six mistakes.</p>		

5 points are given: the student made five mistakes.
2-4 points are given: the student made six mistakes.
1 point is given: the student made eight mistakes.

Contents

Module 1. General characteristics tourist resources of Ukraine
 Topic 1. The essence and the main types of main resources for recreation and leisure tourism in Ukraine.
 Topic 2. Natural and recreational tourist resources: climatic and balneological
 Topic 3. Natural and recreational tourist resources: water and biotic.
 Topic 4. Historical and cultural tourist resources: essence and types
 Topic 5. Formation of historical and cultural tourist resources in the context of individual historical stages: Trypillia; Scythia; Greek cities-polises; Kievan Rus; Cossack Baroque
 Topic 6. Infrastructure tourist resources: formation of transport communications
 Topic 7. Infrastructure tourist resources: restaurants
 Topic 8. Infrastructural tourist resources of Ukraine: sanatorium and hotel components of domestic tourist business
 Module 2. Tourist resources of different tourist regions
 Topic 9. Tourist zoning of Ukraine
 Topic 10. Tourist resources of the Carpathians
 Topic 11. Tourist resources of the Black Sea-Azov tourist region
 Topic 12. Tourist resources of Polissya
 Topic 13. Tourist resources of Podillya
 Topic 14. Tourist resources of the Eastern tourist district
 Topic 15. Tourist resources of the Central tourist district
 Topic 16. Comprehensive assessment of tourist resources of Ukraine

Literature

Language of teaching Ukrainian

Compulsory reading

1. Закон України «Про туризм» від 15.09.1995 р. № 324/95-ВР.
2. Закон України „ Про внесення змін до закону України „Про туризм” від 18.11.2003 р. №1282-IV.
3. Закон України „Про державний кордон України” від 3 квітня 2003 р. N 662-IV.
4. Закон України „Про порядок виїзду з України і вїзду в Україну громадян України” від 3 червня 2004 р. N 1742-IV.
5. ГОСТ Р 50690-2000 «Організація туристичної діяльності. Туристичні послуги. Загальні вимоги».
6. ГОСТ Р 50644-94 „Туристско-экскурсионное обслуживание. Требования по обеспечению безопасности туристов и экскурсантов”.
– С. 17–22.

Recommended reading

1. Бейдик О.О. Рекреаційно-туристські ресурси України: Методологія та методика аналізу, термінологія, районування: Монографія. – К.: В-во Київського університету, 2011.-395с.
2. Закон України «Про туризм». – [Електронний ресурс]. – Режим доступу: [http://zakon2.rada.gov.ua/laws/show/324/95- %D0%B2%D1%80](http://zakon2.rada.gov.ua/laws/show/324/95-%D0%B2%D1%80).
3. Любіцева О.О. Ринок туристичних послуг (геопросторові аспекти) – К.: Альтерпрес, 2012.- 436 с.
4. Організація туристичної діяльності в Україні. – Чернівці : Зелена Буковина, 2003. – 312 с.
5. Соціально-економічна географія України: навч. Посібник / За ред. Проф. Шаблія О.І. – Львів : Світ, 2000.
6. Федорченко В.Х. Туристський словник-довідник: Навч. Посіб. / В.Х. Федорченко, І.М. Мініч. – К. : Дніпро, 2000. – 54 с.

7. Офіційний сайт департаменту туризму та курортів Міністерства економічного розвитку і торгівлі України [Електронний ресурс] – Режим доступу:
<http://www.me.gov.ua/Documents/MoreDetails?lang=uk-UA&id=2c48859c-3471-4508-8d0d-60df67c47e84&title=ProUpravlinniaTurizmuTaKurortiv>
8. Офіційний сайт Держкомстату України [Електронний ресурс] – Режим доступу:
<http://www.ukrstat.gov.ua>
9. Масляк П.О. Рекреаційна географія: навч. Посібник / П.О. Масляк. – К. : Знання, 2008. – 343 с.
10. Мацола В.Л. Рекреаційно-туристичний комплекс України // НАН України. Інститут регіональних досліджень. – Львів, 1997. – 156 с.
11. Мацола В.І. Рекреаційно-оздоровчо-туристичний комплекс (питання теорії, методології, практики). – Львів, 1998. – 278 с.
12. Tkachenko T. Development of tourist-resourcing potential of Ukraine (practical aspect), Вісник Київського національного університету культури і мистецтв Серія: Туризм, В И П У С К 2 (2018), DOI: 10.31866/2616-7603.2.2018.154594
13. Khumarova N.I. Methodological bases of state administration of recreation and tourism resources in Ukraine, Vol 19 No 2(64) (2017): Economic innovations, DOI: [https://doi.org/10.31520/ei.2017.19.2\(64\).314-319](https://doi.org/10.31520/ei.2017.19.2(64).314-319)
14. Riashchenko V., Zivitere M., Kutyriva L. The problems of development of the Ukrainian tourist market and ways of their solutions, The problems of development of the Ukrainian tourist market and ways of their solutions, https://www.isma.lv/FILES/SCIENCE/Publications/ITMS/2015/05_ITMS_2015_Riashchenko_Zhivitere_Kutyrieva.pdf

<i>19. FUNDAMENTALS OF ECONOMICS</i>				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	1/14 weeks, 42 hours in class	4.5 / Mandatory	Olha Zinchenko, Doctor of Science, Professor	135 hours (28h lectures, 14h.seminars/practical, 93 h. self-study time)
Course aims: formation of economic thinking and the knowledge system of economic relations as a social form of production, the problems of efficient use of limited production resources and ways to meet social needs at different stages of society.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
1. Knows the subject of economics and its functions in the evolutionary development of society; methods of cognition of economic phenomena and processes, the mechanism of functioning of a market economy, strengths and weaknesses of the market		Lecture, practical classes, brainstorming, self-study work		Participation in the discussion, case study, test (CAS)
2. Knows theoretical approaches to the essence of economic systems and their types; modern models of a regulated market economy, content and functions of money, the evolution of monetary systems and the law of money circulation, functions, laws of supply and demand, conditions for ensuring market equilibrium and the causes and consequences of its violation.		Problem lecture, practical classes, case study, self-study work		Participation in the discussion, solving problems, presentation (CAS)
3. Knows the forms, types and models of entrepreneurial activity, the conditions of		Lecture, practical classes, brainstorming, self-study work		Participation in the discussion, essay, presentation (CAS)

<p>functioning of small, medium and large businesses, forms of enterprises, the costs of the firm and their types; the effect and efficiency of the firm, the types of market structures and the characteristics of industry markets</p> <p>4. Defines the elements of the model and the conditions for achieving macroeconomic equilibrium; causes of unemployment and its forms; know the nature, forms, systems and levels of wages, causes, forms, types, levels and consequences of inflation,</p> <p>5. Understands the results of national economic activity (gross domestic product, gross national product, (gross national income, etc.)) and justifies their methods measurement. Determines the forms of economic dynamics</p> <p>6. Knows the causes and consequences of state intervention in the economy, forms of the economic policy of the state and their tools.</p> <p>6. Knows the causes and consequences of state intervention in the economy, forms of the economic policy of the state and their tools.</p> <p>7. Has an idea of the basic concepts of globalization, international trade, international</p>	<p>Lecture, practical classes, internet search, self-study work</p> <p>Lecture, practical classes, workshop, case study</p> <p>Lecture, practical classes, self-study activities</p> <p>Lecture, practical classes, workshop, case study</p> <p>Research, group work, discussion</p>	<p>Participation in the discussion, case study, test (CAS)</p> <p>Participation in the discussion, essay (CAS)</p> <p>Participation in the discussion, test (CAS)</p> <p>Participation in the discussion, case study, test (CAS)</p> <p>Participation in the discussion, essay, test (CAS)</p>
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competitive advantages and the economic content of the exchange rate; to study the stages of evolution of the international monetary system. Learning outcomes 1-7 Learning outcomes 1-7		Mid-term control (CAS) Final examination (FAC)
Assessment		
<p>100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%):</p> <p>40% examination</p> <p>20% (20 points) participation in the discussion</p> <p>Assessment criteria:</p> <p>8-10 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, is able to identify the most accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion.</p> <p>5-7 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, has mediocre analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion.</p> <p>3-4 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion.</p> <p>0-3 points. The student shows a lack of understanding of the issues, does not provide the necessary information about the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion.</p> <p>10% (10 points) testing</p> <p>Assessment criteria:</p> <p>7-10 points. The student is able to perform various roles and solve complex specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in a particular “workplace”. Capable of analysis and synthesis. Consciously uses the acquired knowledge, skills and abilities. Understands the sequence of actions. Is able to coordinate their actions with other team members.</p> <p>4-6 points. The student is able to perform clear and appropriate to his psychological characteristics of the role and solve specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in the chosen “workplace”. Able to analyse their actions and the actions of colleagues. Demonstrates medio knowledge and skills. He tries to coordinate his actions with other team members.</p> <p>0-3points. It is difficult for a student to accept the rules of the game and solve specialized problems and practical problems in the field of tourism. The student does not demonstrate the sequence of actions. Demonstrates insufficient knowledge and skills, is characterized by a lack of understanding of the subject.</p> <p>30% mid-term control (tests). Two works of 15 points.</p> <p>Assessment criteria:</p> <p>15points are given:the student completed all tasks correctly</p> <p>13-14 points are given: the student made two mistakes.</p> <p>11-12 points are given: the student made three mistakes.</p>		

<p>9-10 points are given: the student made four mistakes.</p> <p>8 points are given: the student made five mistakes.</p> <p>7 points are given: the student made six mistakes.</p> <p>4-6 points are given: the student made five mistakes.</p> <p>2-3 Points are given: the student made six mistakes.</p> <p>1 Point is given: the student made eight mistakes.</p>
<p>Contents</p> <p>Topic 1. Economic theory as a science: subject, methods and functions</p> <p>Topic 2. Economic needs and production capacity of society</p> <p>Topic 3 The economic system of society</p> <p>Topic 4. Forms of organization of social production</p> <p>Topic 5. Market and market mechanism</p> <p>Topic 6. The enterprise as a business entity</p> <p>Topic 7. Pricing in the market of goods and services</p> <p>Topic 8. Income from factors of production</p> <p>Topic 9. National economy and its indicators</p> <p>Topic 10. Economic growth</p> <p>Topic 11. Macroeconomic imbalance: cyclicality, unemployment, inflation</p> <p>Topic 12. Fiscal policy.</p> <p>Topic 13. State and regulation of the national economy</p> <p>Topic 14. The world economy and trends in its development at the present stage</p>
<p style="text-align: center;">Literature</p> <p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Баб'як М.Н., Пешенкова Л.А., Рибчук А.В. Економічна теорія: навчальний посібник. Київ: Центр навчальної літератури, 2005. 208 с. 2. Базилінська О.Я. Макроекономіка: навч. Посіб. 3-тє вид., випр. К.: Центр учбової літератури, 2015. 442 с. 3. Бутук А.И. Экономическая теория: учебное пособие. 2-е изд., перераб. И доп. К.: Викар, 2003. 668 с. 4. Гальчинський А.С., Єщенко П.С. Економічна теорія: підручник. К.: Вища шк., 2016. 503 с. 5. Економічна теорія: Політекономія: підручник / за ред. В.Д. Базилевича. 6-тє вид., перероб. І доп. К.: Знання-Прес, 2007. 719 с. 6. Економічна теорія: Політична економія: підручник / за заг. Ред. С.І. Юрія. К.: Кондор, 2009. 604 с. 7. Економічна теорія: навч. Посібник / за заг. Ред. В.П. Решетило. Харків: ХНУМГ, 2015. 290 с. 8. Економічна теорія: підручник / за ред. В.М. Тарасевича. Київ: Центр навчальної літератури, 2016. 784 с. 9. Круш П.В., Кожемяченко О.О. Національна економіка: регіональний і муніципальний вимір. К.: Центр учбової літератури, 2016. 320 с. 10. Макконнелл К., Брю С. Экономикс: принципы, проблемы и политика: в 2 т. Львів: Просвіта, 2015. 972 с. 11. Мікроекономіка і макроекономіка: підручник / за заг ред. С. Будаговської. К.: Основи, 2015. 518 с. 12. Мочерний С.В., Мочерна Я.С. Політична економія: навч. Посіб. 3-є вид., випр. І доп. К.: Знання, 2016. 684 с. 13. Мочерний С.В. Економічна теорія: посібник для студентів вищих закладів освіти. К.: Видавничий центр «Академія», 1999. 592 с. 14. Мочерний С.В., Устенко О.А. Основи економічної теорії: навч. Посібник. 4-тє вид., стер. К.: Академія, 2016. 502 с. 15. Національна економіка: підручник / за заг. Ред. П.В. Круша. К.: Каравела, 2015. 448 с.

16. Національна економіка: навч. Посіб. / за заг. Ред. О.В. Носової. К.: Центр учбової літератури, 2015. 512 с.
17. Орехівський Г.А. Тестово-словниковий практикум з економічної теорії: навчальний посібник. К.: Каравела, 2007. 216 с.
18. Основи економічних знань: навч. Посібник / А.С. Гальчинський та ін. 2-ге видання, перероблене і доп. К.: Вища школа, 2002. 543 с.
19. Основи економічної теорії / за ред. Предборського В.А. К.: Кондор, 2016. 621 с.
20. Основи економічної теорії: навчальний посібник / за заг. Ред. Л.Ю. Мельника. К.: Центр навчальної літератури, 2005. 528 с.
21. Основи економічної теорії: підручник / за ред. А.А. Чухна. К.: Вища школа, 2015. 606 с.
22. Основи економічної теорії: посібник для студентів вищих навчальних закладів / В.О.Рибалкін та ін. К.: Видавничий центр «Академія», 2002. 352 с.
23. Основи економічної теорії: підручник / за заг. Ред. Л.С. Шевченко. Х.: Право, 2016. 448 с.
24. Основи стійкого розвитку: навчальний посібник / за заг. Ред. Л.Г. Мельника. Суми: ВТД «Університетська книга», 2005. 654 с.
25. Перехідна економіка: підручник / за ред. В.М. Геєця. К.: Вища школа, 2016. 590 с.
26. Політична економія: навч. Посібник / за ред. К.Т. Кривенка. К.: КНЕУ, 2001. 508 с.
27. Політична економія: навч. Посібник для студентів вищих навчальних закладів / за ред. В.О. Рибалкіна, В.Г. Бодрова. К.: Академ-видав, 2004. 672 с.
28. Пушкаренко П.І. Економічна теорія. Модульний курс: підручник. Суми: Університетська книга, 2015. 384 с.
29. Семененко В.М., Коваленко Д.І., Бугас В.В. Економічна теорія. Політекономія: навч. Посібник. К.: ЦНЛ, 2010. 360 с.
30. Федоренко В.Г., Ніколенко Ю.М. та ін. Основи економічної теорії: підручник / за наук. Ред. В.Г. Федоренка. К.: Алеута, 2005. 511 с.
31. Чепінога В.Г. Основи економічної теорії: навч. Посібник. К.: Видавництво Ліра-К, 2017. 240 с.

Recommended reading

1. Вахович І.М. Камінська І.М. Фінансова спроможність регіону: діагностика та механізм забезпечення: монограф. Луцьк: Надстир'я, 2009. 400 с.
2. Гайдуцький А.П. Міграційний капітал в країнах, що розвиваються: монографія. К.: УкрІНТЕІ, 2008. 296 с.
3. Герасимчук З.В. Регіональна політика сталого розвитку: теорія, методологія, практика: монографія. Луцьк: Надстир'я, 2008. 528 с.
4. Затонацька Т.Г. Бюджетне інвестування: теорія та практика: монографія. К.: НДФІ, 2008. 336 с.
5. Затонацькая Т.Г. Налогообложение: проблемы науки и практики: монография. Х.: ФЛП Александрова К.М., 2008. 264 с.
6. Кульчицький Б.В. Економічні системи суспільства: теорія, методологія, типологізація: монографія. Львів: ЛНУ ім. Івана Франка, 2003. 352 с.
7. Лютий І.О., Зражевська Н.В., Рожко О.Д. Державний кредит та боргова політика України. 2-ге вид. К.: ЦУЛ, 2008. 360 с.
8. Новий курс: реформи в Україні 2010-2015: національна доповідь / ред.: В. М. Геєць та ін. К.: НВЦ НБУВ, 2010. 232 с.
9. Панчишин С. Макроекономічний аналіз товарної форми виробництва: монографія. Львів: ЛНУ імені Івана Франка, 2004. 452 с.
10. Романюк М.В. Податкова політика як чинник соціально-економічного зростання в Україні. К.: ЦУЛ, 2008. 280 с.
11. Слав'юк Р.А., Чиж Н.М. Управління структуруванням власного капіталу акціонерних товариств: монографія. К.: УБС НБУ, 2009. 358 с.

12. Тропіна В.Б. Фіскальне регулювання соціального розвитку суспільства. К.: НДФІ, 2008. 368 с.

13. Чугунов І.Я., Затонацька Т.Г., Ставицький А.В. Фінансово-економічне прогнозування і планування: моногр. К.: ТОВ «ПоліграфКонсалтинг», 2007. 312 с.

Internet resources

1. Державна комісія з цінних паперів і фондового ринку. URL: <http://www.ssmsc.gov.ua>.

2. Державна служба статистики України. URL: <http://www.ukrstat.gov.ua>.

3. Кабінет Міністрів України. URL: <http://www.kmu.gov.ua>.

4. Міністерство економіки. URL: <http://www.me.gov.ua>.

5. Міністерство фінансів. URL: <http://www.minfin.gov.ua>.

6. Національний банк України. URL: <http://www.bank.gov.ua>.

7. Світовий банк. URL: <http://www.worldbank.org.ru>.

20.ADVERTISING AND PR IN TOURISM				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian English	7/14 weeks, 42 hours in class	4,5 / Elective	Tetiana Mishustina, PhD (Candidate of Science), Associate Professor	135 hours (28 h. lectures, 14 h. seminars/practical, 93 h. self-study time)
Course aims are to examine aspects of advertising and PR to form students' skills of preparing information for communication activities and its successful application in future professional activity.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) Identify needs in advertising of a product, service or idea;		Lecture, practical classes, discussion, role play		Participation in the discussion, tests, participation in the role play (CAS)
2) Develop the idea of creating advertising and PR messages based on marketing objectives and characteristics of the target audience;		Practical classes, self-study activity, presentation, role play		Presentation, essay, role play (CAS)
3) Use modern communication technologies in the creation of advertising and PR messages in tourism;		Practical classes, workshop, supervised project work		Peer small group presentation, essay (CAS)
4) Design advertising for various media based on modern design techniques;		Lecture, practical classes, internet search, presentation, project work		Project, presentation assessment (CAS)
5) Create an image of a brand		Problem lecture, workshop, self-study activity, supervised project work		Project (CAS)
Learning outcomes 1-5				Mid-term test (CAS)
Assessment				
Final grade (final assessment) as a result of 100% continuous assessment:				
20% Participation in the discussion				
10% Participation in the role play				
20% Essay				
20% Presentation (oral, multimedia)				
30 % Research project				
Contents				
Thematic structure of the course:				
1) Advertising – an effective tool for tourism communications policy				

- 2) Theoretical and methodological problems of psychology of advertising in the tourism sector
- 3) Advertising as a means of psychological influence
- 4) The essence and meaning of advertising creative
- 5) Modern communication technologies in advertising of tourist services and destinations
- 6) Creative advertising texts
- 7) Advertising design
- 8) Tourist advertising on the Internet
- 9) Features of PR in the tourism sector

Literature

Language of teaching Ukrainian

Compulsory reading

1. Антипов К.В. Основы рекламы. Учебник. 3-е изд.- М.: Дашков и К, 2018. 328 с.
2. Бриггс С. Маркетинг у туризмі / пер. з англ. М.Ю. Зарицька. – К.: Знання-Прес, 2005. – 358 с.
3. Владимирська О.П. Реклама: Навчальний посібник. / О.П. Владимирська К.: Ліра – К., 2009. – 336 с.
4. Дурович А.П. Реклама в туризме: учеб. Пособие. 4-е изд. – Мн.: Новое знание, 2008. – 254 с.
5. Жильцова, О. Н. Рекламная деятельность: учебник и практикум для бакалавриата и магистратуры / О. Н. Жильцова, И. М. Синяева, Д. А. Жильцов. – М.: Юрайт, 2019. – 233 с.
6. Песоцкий Е. А. Реклама: Навчальний посібник. / Е. А. Песоцкий К.: Кондор., 2011. – 384с.
7. Ромат Е.В. Реклама: Учебник для вузов. 9-е изд. Стандарт третьего поколения / Ромат Е.В., Сендеров Д. В., «Издательский дом «Питер», 2016 – 544с.

Recommended reading

1. Баксанский О.Е. Технологии манипуляций массами: реклама, маркетинг, PR, GR (когнитивный подход). Карманная книга политтехнолога. – М.: URSS, 2019. – 224 с.
2. Бергер Й. Заразительный. Психология сарафанного радио. Как продукты и идеи становятся популярными. – М.: Манн, Иванов и Фербер, 2017. – 240 с.
3. Восемь способов проведения PR-компаний в туризме. – URL: <http://tourfaq.net/travel-business/8-sposobov-provedeniya-pr-kompanij-v-turizme/>.
4. Гогохия И. Продвижение в Telegram, WhatsApp, Skype и других мессенджерах. М.: Бомбора. – 2019. – 320 с.
5. Гуревич П.С. Социология и психология рекламы: учебное пособие для вузов / П. С. Гуревич. – 2-е изд., испр. И доп. – М.: Юрайт, 2017.- 462 с.
6. Колдина А.М. Интернет маркетинг и устойчивый менеджмент в туризме // Проблемы и перспективы развития электронной коммерции: материалы Междунар. Научно-практ. Конф. – Симферополь, 2012. – С.53-55.
7. Кушнарьев В.В. Туристична реклама в соціокультурному просторі сучасної України: автореф. Дис... канд. Культурології: 26.00.01. – К., 2010. – 20 с.
8. Лієв О. Туризм як козирна карта української економіки. – URL: <https://global-ukraine.com/2016/05/turyzm-yak-kozyrna-karta-ukrayinskoji-ekonomiky/>.
9. Мокшанцев Р. И. Психология рекламы. / Р.И. Мокшанцев— М.: ИНФРА-М, Новосибирск: Сибирское соглашение, 2010. – 470 с.
10. Мрочковский Н. 42 секрета эффективной рекламы. Управление потребителем / Мрочковский Н., Парабеллум А, Бернадский С. – СПб.: Питер, 2013, - 176с.
11. Райс Л. Визуальный молоток. Как образы побеждают тысячи слов / Райс Лора М.: Манн, Иванов и Фербер, 2013. – 220с.
12. Mike Smith The Native Advertising Advantage: Build Authentic Content that Revolutionizes Digital Marketing and Drives Revenue Growth – Kindle Edition, 2017

13. Noah Grey Social Media Marketing 2019: Step by Step Instructions For Advertising Your Business on Facebook, Youtube, Instagram, Twitter, Pinterest, Linkedin and Various Other Platforms [2nd Edition] – Kindle Edition, 2018, - 378p.

21. INFORMATION SYSTEMS AND TECHNOLOGIES IN TOURISM				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	2/14 weeks, 56 hours in class	5/ Mandatory	Tetiana Chumak, Senior Lecturer	150 hours (28 h. lectures, 28 h. lab. Works, 94 h. self-study time)
Course aims: the students acquire systemic knowledge of information and computer culture in the tourism industry, as well as develop skills of working with networks, systems and the latest information technologies to solve various problems in the professional activities.				

Learning outcomes	Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:		
1) know the information systems used in tourism and their importance in the management of modern travel agencies, the current state and trends in information technology;	Lecture, lab. works, discussion, solving problems, self-study activities	Participation in the discussion, solving problems using appropriate software, laboratory work report (CAS)
2) know the basic principles of information resources and technology management;	Lecture, lab. works, solving problems, self-study activities	Solving problems, laboratory work report, test (CAS)
3) know the typology of Tourism information systems, Computer Reservations Systems (CRSs), Global Distribution Systems (GDSs), latest smart systems and assess their quality and efficiency;	Lecture, lab. works, solving problems using appropriate software	Solving problems using appropriate software, laboratory work report, test (CAS)
4) use integrated Tourism Information Systems in the tourism business;	Lecture, lab. works, solving problems using appropriate software, self-study activities, internet search	Solving problems, individual presentation assessment, essay (CAS)
5) use of the Internet in the management of management of the tourist organization, use Internet-technologies for solving professional problems, search and store necessary information; manage correspondence by e-mail;	Lecture, guided self-study activities, solving problems	Solving problems using appropriate software, quiz, peer small group presentation (CAS)

6) apply e-commerce in the tourist organization;	Lecture, lab. work, self-study activities	Laboratory work report, individual presentation assessment (CAS)
Learning outcomes 1-5		Mid-term control (CAS)
Learning outcomes 1-9		Final assessment (FAS)

Assessment

Final grade (final assessment) as a result of 100% continuous assessment:

40% Solving problems using appropriate software

15% Test

15% Essay

15% Individual presentation

15% Mid-term control (laboratory work report, test)

Contents

Module 1. Theoretical foundations of Tourism information systems

Tourism information systems. Information technologies hotel and restaurant business

Features and structure of modern information technologies in tourism

Information systems and specialized software tools typology.

Module 2. The use of IT systems and technologies for Tourism and Hospitality

Network technologies. Global computer networks. Global Distribution Systems (GDSs).

Booking and reservation systems. Computer Reservations Systems (CRSs).

Consumer Behaviour in e-Tourism. Management of e-commerce in Tourism.

Information technologies in hotel management complex and restaurant business

Literature

Language of teaching Ukrainian

Compulsory reading

1. Гаврилов В. П. Інформаційні системи і технології в туризмі : навчальний посібник для студентів напряму підготовки 6.140103 "Туризм" / В. П. Гаврилов. – Харків : ХНЕУ ім. С. Кузнеця, 2016. – 168 с(базовий підручник).
2. Білогурова Г. В. Конспект лекцій з курсу «Інформаційні системи і технології в туризмі» (для студентів 3 курсу денної та заочної форм навчання напряму 6.140103 – Туризм) / Г. В. Білогурова; Харків. нац. ун-т міськ. госп-ва
3. Клименко О.Ф. Информатика: Підручник / О.Ф. Клименко, Н.Р. Головка. – К.: КНЕУ, 2011. – 579 с.
4. Кучерява Т.О. Информатика та комп'ютерна техніка: активізація навчання: Підручник / Т.О. Кучерява, М.В. Сільченко, І.В. Шабаліна. – К.: КНЕУ, 2008. – 448 с.
5. Леонтьев В.П. "Office 2016. Новейший самоучитель"/ В.П. Леонтьев. М.: Эксмо, 2015. - 368 с.
6. Леонтьев В.П. Microsoft Word 2016. Новейший самоучитель/ В.П. Леонтьев. М.: Эксмо, 2016. - 128 с.
7. Поляков, В. П. Информатика для экономистов : учебник для бакалавриата и специалитета / В. П. Поляков, В. П. Косарев. – М. : Юрайт, 2019. - 524 с.
8. Рогоза М.Є. Основи інформатики та технологій програмування: Навч. посібник / М.Є. Рогоза, С.К. Рамазанова, А.В. Велігура, С.М. Ткаченко. – Полтава: ПУЕТ, 2012. – Ч. 1. – 294 с.
9. Рогоза М.Є. Основи інформатики та технологій програмування: Навч. посібник / М.Є. Рогоза, С.К. Рамазанова, А.В. Велігура, С.М. Ткаченко. – Полтава: ПУЕТ, 2012. – Ч. 2. – 322 с.

10. Рудикова Л. В. Microsoft Office Excel 2016 / Л.В. Рудикова. – СПб.: БХВ-Петербург, 2017. – 640 с.
11. Сільченко М.В. Економічна інформатика: Навч.-метод. посіб. для самост. вивч. дисц. / М.В. Сільченко, Ю.М. Красюк. – К.: КНЕУ, 2010. – 601 с.
12. Царев Р.Ю. Теоретические основы информатики: Учебник / Царев Р.Ю., Пупков А.Н., Самарин В.В и др. - Краснояр.: СФУ, 2015. - 176 с.

Recommended reading

13. Chulmo Koo, Ulrike Gretzel, William Cannon Hunter, Namho Chung (2015). The Role of IT in Tourism. Asia Pacific Journal of Information Systems Vol. 25, No. 1, March 2015
<http://dx.doi.org/10.14329/apjis.2015.25.1.099>
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15. Information and Communication Technologies in Tourism (2005). Proceedings of the International Conference in Innsbruck, Austria, 2005
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https://www.researchgate.net/publication/228801805_Applying_Semantic_Web_Technologies_for_Tourism_Information_Systems
17. Steinbauer A., Werthner H. (2007) Consumer Behaviour in e-Tourism. In: Sigala M., Mich L., Murphy J. (eds) Information and Communication Technologies in Tourism 2007. Springer, Vienna. https://doi.org/10.1007/978-3-211-69566-1_7
18. Курси ІТ дисциплін. На сайті www.intuit.com.
19. Сайти програмних засобів: [Електрон. ресурс]. – Режим доступу: www.proftourportal.ru, www.wtourbusiness.ru, www.wwtourbusinessl.com
20. Сайти з туризму: [Електрон. ресурс]. – Режим доступу: <https://www.weforum.org/>, www.travel.kiev.ua, www.tours.kiev.ua, www.i-tour.com.ua, www.travel-tour.com.ua, www.world-tourizm.org

22. MARKETING IN TOURISM, HOTEL AND RESTAURANT BUSINESS				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	4/14 weeks, 42 hours in class	4,5/ Mandatory	Svitlana Zakharova, Candidate of Science, Associate Professor	135 hours (28h lectures, 14h.seminars/practical, 93h. self-study time)
Course aims: assimilation by students of the amount of knowledge necessary for further professional activity; mastering the theoretical foundations of hotel and restaurant marketing, modern methods and industry requirements for marketing research, development of a strategic plan for marketing activities of tourism and hotel and restaurant industry based on the study of legislation, regulations, special, reference literature and resources of the global information network.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
1) Knowledge of regulatory and legal documents in the field of service.		Lecture, study of literary sources, practical work, independent work, presentations, project work, Internet search		Oral answers to questions, execution of drawings (CAS)
2) Knowledge of ethical and legal norms governing human relations with man, society and the environment.		Lecture, study of literary sources, practical work of the presentation, project work, Internet search		Oral answers to questions, execution of drawings (CAS)
3) Ability to implement the project.		Lecture, study of literary sources, practical work, project work, Internet search, tests		Research project, evaluation of the presentation (individual presentation) (CAS)
4) Ability to justify management decisions and the ability to ensure their validity based on the results of assessment and forecasting of social, economic, political and other events.		Lecture, study of literary sources, practical work, independent work, presentations, project work, Internet search		Oral answers to questions, execution of drawings (CAS)
5) Ability to work with information, including in global computer networks.		Lecture, study of literary sources, practical work, independent work, presentations, project work, Internet search		Solution of professional situations, presentation, participation in discussion (CAS)
6) Ability to collective action, to organize interaction in the team; knowledge of the literary language and business		Lecture, study of literary sources, practical work, independent work, presentations, project work, Internet search		Participation in role play, group work, presentation (CAS)

<p>(professional) discourse in native and foreign languages, ability to work in a foreign language environment.</p> <p>7) The ability to tolerantly accept the culture and customs of other countries and peoples.</p> <p>8) Ability to perform professional activities in accordance with quality standards, to form new ideas (creativity).</p> <p>9) The ability to work independently and autonomously.</p> <p>Learning outcomes 1-9</p> <p>Learning outcomes 1-9</p>	<p>Lecture, study of literary sources, practical work, independent work, presentations, project work, Internet</p> <p>Lecture, study of literary sources, practical work, independent work, presentations, project work, Internet</p>	<p>Research project, evaluation of the presentation (individual presentation) (CAS)</p> <p>Research project, evaluation of the presentation (individual presentation) (CAS)</p> <p>Mid-term control (2), participation in discussion, performance of case tasks, performance of group task (CAS)</p> <p>Final examination (FAS)</p>
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Assessment

100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%):

40% examination

20% (20 points) participation in the discussion

Assessment criteria:

8-10 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, is able to identify the most accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion.

5-7 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, has mediocre analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion.

3-4 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion.

0-3 points. The student shows a lack of understanding of the issues, does not provide the necessary information about the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion.

10% (10 points) testing

Assessment criteria:

7-10 points. The student is able to perform various roles and solve complex specialized problems and practical problems in the field of tourism, which involves the application of certain

theories and technologies of tourism in a particular “workplace”. Capable of analysis and synthesis. Consciously uses the acquired knowledge, skills and abilities. Understands the sequence of actions. Is able to coordinate their actions with other team members.

4-6 points. The student is able to perform clear and appropriate to his psychological characteristics of the role and solve specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in the chosen “workplace”. Able to analyse their actions and the actions of colleagues. Demonstrates medio knowledge and skills. He tries to coordinate his actions with other team members.

0-3points. It is difficult for a student to accept the rules of the game and solve specialized problems and practical problems in the field of tourism. The student does not demonstrate the sequence of actions. Demonstrates insufficient knowledge and skills, is characterized by a lack of understanding of the subject.

30% mid-term control (tests). Two works of 15 points.

Assessment criteria:

15points are given:the student completed all tasks correctly

13-14 points are given: the student made two mistakes.

11-12 points are given: the student made three mistakes.

9-10 points are given: the student made four mistakes.

7-8 points are given: the student made five mistakes.

5-6 points are given: the student made six mistakes.

4 points are given: the student made five mistakes.

2-3 Points are given: the student made six mistakes.

1 Point is given: the student made eight mistakes.

Contents

Module 1. Marketing in the hospitality and tourism industry.

Topic 1. The concept of marketing in the hospitality and tourism industry

Topic 2. Marketing environment, its impact on the activities of hotels and restaurants.

Topic 3. Marketing research – the basis for determining the market opportunities of hotels and restaurants.

Topic 4. Marketing research of the hotel and restaurant market. Technology of marketing research in tourism.

Topic 5. Marketing research of competitors.

Topic 6. Methodological foundations of consumer marketing research.

Topic 7. Market segmentation.

Module 2. Marketing policy of tourist and hotel and restaurant enterprise.

Topic 8. Marketing product policy of hotel and restaurant industry.

Topic 9. Marketing product policy of a tourist enterprise.

Topic 10. Pricing policy of hotels and restaurants.

Topic 11. Marketing pricing policy of a tourist enterprise.

Topic 12. Sales policy of hotel and restaurant facilities.

Topic 13. Marketing policy of tourist product.

Topic 14. Marketing policy of communications of hotel and restaurant establishments, tourist enterprises and organizations.

Literature

Language of teaching Ukrainian

Compulsory reading

1. Ткаченко Л.В. Маркетинг послуг / Л.В. Ткаченко. – К.: Експрес, 2003. – 345 с.
2. Ортинська В.В. Маркетингові дослідження : підручник. – Ч. 1 / В.В. Ортинська, О.М. Мельникович. – К.: КНТЕУ, 2007. – 376 с.
3. Про рекламу : Закон України // 2003 .-№1121 -IV.
4. Азарян Е.М. Маркетинг : підручник / Е.М. Азарян, И.Х. Баширов, Б.З. Воробьев [та

- ін.]. -2-ге вид., переробл. І допов. – Донецьк : Норд-Компютер, 2007. – 428 с.
5. Гембл П. Маркетинг взаимоотношений с потребителями : учебник / П. Гембл, М. Струн, Н. Вудкок. – М.: ФАИР-ПРЕСС, 2002.
 6. Голубков Е.П. Маркетинговые исследования, методология и практика / Е.П. Голубков. -М.: Изд-во Финиреа, 2000. – 464 с.
 7. Голубков Е.П. Основы маркетинга : учебник / Е.П. Голубков. – М.: Финпресс, 2003.
 8. Джанджугазова Е.А. Маркетинг в индустрии гостеприимства : учеб. Пособие / Е.А. Джанджугазова. – М.: Издат. Центр «Академия», 2003.
 9. Дурович А.П. Маркетинг гостиниц и ресторанов : учеб. Пособие / А.П.Дурович. – М. : Новое знание, 2005. – 632 с.

Recommended reading

1. Европейский гостиничный маркетинг : учеб. Пособие : пер. с англ. – М. : Финансы и статистика, 2003 – 224 с.
2. Панкрухин А.П. Маркетинг : учебник / А.П. Панкрухин. – М.: Омега-Л, 2002.
3. Ромат Е.В. Реклама : учеб. Пособие / Е.В. Ромат. – К.: НРД Студцентр-Киев 2003. – 224 с.
4. Скибінський Ю.С. Маркетинг : підручник / Ю.С. Скибінський. – Л.: Місіонер, 2000.-640 с.
5. Янкевич В.С. Маркетинг в гостиничной индустрии и туризме: российский и междуна-родный опыт : учебник / В.С. Янкевич, Н.Л. Безрукава. -М. : Финанс и статистика, 2005.

23. MANAGEMENT OF TOURISM, HOTEL AND RESTAURANT BUSINESS				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	3/14 weeks, 56 hours in class	4,5/ Mandatory	Svitlana Zakharova, Candidate of Science, Associate Professor	135 hours (28h lectures, 28h.seminars/practical, 79 h. self-study time)
Course aims: training of highly qualified specialists who will be able to provide both a high level of management of hotel and restaurant facilities and quickly adapt to modern principles and technologies of management in the enterprises of the world hospitality industry.				
Learning outcomes	Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)	
<p>1) Understand the principles, processes and technologies of organizing the work of tourism, hotel and restaurant business;</p> <p>2) Apply the skills of productive communication with consumers of tourism, hotel and restaurant services;</p> <p>3) Define and form the organizational structure of units, coordinate their activities, determine their tasks and staffing, staff qualification requirements;</p> <p>4) Understand economic processes and plan, manage and control the activities of tourism, hotel and restaurant businesses;</p>	<p>Lecture, problem lecture, lecture-reflection, seminar, discussion on the materials of the lecture and the studied literature sources, seminar-debate, seminar-dialogue, problem-solving, seminar-solution of situational problems analysis of specific situations (case-study)</p> <p>Problem lecture, lecture-reflection, seminar, discussion on lecture materials and studied literature sources, seminar-debate, seminar-dialogue, problem-solving, work in micro groups, seminar-solution of situational problems analysis of specific situations (case-study), presentations, project work, Internet search</p> <p>Lecture, problem lecture, “round table” on the topic of independent search work, seminar-debate, seminar-dialogue, problem-solving, work in micro groups, seminar-solution of situational problems (case-study), game technologies, presentations, project work, Internet search, tests</p> <p>Game technologies, presentations, project work, Internet search</p> <p>Simulation methods, presentations, project</p>		<p>Participation in a discussion (seminar, debate, brainstorming, etc.), essay</p> <p>Oral answers to questions, problem solving (problem situations), explanation of problem solving, presentation evaluation</p> <p>Oral answers to questions, problem solving (problem situations), participation in a role play (business game)</p> <p>Participation in a role play (business game), evaluation of the presentation</p> <p>Oral answers to</p>	

<p>5) Perform tasks independently, solve problems, apply them in different professional situations and be responsible for the results of their activities</p> <p>6) Present their own projects and developments, argue their proposals for business development;</p> <p>7) Act in accordance with the principles of social responsibility and civic consciousness;</p> <p>8) Understand the requirements for activities in the speciality, due to the need to ensure sustainable development of Ukraine, it is strengthening as a democratic, social, legal state;</p> <p>9) Opportunity to generate new ideas, show initiative, be responsible for the quality of tourism and hotel and restaurant services.</p> <p>Learning outcomes 1-9</p> <p>Learning outcomes 1-9</p>	<p>work, Internet search,</p> <p>Independent work, presentations, project work, Internet search</p> <p>Presentations, role-playing games, work in micro groups</p> <p>Lecture, problem lecture, “round table” on the topic of independent search work, seminar-debate, seminar-dialogue, problem-solving, work in micro groups, seminar-solution of situational problems (case-study), presentations, project work, Internet search, tests</p> <p>Simulation methods, presentations, project work, Internet search, modelling</p>	<p>questions, problem solving (problem situations), participation in a role play (business game)</p> <p>Evaluation of the presentation, evaluation of practical skills</p> <p>Research project, evaluation of the presentation (individual presentation)</p> <p>Participation in a discussion (seminar, debate, debate, brainstorming, etc.), essay</p> <p>Presentation in small groups, evaluation of the presentation (microgroup presentation), evaluation of student reports</p> <p>Mid-term tests (CAS)</p> <p>Final examination (FAS)</p>
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Assessment

100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%):

40% examination

20% (20 points) participation in the discussion

Assessment criteria:

8-10 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, is able to identify the most accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion.

5-7 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, has mediocre

analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion.

3-4 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion.

0-3 points. The student shows a lack of understanding of the issues, does not provide the necessary information about the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion.

10% (10 points) testing

Assessment criteria:

7-10 points. The student is able to perform various roles and solve complex specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in a particular “workplace”. Capable of analysis and synthesis. Consciously uses the acquired knowledge, skills and abilities. Understands the sequence of actions. Is able to coordinate their actions with other team members.

4-6 points. The student is able to perform clear and appropriate to his psychological characteristics of the role and solve specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in the chosen “workplace”. Able to analyse their actions and the actions of colleagues. Demonstrates medio knowledge and skills. He tries to coordinate his actions with other team members.

0-3 points. It is difficult for a student to accept the rules of the game and solve specialized problems and practical problems in the field of tourism. The student does not demonstrate the sequence of actions. Demonstrates insufficient knowledge and skills, is characterized by a lack of understanding of the subject.

30% mid-term control (tests). Two works of 15 points.

Assessment criteria:

15 points are given: the student completed all tasks correctly

13-14 points are given: the student made two mistakes.

11-12 points are given: the student made three mistakes.

9-10 points are given: the student made four mistakes.

7-8 points are given: the student made five mistakes.

5-6 points are given: the student made six mistakes.

4 points are given: the student made five mistakes.

2-3 Points are given: the student made six mistakes.

1 Point is given: the student made eight mistakes.

Final grade (final assessment) as a result of 100% continuous assessment:

10% - solving problem situations

25% - mid-term control

25% - participation in the discussion

40% final control (mini-case, tests, essays)

Contents

Module 1. Theoretical principles of hotel and restaurant management.

Topic 1. Theoretical principles of hotel and restaurant management.

Topic 2. The main functions of management in tourism, hotel and restaurant business

Topic 3. The value of the system of management methods in the work of tourist enterprises, hotels and restaurants.

Topic 4. Motivational nature of management methods. Classification of management methods, their relationship. Management styles

Topic 5. Forms of management of tourist, hotel and restaurant enterprises.
 Topic 6. Management decisions. Requirements for the manager.
 Topic 7. Design of works in tourism and hotel and restaurant facilities.
 Module 2. Functional structure of modern hotel complexes
 Topic 8. Organizational and functional structure of hotel complexes of different types and capacities.
 Topic 9. Organization of the top management of the hotel complex and features of management of its functional units
 Topic 10. Personnel management in tourism and hotel and restaurant facilities.
 Topic 11. Modern information technology in the management of hotels and tourism enterprises
 Topic 12. Hotel security management.
 Topic 13. Financial management of a hotel and a tourist enterprise.
 Topic 14. Management of inventory of the hotel and tourist enterprise.

Literature

Language of teaching Ukrainian

Compulsory reading

1. Управління сучасним готельним комплексом: навч. Посіб. / Г.Б. Мунін, А.О. Змійов, Г.О. Зіновев та ін.; за ред. С.І. Дрогунцова. – К. : Ліра-К, 2017. – 520 с.
2. Нечаюк Л.І. Готельно-ресторанний бізнес: менеджмент : навч. Посіб. / Л.І. Нечаюк, Н.О. Нечаюк. – К.: Центр навч. Л-ри, 2016. – 189 с.
3. Мельниченко С.В. Менеджмент підприємств туристичної індустрії / С.В. Мельниченко, Н.І. Ведмідь.- К., 2005.-205 с.
4. Пуцентайло П.Р. Економіка і організація туристично-готельного підприємництва.: навч. Посіб./ П.Р.Пуцентайло – К. : Центр навч. Л-ри, 2007. – 234 с.
5. Райли М. Управление персоналом в гостеприимстве / Майкл Райли. – М.: ЮНИТИ-ДАНА, 2005. – 191с.
6. Роглев Х.Й. Основы готельного менеджменту : навч. Посіб./ Х.Й.Роглев. – К.: Кондор, 2015. – 408 с.

Recommended reading

1. Агамирова Е.В. Управление персоналом в туризме и гостинично-ресторанном бизнесе : практикум / Е.В. Агамирова. – М.: Дашков и К°, 2006. – 176 с.
2. Байлик С.И. Гостиничное хозяйство. Организация, управление, обслуживание : учеб. Пособие [для студ. Вузов] / С.И. Байлик. – К. : Альтерпресс, 2002. – 252 с.
3. Уокер Дж.Р. Управление гостеприимством. Вводный курс / Дж.Р. Уокер. – М.: ЮНИТИ-ДАНА, 2006.-880 с.
4. Чудновский А.Д. Управление индустрией туризма : учеб. Пособие / А.Д. Чудновский. - М.: КНОРУС, 2005. – 448 с.

24.LEGAL REGULATION OF TOURIST ACTIVITY				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	7/14 weeks, 42 hours in class/	4.5 / Mandatory	Yuliia Palieieva, Senior Lecturer	135hours (28 h. lectures, 14 h. practicals, 93 h. self-study time)
Course aims: Formation of theoretical knowledge about the system of legal regulation of tourist activity in Ukraine, and skills of working with laws and regulations that set this system.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) to know the legal basis for state supervision (control) within tourism activity;		Lecture, practical classes, discussion	Participation in the discussion, test (CAS)	
2) to be acquainted with legislative bases of regulation of tourist activity, subjects of tourist legal relations, organizational and legal bases of tourist activity;		Practical classes,, discussion case study	Oral answers to questions, case study, participation in the discussion, (CAS)	
3) to analyse the statutes of current legislation of Ukraine and international agreements within tourist activity;		Lecture, discussion on the basis of lecture materials and students reading	Participation in the discussion, solving problems (CAS)	
4) to define problems within tourist activity and to find their effective solution;		Problem lecture, discussion, Internet search	Participation in the discussion, test solving problems (CAS)	
5) to know legal liability for violations within tourist activity;		Individual presentation, discussion, Internet search	Presentation assessment, participations in the discussion, report (CAS)	
Learning outcomes 1-5			Mid-term control: tests, written answers to questions (CAS) Final examination (FAS)	

Assessment

100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%)

40% Final examination (10% - test, 10% - written answers to questions, 20% - essay)

60% Continuous assessment:

20% Participation in the discussion

5% Solving problems

10% Test (written)

5% Oral answers to questions

10% Case study

10% Presentation (oral, multimedia)

Contents**Thematic structure of the course:**

Legal bases of international tourism

Regulatory and legal support of tourist activity

The World Tourism Organization (UNWTO) as the main regulator of international tourism

Tourist formalities and safety in tourism

State regulation of tourism development in Ukraine

Legal aspects of establishment and functioning of tourist enterprises in Ukraine

Civil law regulation of tourist activity in Ukraine

Responsibility in the tourism branch

Legal regulation of club rest (timeshare)

Literature**Compulsory reading**

1. Kozlovskyi E.V. Legal regulation of tourist activity: tutorial./ E.V. Kozlovskyi. – K.: «Tsentru uchbovoi literatury», 2017. – 272 pp.

2. On Tourism: The law of Ukraine from September 05, 1995, in force as of November 4, 2018, on the basis of №324/95-VR. [Digital resource]. – URL: <http://www.Zakon2.rada.gov.ua>

Recommended reading

3. The Civil Code of Ukraine on January 16, 2003, in force as of 31.03.2019, on the basis of №435-IV [Digital resource]. – URL: <http://www.Zakon2.rada.gov.ua>

4. On Resorts: The law of Ukraine on October 5, 2000, in force as of 04.11.2018, on the basis of №2026-III [Digital resource]. – URL: <http://www.Zakon2.rada.gov.ua>

5. On the Procedure of Ukrainian Citizens Entry in Ukraine and Departure from Ukraine: The law of Ukraine on January 21, 1994, in force as of 28.08.2018, on the basis of №3857-XII. [Digital resource]. – URL: <http://www.Zakon2.rada.gov.ua>

25.ACCOUNTING IN TOURISM AND HOSPITALITY INDUSTRY				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	5/14 weeks, 28 hours in class/	3/ Mandatory	Valentyna Shevchenko, Ph.D. (Candidate of Science), Associate Professor	90 hours (14 h. lectures, 14 h. seminars/practical, 62 h. self-study time)
Course aims: The course is geared towards helping students to develop integrative knowledge and skills in addressing the complex and interdisciplinary nature of accounting, to form students' system of theoretical knowledge and practical skills in accounting in the field of tourism and hotel and restaurant business, taking into account the generally accepted principles that are characteristic of the domestic accounting system and international standards of accounting and financial reporting.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) efficiently handle accounting on the basis of international accounting standards;		Interactive lecture, practical classes, case study in small groups		Participation in the discussion, case study presentation (CAS)
2) process and use registration information in management tourism and hotel-restaurant business;		Lecture, practical classes, work in pairs to solve problems		Participation in the discussion, solving problems, peer small group presentation (CAS)
3) make the international financial statements of the enterprises.		Lecture, Internet search, self-study activities, panel discussion, practical classes		Explanation solving problems, report (CAS)
4) integrate his knowledge into the current international business environment with an ability to understand the various cultural effects on international business;		Lecture, practical classes, panel discussion, solving calculative tasks		Participation in the discussion, self-study results' presentation (CAS)
5) effectively use accounting data to communicate meaningful information, detected problems and their solutions to professionals in tourism and hotel-restaurant business.		Problem lecture, discussion, solving calculative tasks		Participation in the discussion, self-study results' presentation (CAS)
Learning outcomes 1-5				Final examination (FAS)
Assessment				
100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%)				
40% Final examination (2 sets of written assignments, each assignment includes 1 essays and 1 mini case)				
60% Continuous assessment:				
20% Participation in the discussion				

20% Participation in the role play
 40% Test (multiple choice, computer)
 20% Presentation (oral, multimedia)

Contents

Thematic structure of the course:

1. Organizational foundations of accounting and the concept of tourism and hotel activities.
2. Recognition of the costs that form the tourism and hotel product, their structure and classification.
3. The system of accounts for accounting for the costs of manufacturing a tourist and hotel product.
4. Organization of analytical accounting of costs for the production of tourist and hotel products.
5. Methods of accounting for production costs and calculating the cost of tourism and hotel services.
6. Accounting for cost items in tourism and hotels.
7. Accounting for income from the sale of tourism and hotel services.

Literature

Language of teaching Ukrainian

Compulsory reading

1. Балченко З.А. Бухгалтерський облік в туризмі і готелях України: Навчальний посібник Київського університету туризму, економіки і права (КУТЕП). – К.: КУТЕП, 2006. – 232 с. (базовий підручник)
2. Клиженко Я., Басова И., Белова Н. Х. Все об учете и организации туристической деятельности: Практичний посібник. – 6-те вид., перероб. і доп. – Х.: Фактор, 2013. – 224с.

Recommended reading

1. Лучко М. Р., Бенько. Д. Облік фінансова звітність за міжнародними стандартами / М. Р. Лучко, І. Д. Бенько. – Тернопіль: Екон. Думка ТНЕУ, 2016. – 360 с.
2. Гура Н. В. Облік в галузях господарювання. – К, 2006. – 398 с.
3. Агафонова Л.Г., Агафонова О.Є. . Туризм, готельний та ресторанний бізнес: ціноутворення, конкуренція, державне регулювання. Навчальний посібник. – К.: «Знання України». 2002. – 351с.
4. Про внесення змін до Закону України «Про туризм»: Закон України від 18 листопада 2003р.
5. Про бухгалтерський облік та фінансову звітність в Україні: Закон України від 16 липня 1999р. №996-XIV. (зі змінами та доповненнями).
6. План рахунків бухгалтерського обліку активів, капіталу, зобов'язань і господарських операцій підприємств і організацій: Наказ Міністерства фінансів України від 30.11.99р. №291.
7. Інструкція про застосування Плану рахунків бухгалтерського обліку господарських операцій підприємств і організацій: Наказ МФУ від 30.11.99р. №291. Зі змінами та доповненнями, внесеними наказами Мінфіну України від 9.12.2002р. №1012, від 12.12.2003р. №671.
8. Introduction to Managerial Accounting by Larry M. Walther, Christopher J. Skousen, 2010.
9. Analytics for Managerial Decision Making by Larry M. Walther, Christopher J. Skousen, 2010

Language of teaching English

Compulsory reading

1. International Accounting Standards (IAS)
2. International Financial Reporting Standards (IFRS)
3. Shevchenko V. (2014) Accounting in Foreign Countries: Course Book, Alfred Nobel University, Dnipropetrovsk. Eng.

Recommended reading

1. International Financial Reporting by Marco Mongiollo, 2009.
2. Accounting Cycle by Larry M. Walther, Christopher J. Skousen, 2009.
3. Using Accounting Information by Larry M. Walther, Christopher J. Skousen, 2009.
4. Using Accounting Information Exercises I by Larry M. Walther, Christopher J. Skousen, 2011.
5. Managerial and Cost Accounting Information by Christopher J. Skousen, Larry M. Walther, 2009.

6. Managerial and Cost Accounting Information Exercises II by Christopher J. Skousen, Larry M. Walther, 2011.
7. Introduction to Managerial Accounting by Larry M. Walther, Christopher J. Skousen, 2010.
8. Analytics for Managerial Decision Making by Larry M. Walther, Christopher J. Skousen, 2010

12.

26. ECONOMIC BASES OF INTERNATIONAL TOURISM AND HOSPITALITY INDUSTRY				
Language of teaching	Semester	ECTS credits /Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	8/8 weeks, 28 hours in class	3,0 / Mandatory	Svitlana Zakharova, Candidate of Science, Associate Professor	90 hours (14h lectures, 14h.seminars/practical, 62 h. self-study time)
Course aims: formation of students' system of knowledge on organizational, regulatory and legal issues in the economics of international tourism, features, basic concepts, categories of the economics of international tourism, knowledge of special legal documents in the field of international tourism, etc.				
Learning outcomes		Methods of learning and teaching		Assessment forms (continuous (CAS) and final (FAS) assessment)
<p>1) Know, understand and be able to use in practice the basic provisions of tourism legislation, national and international standards for tourist services</p> <p>2) know the theoretical foundations of formation and factors of development of recreational complexes, features of the organization of recreational and tourist space in modern specific conditions, ways to determine the tourist attractiveness of natural, cultural and historical resources and assess the qualitative and quantitative characteristics of tourism infrastructure resources</p> <p>3) know the basic provisions of jurisprudence and applied provisions of the</p>		<p>Lecture, problem lecture, lecture-reflection, seminar, discussion on the materials of the lecture and the studied literature sources, seminar-debate, seminar-dialogue, problem-solving, seminar-solution of situational problems analysis of specific situations (case-study)</p> <p>Problem lecture, lecture-reflection, seminar, discussion on lecture materials and studied literature sources, seminar-debate, seminar-dialogue, problem-solving, work in micro groups, seminar-solution of situational problems analysis of specific situations (case-study), presentations, project work, Internet search</p> <p>Lecture, problem lecture, "round table" on the topic of independent search work, seminar-debate, seminar-dialogue, problem-solving, work in micro groups, seminar-solution of situational problems (case-study), game technologies, presentations, project work, Internet search, tests</p>		<p>Participation in a discussion (seminar, debate, brainstorming, etc.), essay (CAS)</p> <p>Oral answers to questions, problem solving (problem situations), explanation of problem solving, presentation evaluation (CAS)</p> <p>Oral answers to questions, problem solving (problem situations),</p>

<p>legislation in the field of tourism, legal principles and forms of tourism business management, the technology of compulsory insurance of tourists on the basis of the legal framework on insurance and insurance of property and life in Ukraine and abroad.</p> <p>4) can determine the features of the economic and financial mechanism of economic entities in the tourism business: to analyze and manage the resource potential, the volume of activity, financial results of tourism enterprises and justify the investment activities of tourism enterprises</p> <p>5) establish contacts with experts in tourism and other industries</p> <p>6) identify risks and ensure the safety of tourist travel</p> <p>Learning outcomes 1-6</p>	<p>Game technologies, presentations, project work, Internet search</p> <p>Simulation methods, presentations, project work, Internet search.</p> <p>Lecture, problem lecture, "round table" on the topic of independent search work, seminar-debate, seminar-dialogue, problem-solving, work in micro groups, seminar-solution of situational problems (case-study), presentations, project work, Internet search, tests</p>	<p>participation in a role play (business game) (CAS)</p> <p>Participation in a role play (business game), evaluation of the presentation (CAS)</p> <p>Oral answers to questions, problem solving (problem situations), participation in a role play (business game) (CAS)</p> <p>Participation in a discussion (seminar, debate, debate, brainstorming, etc.), essay (CAS)</p> <p>Mid-term test (CAS)</p>
Assessment		
<p style="text-align: center;">Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>30% - solving problem situations 20% - mid-term control 30% - participation in the discussion 20% final control (mini-case, tests, essays)</p>		
Contents		

Module 1. International tourism as a socio-economic phenomenon.
 Topic 1. Tourist product and tourist consumption. Types of costs in international tourism.
 Topic 2. Restrictive factors in international tourism.
 Topic 3. Tourist exports and imports.
 Topic 4. Investment in tourism. Income ratio from international tourism.
 Module 2. International hotel industry.
 Topic 5. The main economic indicators in the work of hotel enterprises.
 Topic 6. Tariffs of hotel rooms. Taxes.
 Topic 7. International hotel chains and chains. Franchising as a form of management in the hotel industry.

Literature

Language of teaching Ukrainian

Compulsory reading

1. Александрова А.Ю. Международный туризм: Учеб.пособ. для вузов. – М.: Аспект Пресс, 2001.
2. Круль Г.Я. Основы готельної справи : навч. посіб. / Г.Я. Круль – К.: Центр учбової літератури, 2019. – 368 с.
3. Мальська М.П., Антонюк Н.В., Ганич Н.М. Міжнародний туризм і сфера послуг: Підручник. – К.: Знання, 2008. – 661 с.
4. Нечаюк Л.І. Готельно-ресторанний бізнес: менеджмент : навч. посіб. / Л.І. Нечаюк, Н.О. Нечаюк. - К.: Центр учбової л-ри, 2019. - 344 с.
5. Мельниченко С.В. Менеджмент підприємств туристичної індустрії / С.В. Мельниченко, Н.І. Ведмідь.- К., 2005.-205 с.
6. Пуцентейло П.Р. Економіка і організація туристично-готельного підприємництва.: навч. посіб./ П.Р.Пуцентайло - К. : Центр навч. л-ри, 2007. - 234 с.
7. Шаповал М.І. Менеджмент якості: підручник / М.І. Шаповал. -К.: Знання ; КОО, 2007. - 471с.
8. Франчайзинг у готельно-ресторанному бізнесі. Навч. посібник / Мунін Г.Б., Карягін Ю.О., Артеменко А.С., Кошиль Ю.В.; за заг.ред. Л.С. Трофименко і О.О.Гаца. – К.: Кондор, 2008. – 370 с.

Recommended reading

- 1.Байлик С.И. Гостиничное хозяйство. Организация, управление, обслуживание : учеб. пособие [для студ. вузов] / С.И. Байлик. - К. : Альтерпресс, 2002. - 252 с.
- 2.Уокер Дж.Р. Управление гостеприимством. Вводный курс / Дж.Р. Уокер. - М.: ЮНИТИ-ДАНА, 2006.-880 с.
3. Яковлев Г.А. Экономика гостиничного хозяйства: Учебное пособие. – М.: Изд-во РДЛ, 2005. – 224 с.

27.INSURANCE BUSINESS				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	7/14 weeks, 28 hours in class	3 / Mandatory	Viktoriia Yemelianova, Lecturer	90 hours (14h lectures, 14h.seminars/practical, 62 h. self-study time)
Course aims: mastering theoretical and methodological and practical skills in the field of insurance relationships, studying the nature and forms of risk, which will contribute to an objective assessment of economic processes, understanding the nature, place and importance of insurance for successful management of these processes.				
Learning outcomes	Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) Ability to form and improve the system of management at a tourism enterprise, enhance its activity, manage the staff, motivate and stimulate subordinates, control and regulate operative actions.	Lectures, seminars, student reports		Participation in discussions, evaluation of students' reports, answers to questions. (CAS)	
2) Choose the most adequate information media and channels of communication with consumers and business partners, to express own thoughts and beliefs in clear, logical and consistent manner, argue, discuss business, support harmonious network of private and business contacts, resist manipulations,	Lectures, seminars, group discussions, debate		Participation in discussions, solving problem situations. (CAS)	

overcome the barriers in communication.		
3) Think broadly about alternative principles and methods of professional tasks discharge Learning outcomes 1-3	Lectures, seminars, case studies, situation modelling, presentation	Participation in discussions, problem solving, answering questions, presentation. (CAS) Mid-term assessment: presentation (research project) (CAS)
Assessments		
Final grade (final assessment) as a result of 100% continuous assessment:		
10% - solving problem situations 25% - mid-term control 25% - participation in the discussion 40% - preparation and defense of a presentation (research project)..		
Contents		
Module 1. Basics of insurance business Topic 1. The essence and principles of insurance. Topic 2. Classification of insurance Topic 3. The concept of insurance risks and their classification Topic 4. Insurance market Topic 5. Insurance organization Topic 6. State regulation of insurance activities Module 2. Features of certain types of insurance. Topic 7. Accident insurance. Topic 8. Property insurance Topic 9. Liability insurance Topic 10. Co-insurance and reinsurance Topic 11. Business risk insurance Topic 12. Financial and economic activities of insurance companies Topic 13. Financial reliability of insurance companies Topic 14. Financial strategy and planning in insurance		
Literature		
<i>Language of teaching Ukrainian</i>		
Compulsory reading		
1. Вовчак О.Д. Страхова справа. Київ: Знання, 2011, 319с. 2. Пасічний, В.О. Страхування: Навч. Посібник для студентів вищих навчальних закладів/ В.О. Пасічний, В.В. Жван; Харк. Нац. Акад. Міськ. Госп-ва. – Х.: ХНАМГ, 2009. – 218 с. 3. Воронков О. О. Конспект лекцій з курсу «Страхування»/ О. О. Воронков; Харків. Нац. Ун-т міськ. Госп-ва ім. О. М. Бекетова. – Харків : ХНУМГ ім. О. М. Бекетова, 2017. – 126 с. 4. Соціальне страхування : підруч. / за ред. О. П. Кириленко та В. С. Толуб'яка. – Тернопіль : Екон. Думка ТНЕУ, 2016. – 516 с. 5. Сокиринська І. Г. Журавльова Т.О., Аберніхіна І.Г. Страховий менеджмент. Навчальний посібник./ І.Г.Сокиринська, Т.О.Журавльова, І.Г.Аберніхіна – Дніпропетровськ: Пороги, 2016. – 301 с. 6. Завора Т.М. Соціальне страхування : навч.-метод. Посіб. Для практ. Занять. – Полтава : ПолтНТУ, 2016. 319 с.		

7. Благун І.Г. Соціальне страхування : навч. Посіб. / Благун І.Г., Кушнірчук Ю.М., Підлипна Р.П. ; М-во внутр справ, Львів. Держ. Ун-т внутр. Справ. – Львів : Сполом, 2015. 270 с.
8. Страхування: опор. Конспект лекцій / [Р. В. Пікус та ін.] ; за ред. Р. В. Пікус. – Київ : Логос, 2015. – 275 с.
9. Ткаченко Н. В. Страхування: підручник / Н. В. Ткаченко ; Ун-т банк. Справи Нац. Банку України (м. Київ). – Київ : УБС НБУ, 2014. – 570 с.

Recommended reading

- 1) Аленичев В.В., Аленичева Т.Д. Страхование валютных рисков, банковских и экспортных коммерческих кредитов. – М: ТОО «ИСТСЕРВИС» 1994.- 114 с.
- 2) Бікі Х., Уайт Ю. Страхування депозитів. // Вісник НБУ, - 1997. - № 1. – с.20-24.
- 3) Гвозденко А.А.. Основы страхования. – М.: Финансы и статистика, 1999.
- 4) Гвозденко А.А. Финансово-экономические методы страхования. – М.,2000.
- 5) Кредитное страхование (по материалам Великобритании). – М., АНКІЛ, 1992, 232 с.
- 6) Плиса В.Й. Страхування: Довідник.-Львів:ЛНУ ім. І.Франка, 2001. -196 с.
- 7) Турбина К.Е. Инвестиционный процесс и страхование инвестиций от политических рисков. – М.: АНКІЛ, 1995. – 80 с.
- 8) Страхование в Украине./А.Н.Залетов; За ред. О.А.Слюсаренко. – К.:ВeeZone, Лотос, 2002 – 450 с.
- 9) Шумелда Я.П. Страхування: навчальний посібник / Я.П.Шумелда. – Видання друге, доповнене. – К.: Міжнародна агенція «Бізон», 2007. – 384 с.
- 10) Закон України «Про внесення змін в Закон України про страхування» від 04.10.2001р. №2745-111.
- 11) Закон України «Про загальнообов’язкове державне соціальне страхування», №1105-14, 1999 р. (зі змінами від 11.10.2017 р.).
- 12) Закон України «Про загальнообов’язкове державне соціальне страхування на випадок безробіття», № 1533-14, 2000 р. (зі змінами від 11.10.2017 р.).
- 13) Закон України «Про збір та облік єдиного внеску на загальнообов’язкове державне соціальне страхування», № 2464-17, 2011 р. (зі змінами від 11.10.2017 р.).

28.INTRODUCTION TO SPECIALITY				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	1/14 weeks, 28 hours in class	3 / Mandatory	Luibov Boiko Associate Professor	90 hours (28h.seminars/practical, 62 h. self-study time)
Course aims: formation of students' knowledge about the tourism industry as a type of activity and socio-economic phenomenon, understanding the specifics of the functioning of tourism entities and the peculiarities of the work of the manager of the tourism enterprise.				

Learning outcomes	Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)
<p>1. Know, understand and use in practice the basic concepts of tourism theory, organization of the tourist process and tourist activities of the market of tourist services, as well as worldviews and related sciences;</p> <p>2. Know and understand the basic forms and types of tourism, their division;</p> <p>3. 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).</p> <p>4. Can analyse and formulate a professional problem using computer technology, find new information contained in various printed and electronic sources, using appropriate search methods and systems.</p> <p>5. Adequately assess their knowledge and apply it to different professional situations</p> <p>6. It is argued to defend their views in solving professional problems</p>	<p>Lecture, work in microgroups, presentations, project work, Internet search, role play</p> <p>Lecture, seminars, discussion on the materials of Internet resources and studied literature sources</p> <p>Lecture, seminar-dialogue, problem solving,</p> <p>Lecture, Seminar, discussion, analysis of specific situations (case-study)</p> <p>Lecture, practical classes</p> <p>Case study presentation, self-study activities,</p> <p>Lecture, seminars, self-study activities</p> <p>Internet search, self-study activities, discussion.</p>	<p>Oral answers to questions, test (CAS)</p> <p>Test, presentation (CAS)</p> <p>Oral answers to questions, presentation, test (CAS)</p> <p>Participation in the discussion (CAS)</p> <p>Case study presentation (CAS)</p> <p>Essay, participation in the discussion (CAS)</p>
Assessment		
<p>Final grade (final assessment) as a result of 100% continuous assessment: 20% (10 points) participation in the discussion Assessment criteria: 16-20 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, is able to identify the most accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion. 10-15 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, has mediocre analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion. 6-9 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion. 0-5 points. The student shows a lack of understanding of the issues, does not provide the necessary information about the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion.</p>		

20% participation in a role (business) game**Assessment criteria:**

15-20 points. The student is able to perform various roles and solve complex specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in a particular “workplace”. Capable of analysis and synthesis. Consciously uses the acquired knowledge, skills and abilities. Understands the sequence of actions. Is able to coordinate their actions with other team members.

4-14 points. The student is able to perform clear and appropriate to his psychological characteristics of the role and solve specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in the chosen “workplace”. Able to analyse their actions and the actions of colleagues. Demonstrates medio knowledge and skills. He tries to coordinate his actions with other team members.

0-5 points. It is difficult for a student to accept the rules of the game and solve specialized problems and practical problems in the field of tourism. The student does not demonstrate the sequence of actions. Demonstrates insufficient knowledge and skills, is characterized by a lack of understanding of the subject.

20% project work in small groups**Assessment criteria:**

15-20 points The student clearly understands the task. Carries out the organization and planning of work. Able to engage in search work, analyse information, think critically. Has presentation skills and communication skills. Can work in a team, resolve conflict situations.

6- 14 points The student understands the task. He is able to concentrate and perform the work assigned to him with quality. Able to engage in search work, analyse information. Has communication skills. Can work in a team.

0-5 points. The student passively joins the work. Performs minor assignments. Able to engage in exploratory work. The student does not demonstrate the sequence of actions. It is difficult for him to solve team tasks. His behavior can cause conflicts in the team.

20% mid-term control (tests). Two works of 10 points.**Assessment criteria:**

10 points are given:the student completed all tasks correctly

9 points are given: the student made two mistakes.

8 points are given: the student made three mistakes.

7 points are given: the student made four mistakes.

6 points are given: the student made five mistakes.

5 points are given: the student made six mistakes.

4 points are given: the student made five mistakes.

3 points are given: the student made six mistakes.

2 points are given: the student made eight mistakes.

20% (20 points) case-study**Assessment criteria:****18-20 points are given:**

The student is able to formulate a well-founded opinion on the discussed professional situation. The answer reflects the student’s own point of view, there is an element of novelty. The student demonstrates the sequence of actions; explains in detail, consciously uses the studied methods.

15-17 points are given:

The student demonstrates good knowledge of the discussed professional situation. The student justifies his answer well. Uses relevant data and examples. The student demonstrates the sequence of actions, explains in detail, in most cases consciously uses the studied methods.

10-14 points are given:

The student makes limited arguments in response; does not show sufficient knowledge in the work. The student demonstrates an incomplete sequence of actions.

<p>5-9 points are given: The student does not quite understand the problem and the question. Important information was omitted. Provides non-relevant information. The student does not demonstrate the sequence of actions.</p> <p>0-5 points are given: Some materials in the work do not relate to the issue. The student does not demonstrate the sequence of actions.</p>
<p>Contents</p> <p>1. Organization of higher education in the context of the Bologna process 2-3. Hotel business: development, classification, integration. Hotel organization and management structure 4-5. Restaurant business: development, concept, classification 6. Transportation. Characteristics of the main carriers. Rating in Ukraine 7. Tourist activity: concept, development, motivation, influence of tourism 8-9. Characteristics of tourism organizers in Ukraine. 10. Regulatory and legal bases of tourist activity 11. Introduction to tourism management 12. General concepts, essence, role of management in the tourism industry 13. Career development in tourism 14. Features of modern tourism.</p>
<p style="text-align: center;">Literature</p>
<p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <p>1. Биржаков М. Б. Введение в туризм / М. Б. Биржаков. – СПб.: Герда, 2014. – 448 с.</p> <p>1. Закон України „Про внесення змін в Закон України „Про туризм” від 18 листопада 2003 року № 1282 – IV. 2. Державна програма розвитку туризму на 2002-2010 роки. Затверджено постановою Кабінету Міністрів України від 29 квітня 2002 року № 583. 3. ДСТУ 4268:2003. Національний стандарт України „Послуги туристичні. Засоби розміщення. Загальні вимоги”. 4. ДСТУ 4269:2003. Національний стандарт України „Послуги туристичні. Класифікація готелів”. 5. Гаагская декларация по туризму. Гаага, 14 апреля 1989 года. 6. Глобальный этический кодекс туризма. Сантьяго (Чили), 1 сентября 1999 года. 7. Манильская декларация по мировому туризму. Принята Всемирной Конференцией по туризму, проходившей в Маниле (Филиппины) с 27 сентября по 10 октября 1980 года. 8. Устав Всемирной туристской организации (ВТО). Мехико, 27 сентября 1970 года. 9. Хартия туризма. 10. Уокер Дж. Р. Введение в гостеприимство: Учеб. Пособие / Пер. с англ. – 2-е изд. – М.: ЮНИТИ-ДАНА, 2006. – 607 с. 11. Волков Ю.Ф. Введение в гостиничный и туристский бизнес / Серия „Учебники, учебные пособия”. – Ростов н/Д: Феникс, 2013. – 352 с. 12. Биржаков М.Б. Введение в туризм: Учебник. – Издание 8-е, перераб. И доп. – СПб: Издательский дом „Герда”, 2066. – 512 с.</p> <p style="text-align: center;">Recommended reading</p> <p>7. Верховна рада України. Офіційний веб-портал [Електронний ресурс]. – Режим доступу: rada.gov.ua 8. Державне агентство України з туризму та курортів. Офіційний сайт [Електронний ресурс]. – Режим доступу: www.tourism.gov.ua 9. Зінченко В.А. Екскурсологія як туризмологічна наука / В.А.Зінченко // Наукові записки Київського університету туризму, економіки і права. Серія</p>

: філософські науки. – 2010. – Випуск 8. – С.211-223 [Електронний ресурс]. – Режим доступу: [www. Tourlib.net](http://www.Tourlib.net)

10. Портал путешествий [Електронний ресурс]. – Режим доступу: www.travel.ru

11. Украинская туристическая информационная система [Електронний ресурс]. – Режим доступу: www.utis.com.ua

29. PROFESSIONAL TRAINING				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Coordinator	Student workload
Ukrainian	1, 6 / 7 weeks, 28 hours in class/	7,5 / Mandatory	Liubov Boiko, Associate Professor Halyna Miasoid, Candidate of Science, Associate Professor	225 hours (28 h. practical classes, 197 h. self-study time)
Professional training aims: to consolidate students' theoretical knowledge, namely: conditions and main activities of tourism enterprises (firms), the basics of tourism technology, types and forms of tourism, ethical standards in tourism, the basics of document management, information technology used in the enterprise, obtain basic skills of information analysis, synthesis and evaluation of professional practices in tourism.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the Professional training, students will be able to:				
1) search for and analyse the necessary information about the stages of the enterprise in the services market		Practical classes, discussion, guided preparation of presentation		Participation in the discussion, presentation (CAS)
2) identify the main factors that determine the actual state of the enterprise;		Tutorials, self-study activity, project work, role play		Participation in the role play, report, project (CAS)
3) reveal and explain the main trends in tourism industry,		Self-study activity, internet search, project work		Report, project (CAS)
4) develop scientifically substantiated conclusions and proposals to increase the efficiency of tourism and marketing activities of the enterprise		Self-study activity, work in small groups, role play		Participation in the role play, group presentation (CAS)
5) present and explain information, ideas, problems experts and non-experts in marketing;		Preparing presentation, role play		Participation in the role play, presentation (CAS)
6) demonstrate skills of independent work;		Self-study activity, project work		Report, project, presentation (CAS)
7) demonstrate capacity to generate new ideas (creativity);		Self-study activity, project work, role play		Project, group presentation (CAS)
8) be responsible for their performance;		Self-study activity, project work		Project, individual presentation (CAS)
9) increase the level of personal training.		Self-study activity, project work		Project (CAS)
				Final assessment (FAS)

<p>1 semester Learning outcomes 1-6</p> <p>6 semester Learning outcomes 1-9</p>		Final assessment (FAS)
<p>Assessment The results of each semester are evaluated separately by the final grade</p> <p>1 semester Final grade (final assessment) as a result of 100% continuous assessment: 10% Participation in the discussion 20% Participation in the role play 40% Report 30% Presentation</p> <p>6 semester Final grade (final assessment) as a result of 100% continuous assessment: 60% Project 40% Presentation</p>		
Contents		
<p>1 semester</p> <ol style="list-style-type: none"> 1. The meaning and essence of marketing. The value of marketing in the modern market economy 2. The role of marketing in the enterprise 3. Search for information. The sources of marketing information. 4. Presentation of information, ideas and project results. 5. Marketing department in the enterprise management system 6. Marketing manager's functions and its duties <p>6 semester</p> <ol style="list-style-type: none"> 1. Guided project work 2. Project presentation 		
<p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Literature Compulsory reading</p> <ol style="list-style-type: none"> 1 Биржаков М. Б. Введение в туризм / М. Б. Биржаков. – СПб.: Герда, 2014. – 448 с. 2 Закон України „Про внесення змін в Закон України „Про туризм” від 18 листопада 2003 року № 1282 – IV. 3 Державна програма розвитку туризму на 2002-2010 роки. Затверджено постановою Кабінету Міністрів України від 29 квітня 2002 року № 583. 4 ДСТУ 4268:2003. Національний стандарт України „Послуги туристичні. Засоби розміщення. Загальні вимоги”. 5 ДСТУ 4269:2003. Національний стандарт України „Послуги туристичні. Класифікація готелів”. 6 Гагская декларация по туризму. Гаага, 14 апреля 1989 года. 7 Глобальный этический кодекс туризма. Сантьяго (Чили), 1 сентября 1999 года. 8 Манильская декларация по мировому туризму. Принята Всемирной Конференцией по туризму, проходившей в Маниле (Филиппины) с 27 сентября по 10 октября 1980 года. 9 Устав Всемирной туристской организации (ВТО). Мехико, 27 сентября 1970 года. 10 Хартия туризма. 11 Уокер Дж. Р. Введение в гостеприимство: Учеб. пособие / Пер. с англ. – 2-е изд. – М.: ЮНИТИ-ДАНА, 2006. – 607 с. 12 Волков Ю.Ф. Введение в гостиничный и туристский бизнес / Серия „Учебники, учебные пособия”. – Ростов н/Д: Феникс, 2013. – 352 с. 		

13 Биржаков М.Б. Введение в туризм: Учебник. – Издание 8-е, перераб. и доп. – СПб: Издательский дом „Герда”, 2066. – 512 с.

Recommended reading

14 Верховна рада України. Офіційний веб-портал [Електронний ресурс]. – Режим доступу: rada.gov.ua

15 Державне агентство України з туризму та курортів. Офіційний сайт [Електронний ресурс]. – Режим доступу: www.tourism.gov.ua

16 Зінченко В.А. Екскурсологія як туризмологічна наука / В.А.Зінченко // Наукові записки Київського університету туризму, економіки і права. Серія: філософські науки. – 2010. – Випуск 8. – С.211-223 [Електронний ресурс]. – Режим доступу: www.tourlib.net

17 Портал путешествий [Електронний ресурс]. – Режим доступу: www.travel.ru

18 Украинская туристическая информационная система [Електронний ресурс]. – Режим доступу: www.utis.com.ua

19 Salvo Creaco & Giulio Querini, 2003. "[The role of tourism in sustainable economic development](#)," [ERSA conference papers](#) ersa03p84, European Regional Science Association.

20 Preparing tourism businesses for the digital future. Chapter English 04 Mar 2020 OECD in OECD Tourism Trends and Policies 2020 <https://doi.org/https://doi.org/10.1787/f528d444-en>.

Access mode: <https://www.oecd-ilibrary.org/content/component/f528d444-en>

30. PROFESSIONAL TRAINING (INTERNSHIP)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	8 / 6 weeks, 6 hours in class/	9 / Mandatory	Halyna Miasoid, PhD (Candidate of Science), Associate Professor	270 hours (270 hours work at the enterprise)
Internship aims: Internship aims to deepen and consolidate the theoretical knowledge acquired during the study process, in particular the conditions and main directions of activity of tourist enterprises (firms), bases of technology of tourist activity, types and forms of tourist activity, ethical norms at the tourist enterprise, bases of document circulation, the basic technological process of production of tourist services, information technologies used at the enterprise.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
1) demonstrate knowledge and understanding of the tourism activity and understanding of job responsibilities in different positions in a travel business; 2) examination in the tourism enterprise, the organization of the basic technological processes, the organization of commercial communications; 3) consolidate knowledge of existing legislation; 4) study the strategy and tactics of the enterprise in conditions of competition; 5) get acquainted with the main technological processes of production, promotion, sale and consumption of a tourism product; 6) acquire skills on a scientific basis to organize their work and have computer methods of collecting, storing and processing information; 7) learn ethical norms and rules of conduct of staff in the tour company; 8) development of business activity of students and their acquisition of practical skills of organizational work; 9) to get acquainted with the work of adjacent divisions of the enterprise; 10) analyse the commercial activities of the enterprise to report at a scientific-student conference and present as a thesis. Learning outcomes 1-10		Practical classes, self-study activity, work at the enterprise Work at the enterprise, self-study activity Work at the enterprise, self-study activity Self-study activity, internet search, work at the enterprise Self-study activity, writing a report, preparing presentation Work at the enterprise Self-study activity, preparing presentation Work at the enterprise, writing a report Work at the enterprise Work at the enterprise, self-study activity, writing a report		Internship report, presentation (CAS) Internship report, presentation (CAS) Internship report, presentation, comment of a company (CAS) Internship report, presentation (CAS) Internship report, presentation (CAS) Internship report, comment of a company (CAS) Internship report, presentation (CAS) Internship report, comment of a company (CAS) Comment of a company (CAS) Internship report, presentation (FAS)

<p>Assessment</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>20% Comment of a company</p> <p>50% Report</p> <p>30% Presentation</p>
<p>Contents</p> <ol style="list-style-type: none"> 1. Understanding of the profession of professional in Tourism. 2. Research the tourism enterprise, its license for tourism activity/permissions, its strategy, the organization of commercial communications, target audience, major products. 3. Technological processes of production, promotion, sale and consumption of a tourism product 4. Structure and functions of the divisions of a tourism business. Jobs duties. 5. Regulatory - legal basis of tourism services 6. Marketing strategy of a tourism business. Its site. 7. Internship report presentation
<p style="text-align: center;">Literature</p> <p>Language of teaching Ukrainian</p> <p>Compulsory reading</p> <ol style="list-style-type: none"> 21 Биржаков М. Б. Введение в туризм / М. Б. Биржаков. – СПб.: Герда, 2014. – 448 с. 22 Закон України „Про внесення змін в Закон України „Про туризм” від 18 листопада 2003 року № 1282 – IV. 23 Державна програма розвитку туризму на 2002-2010 роки. Затверджено постановою Кабінету Міністрів України від 29 квітня 2002 року № 583. 24 ДСТУ 4268:2003. Національний стандарт України „Послуги туристичні. Засоби розміщення. Загальні вимоги”. 25 ДСТУ 4269:2003. Національний стандарт України „Послуги туристичні. Класифікація готелів”. 26 Гаагская декларация по туризму. Гаага, 14 апреля 1989 года. 27 Глобальный этический кодекс туризма. Сантьяго (Чили), 1 сентября 1999 года. 28 Манильская декларация по мировому туризму. Принята Всемирной Конференцией по туризму, проходившей в Маниле (Филиппины) с 27 сентября по 10 октября 1980 года. 29 Устав Всемирной туристской организации (ВТО). Мехико, 27 сентября 1970 года. 30 Хартия туризма. 31 Уокер Дж. Р. Введение в гостеприимство: Учеб. пособие / Пер. с англ. – 2-е изд. – М.: ЮНИТИ-ДАНА, 2006. – 607 с. 32 Волков Ю.Ф. Введение в гостиничный и туристский бизнес / Серия „Учебники, учебные пособия”. – Ростов н/Д: Феникс, 2013. – 352 с. 33 Биржаков М.Б. Введение в туризм: Учебник. – Издание 8-е, перераб. и доп. – СПб: Издательский дом „Герда”, 2006. – 512 с. <p>Recommended reading</p> <ol style="list-style-type: none"> 34 Верховна рада України. Офіційний веб-портал [Електронний ресурс]. – Режим доступу: rada.gov.ua 35 Державне агентство України з туризму та курортів. Офіційний сайт [Електронний ресурс]. – Режим доступу: www.tourism.gov.ua 36 Зінченко В.А. Екскурсологія як туризмологічна наука / В.А.Зінченко // Наукові записки Київського університету туризму, економіки і права. Серія: філософські науки. – 2010. – Випуск 8. – С.211-223 [Електронний ресурс]. – Режим доступу: www.tourlib.net 37 Портал путешествий [Електронний ресурс]. – Режим доступу: www.travel.ru 38 Украинская туристическая информационная система [Електронний ресурс]. – Режим доступу: www.utis.com.ua 39 Salvo Creaco & Giulio Querini, 2003. "The role of tourism in sustainable economic development," ERSA conference papers ersa03p84, European Regional Science Association.

40 7. Preparing tourism businesses for the digital future. Chapter English 04 Mar 2020 OECD
in OECD Tourism Trends and Policies 2020 <https://doi.org/https://doi.org/10.1787/f528d444-en>.
Access mode: <https://www.oecd-ilibrary.org/content/component/f528d444-en>

ELECTIVE COURSES

<i>31. PRINCIPLES OF PSYCHOLOGY</i>				
Language of teaching	Semester / Duration	ECTS credits/ Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	2/14 weeks, 42 hours in class	5/Elective	Lubov Boiko, Associate Professor	150 hours (28 h. lectures, 14 h. seminars/practical, 108 h. self-study time)
<p>Course aims: Students will have gained comprehensive knowledge about the topic, have an ability to analyse complex data, evaluate theories and concepts, and provide solutions to problems in psychology. Students acquire knowledge of key positions of theory of psychology, basic categories and concepts; basics of the system of knowledges, which expose psychological essence of man, feature of the psychological phenomena; objective laws of development of psychical properties of personality, factors which influence on its forming and development; basics of co-operation and intercourse; psychological terms of efficiency of intercourse.</p>				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
<p>1) classify and generalize information, make references and overviews connected with professional activity issues; edit and review texts as well as make their summaries;</p> <p>2) apply psychological objective laws of analysis of problems, connected with a psyche functioning, psychical processes and states;</p> <p>3) analyze psychological features;</p> <p>4) influence on the process of organization of the studies and education;</p> <p>5) utilizes psychological knowledge in organization of studies, team management and stimulation of social activity of personality;</p>		Lecture, seminars/practical, dispute		Participation in the discussion (CAS)
		Analytical work in small groups, role play		Participation in the role play(CAS)
		Discussion on the materials of lectures		Essay, test (CAS)
		Lectures, seminars/practical, presentations in small groups, internet search, self-study activities		Essay, test (CAS) Presentation
		Problem lecture, discussion		Participation in the discussion, test (CAS)

6) demonstrate relevant practical, academic and subject specific skills e.g. group work, academic referencing and the production of a bibliography. Learning outcomes 1-6	Problem lecture, self- study activity, case-study	Participation in the discussion, case study (CAS) Final examination (FAS)
Assessment 100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%) 40% Final examination (4 sets of written tasks, each task includes a test or a creative task and 2 theoretical questions) 60% Continuous assessment: 20% Participation in the discussion 10% Case study (CAS) 20% Test (multiple choice, computer) 10% Presentation (oral, multimedia)		
Contents		
Thematic structure of the course: Module 1. Psychology of personality Entering into psychology Psyche, consciousness and self-consciousness A concept of personality in psychology Individually typological features of personality Emotionally volitional sphere of personality. Necessities and reasons Concept of „I am conceptions”. Module 2. Cognitive psychical processes Attention. Feeling, perception, presentation Memory. Thought. Development of intellect		
Literature		
<i>Language of teaching Ukrainian</i>		
Compulsory reading		
1. Засекіна Л.В., Пастерник Т.В. Основи психології та міжособове спілкування: навчальний посібник. – К., 2018. – 216 с. 2. Сергеевкова О. Загальна психологія. – К., 2019. – 296 с. 3. Романець В. Основи психології. – К., 2018. – 632 с. 4. Дуткевич Т. Загальна психологія. Теоретичний курс. – К., 2019. – 488 с. 5. Бойко Л.Г. Психология и педагогика. Конспект лекцій (електр.) – ДУАН, 2019. 6. Мітіна С.В. Психология особистості. – К., 2020. – 274 с.		
Recommended reading		
1. Миросчук.М, Психология познавательных процессов. – К., 2019. – 412 с. 2. Кудряшова Л.А., Педагогика и психология. Краткий курс. – К., 2016. – 160 с. 3. Носенко Т.М. Общий психологический практикум. – М., 2017. – 417 с. 4. Ільїна Н. Загальна психологія в екзаменаційних питаннях і відповідях. – К., 2018. – 704 с.		
<i>Language of teaching English</i>		
Compulsory reading		
1. Cummings, J. A. and Sanders, L. (2019). Introduction to Psychology. Saskatoon, SK: University of Saskatchewan Open Press. 2. Fundamentalsn to Psychology / Gregory G. Feist, Erika L. Rozenberg. - New York: DK, 2018.-258 p.		
Recommended reading		

1. Introduction to Psychology: Gateway to Mind [and Behavior](#) / Dennis Goon, Yhon Mitterer–Oxford University Press, 2019.

32. PHILOSOPHY

Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	2/14 weeks, 42 hours in class	5 / Elective	Hanna Shcholokova, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. seminars/practicals, 108 h. self-study time)

Course aims:

The course aims to facilitate the development of students' coherent worldview system encompassing problems of human existence, man's relationship with nature and society and methods of discovering objective truth.

Learning outcomes	Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:		
1) understand the origins, structure and civilizational role of various traditions of philosophical thought;	Lecture, Internet search, guided self-study activity, seminars	Participation in the discussion, essay (CAS)
2) evaluate and compare main stages and traditions in the evolution of philosophical thought;	Problem lecture, Internet search, guided self-study activity, seminars	Participation in the discussion, essay (CAS)
3) analyse sources of philosophical thought and critically perceive various philosophical ideas;	Problem lecture, Internet search, guided self-study activity, seminars	Participation in the discussion, essay (CAS)
4) apply acquired knowledge of philosophical ideas and doctrines to solving practical problems (both general and narrowly professional) in the rational and ethically acceptable ways;	Problem lecture, Internet search, self-study activity, seminars	Participation in the discussion, solving problems (CAS)
5) develop and defend one's own ideas and suggestions regarding the most important issues of human life and social development.	Problem lecture, Internet search, self-study activity, workshop	Participation in the discussion, essay, solving problems (CAS)
Learning outcomes 1-5	Problem lecture, seminars, Internet search, self-study activity, panel discussion	Mid-term control (CAS)

Assessment

Final grade (final assessment) as a result of 100% continuous assessment:

20% Participation in the discussion 20% Test 20% Essay (written) 20% Presentation (oral, multimedia) 20% Mid-term control (essay)
Contents
Thematic structure of the course: Module 1. History of philosophy. <ol style="list-style-type: none"> 1. What is philosophy? (Introduction). 2. Philosophy of the Ancient world. 3. Medieval philosophy. 4. Philosophy of the Renaissance and Early Modern period. 5. Philosophy of the Modern and Contemporary Era. Module 2. Theory of philosophy. <ol style="list-style-type: none"> 6. Ontology. 7. Epistemology. 8. Philosophical anthropology 9. Social and political philosophy. 10. Philosophy of science.
Literature
<p style="text-align: center;"><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Причепій Є.М. Філософія: Конспект лекцій / Є.М. Причепій. – К.: Академія, 2009. – 592 с. (базовий підручник). 2. Киричок О.Б. Філософія: Підручник для студентів вищих навчальних закладів / О.Б. Киричок. – Полтава: РВВ ПДАА, 2010. – 381 с. 3. Кривуля О.М. Філософія: навчальний посібник / О.М. Кривуля. – Х.: ХНУ імені В.Н. Каразіна, 2010. – 592 с. 4. Осипов А.О. Філософія: Навчально-методичний посібник для студентів денної та заочної форми навчання / А.О. Осипов. – Д.: Видавництво Дніпропетровського університету ім. А. Нобеля, 2014. – 60 с. 5. Осипов А.О. Філософія науки (методи та форми наукового пізнання): Навчально-методичний посібник для самостійної роботи / А.О. Осипов. – Д.: Видавництво Дніпропетровського університету ім. А. Нобеля, 2014. – 196 с. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Кулик О.В. Філософія: Навч. посібник / О.В. Кулик. – Д.: Моноліт, 2013. – 692 с. 2. Філософія: підручник для студентів вищих навчальних закладів / кол. авторів; за ред. Л.В. Губерського. – Харків: Фоліо, 2013. – 510 с. 3. The <i>Stanford Encyclopedia of Philosophy</i> [Electronic resource]. – Access mode: https://plato.stanford.edu/index.html <p style="text-align: center;"><i>Language of teaching English</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Internet Encyclopedia of philosophy (IEP): A Peer-Reviewed Academic Resource [Electronic resource]. – Access mode: https://www.iep.utm.edu/ 2. Pecorino Ph. An Introduction to Philosophy [Electronic resource] – Access mode: http://www.qcc.cuny.edu/SocialSciences/ppecorino/INTRO_TEXT/CONTENTS.htm <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Buckingham W., Marenbon J. The Philosophy Book. Big Ideas Simply Explained / W. Buckingham, J. Marenbon. – New York: DK Publishing, 2011. – 352 p. 2. The Basics of Philosophy [Electronic resource]. – Access mode: https://www.philosophybasics.com/

3. 1000-Word Philosophy: An Introductory Anthology [Electronic resource]. – Access mode: <https://1000wordphilosophy.com/>

33.SOCIOLOGY				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	2/14 weeks, 42 hours in class	5/ Elective	Ruslan Kliuchnyk, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. seminars/practicals, 108 h. self-study time)
Course aims: The course aim is to develop a system of knowledge about main forces and trends of social life and methods of empirical research and transform various social objects (social communities, institutes, relations and processes).				
Learning outcomes	Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)		
On completion of the course, students will be able to:				
1) understand the origins and nature of empirical sociology as a crucial dimension of social studies; 2) analyze and assess main directions and tasks of empirical sociological research; 3) choose adequate methods and technologies of sociological research; 4) conduct (both independently and as a member of a group) local sociological researches and use their results in practical activity; 5) obtain and use information from appropriate sources (textbooks, newspapers, business magazines and selected journals, websites, databases);	Problem lecture, Internet search, guided self-study activity, seminars Lecture, Internet search, guided self-study activity, seminars Problem lecture, Internet search, guided self-study activity, workshop Problem lecture, self-study activity, workshop Lecture, seminars, Internet search, self-study activity, workshop	Participation in the discussion, essay (CAS) Participation in the discussion, essay (CAS) Participation in the discussion, practical skills assessment (CAS) Solving problems, practical skills assessment (CAS) Solving problems, practical skills assessment (CAS)		
Learning outcomes 1-5		Mid-term control (CAS)		

<p>Assessment</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>30% Participation in the discussion</p> <p>20% Participation in the business play</p> <p>20% Case study presentation</p> <p>20% Presentation (oral, multimedia)</p> <p>10% Mid-term control (essay, written)</p>
<p>Contents</p>
<p>Thematic structure of the course:</p> <p>Module 1. Theoretical sociology</p> <ol style="list-style-type: none"> 1. Sociology as a science of society, its subject, structure and functions. 2. Society and its structure. 3. Social institutions. 4. Social processes. <p>Module 2. Applied sociology</p> <ol style="list-style-type: none"> 5. Family and the individual in the social structure. 6. Social relations and social policy. 7. Social motivation and regulation of work behavior. 8. Middle-range sociological theories. 9. Methods of sociological research.
<p>Literature</p>
<p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Городяненко В.Г. Соціологія: Підручник [Текст] / В.Г. Городяненко. – К.: Академія, 2008. – 544 с. (базовий підручник). 2. Політична наука в Україні. 1991-2016: у 2 т. Т. 2. Теоретико-методологічні засади і концептуальні підсумки вітчизняних досліджень / НАН України, Ін-т політ. і етнонац. досліджень ім. І.Ф. Кураса; редкол.: чл.-кор. НАН України О. Рафальський (голова), д-р політ. наук М. Кармазіна, д-р іст. наук О. Майборода; авт. Передм. О. Рафальський; відп. ред. і упоряд. М. Кармазіна. – К.: Парлам. вид-во, 2016. – 704 с. (базовий підручник). 3. Ключник Р. М. Соціальний капітал як фактор формування політичного протесту / Р. М. Ключник // Гілея: науковий вісник. - 2017. - Вип. 124. - С. 317-320. 4. Левчук Н.Н. Концептуалізація мережевого впливу в системі масових комунікацій / Н.Н. Левчук // Веснік Брєсцкага ўніверсітэта. Серыя 1. «Філасофія. Паліталогія. Сацыялогія». – 2017. – № 1. – С. 81-85. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Ключник Р.М. Глобальні проблеми сучасності: економічний вимір / Р.М. Ключник // Академічний огляд. – 2020. – № 1 (52). – С. 5-12. 2. Куценко О. Соціологія: рольова модель на шляху між екстримами (дороговкази XIX Всесвітнього конгресу соціологів) [Електронний ресурс] / О. Куценко // Соціологія: теорія, методи, маркетинг. - 2019. - № 4. - С. 147-157. 3. Бугера О. Використання соціальних інтернет-мереж для запобігання злочинності / О. Бугера // Підприємництво, господарство і право. 2018. № 5. С. 238-241. 4. Barkan S. Sociology: Understanding and Changing the Social World [Electronic resource]. – Access mode: http://catalog.flatworldknowledge.com/catalog/editions/barkan-sociology-understanding-and-changing-the-social-world-comprehensive-edition-1-0 <p><i>Language of teaching English</i></p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. al. Introduction to Sociology [Electronic resource]. – Access mode: http://freesociologybooks.com/Introduction To Sociology/01 History and Introduction.php

2. Sociology. Online textbook [Electronic resource]. – Introduction to Access mode: https://en.wikibooks.org/wiki/Introduction_to_Sociology
3. Kliuchnyk, R. (2019). Natural and socio-cultural factors in country image formation. Journal of Modern Economic Research, 1(3), 17-28. Retrieved from <https://www.denakypublishing.science/index.php/jmer/article/view/14>

Recommended reading

1. Family [Electronic resource]. – Sociology of the Access mode: <http://freebooks.uvu.edu/SOC1200/index.php/chapters.html>
2. Barkan S. Sociology: Understanding and Changing the Social World [Electronic resource]. – Access mode: <http://catalog.flatworldknowledge.com/catalog/editions/barkan-sociology-understanding-and-changing-the-social-world-comprehensive-edition-1-0>
3. Pillai K.G. (2015). The Negative Effects of Social Capital in Organizations: A Review and Extension [Electronic resource]. – Access mode: <https://onlinelibrary.wiley.com/doi/abs/10.1111/ijmr.12085>
4. Woolley S.C. (2016). Political Communication, Computational Propaganda, and Autonomous Agents / S.C. Woolley, Ph.N. Howard // International Journal of Communication. 2016. Vol. 10. P. 4882–4890
- Kliuchnyk R.M. (2018). Protest Potential of the Social and Labour Sphere / R.M. Kliuchnyk // Соціально-гуманітарні науки та сучасні виклики. Матеріали III Всеукраїнської наукової конференції. 25-26 травня 2018 р., м. Дніпро. Частина I. / Наук. ред. О.Ю.Висоцький. – Дніпро: СПД «Охотнік», 2018. – С. 85-86.

34.POLITICAL SCIENCE				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/14 weeks, 42 hours in class	5 / Elective	Hanna Shcholokova, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. practicals, 108 h. self-study time)
Course aims: The course is geared towards helping students study the role of the political process in social development of Ukraine and the world.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) analyze various political phenomena;		Lecture, practical classes, discussion	Participation in the discussion (CAS)	
2) use basic concepts and categories of political studies;		Lecture, quiz, discussion	Oral answers to questions (CAS)	
3) work out their own position concerning functioning of political institutions;		Lecture, practical classes, self-study activity	Participation in the discussion (CAS)	
4) classify and generalize information, make references and overviews connected with political institutions and systems;		Analysis of statistics	Report (CAS)	
5) compare different political systems;		Internet search, self-study activities	Individual presentation (CAS)	
6) analyze political communication in the modern world.		Problem lecture, practical classes, discussion	Participation in the discussion (CAS)	
Learning outcomes 1-6			Mid-term control (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 25% Test (Mid-term control) 25% Participation in the discussion, oral answers to questions 25% Report 25% Individual presentation				

Contents

Thematic structure of the course:

- 1) Subject and tasks of the course
- 2) Ancient and modern political thought
- 3) Power and political regime
- 4) Political system
- 5) Parliament as a legislative body
- 6) Executive power
- 7) Political parties
- 8) Elections
- 9) Political culture
- 10) International relations

Literature

Compulsory reading

1. Воронянський О. В., Кулішенко Т. Ю., Скубій І. В. Політологія: підручник. – Харків, ХНТУСГ імені Петра Василенка, 2017. – 180 с.
2. Політологія : підручник / М. П. Требін, Л. М. Герасіна, І. О. Поліщук, О. М. Сахань ; за ред. М. П. Требіна. – 2-ге вид., перероб. і допов. – Харків : Право, 2018. – 462 с.
3. Тарасюк В. М. Політичні режими: відмінності й спільні ознаки [Електронний ресурс] // Держава і право. Юридичні і політичні науки. - 2020. - Вип. 87. - С. 319-330. - Режим доступу: http://nbuv.gov.ua/UJRN/dip_2020_87_32
4. Хома Н. М. Історія політичних і правових вчень. – Львів: Новий світ, 2016. – 1000 с.

Recommended reading

1. Поліщук І. О. Електоральна політологія в науковому дискурсі України [Електронний ресурс] // Політикус. - 2015. - Вип. 2. - С. 9-13. – Режим доступу: http://nbuv.gov.ua/UJRN/polit_2015_2_4
2. Портнов І. А. Політичні партії у передвиборній агітації на місцевих виборах в Україні та державах Європейського Союзу [Електронний ресурс] // Форум права. - 2020. - № 1. - С. 83–90. - Режим доступу: http://nbuv.gov.ua/UJRN/FP_index
3. Чорний О. В. Економічна наука та політологія: міждисциплінарні зв'язки [Електронний ресурс] // Науковий вісник Херсонського державного університету. Сер. : Економічні науки. - 2019. - Вип. 33. - С. 59-62. - Режим доступу: http://nbuv.gov.ua/UJRN/Nvkhdu_en_2019_33_12
4. Супрун Г. Г. Політична глобалізація як каталізатор суспільних трансформацій [Електронний ресурс] // Філософські обрії. - 2019. - Вип. 42. - С. 78-82. - Режим доступу: http://nbuv.gov.ua/UJRN/FiloFilo_2019_42_20
5. Serhatyuk D. Political Elite: Key Evaluation Criteria under Democracy [Electronic Resource] // Public policy and economic development. - 2013. - Iss. 4. - P. 55-61. - Access mode: http://nbuv.gov.ua/UJRN/pped_2013_4_10
6. Timashova V. Self-organization and self-regulation as ability and function of the political sphere of life [Electronic Resource] // Evropsky politicky a pravni diskurz. - 2016. - Vol. 3, Iss. 6. - P. 183-188. – Access mode: http://nbuv.gov.ua/UJRN/evrpol_2016_3_6_27

35.ETHICS AND AESTHETICS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	4/14 weeks, 42 hours in class	5 / Elective	Hanna Shcholokova, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. practicals, 108 h. self-study time)
Course aims: The course's aim is to provide students with basic knowledge of aesthetical and ethical theories as well as to develop their ability to act in professional and broader social spheres applying principles and rules of aesthetical and ethical judgment.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
1) use the theoretical apparatus of modern ethics and aesthetics;		Lecture, practical classes, Internet search, self-study activity	Participation in the discussion, essay, test (CAS)	
2) analyse own acts and acts of other individuals and groups from the moral point of view;		Problem lecture, practical classes, Internet search, self-study activity, panel discussions	Participation in the discussion, practical skills assessment (CAS)	
3) aesthetically evaluate professional environment and results of professional activity as well as situations and objects of everyday life;		Problem lecture, Internet search, self-study activity, panel discussions	Participation in the discussion, case study (CAS)	
4) obtain and use relevant information from appropriate sources (textbooks, newspapers, business magazines and selected magazines, websites, databases);		Internet search, guided self-study activity, self-study activity, panel discussion	Participation in the discussion, solving problems, test (CAS)	
5) classify and generalize information, make references and overviews connected with professional activity issues; edit and review texts as well as make their summaries;		Practical classes, Internet search, guided self-study activity, self-study activity	Essay, practical skills assessment, solving problems (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion				

20% Participation in the business play 20% Test 20% Essay (written) 20% Presentation (oral, multimedia)
Contents
Thematic structure of the course: Module 1. Aesthetics. 1. Aesthetics as a philosophical theory of perception. 2. The basic aesthetic categories. 3. The nature and essence of art. 4. Morphology of art. 5. The aesthetic and artistic practice search. Module 2. Ethics. 6. The philosophical theory of morality. 7. History of ethical teachings. 8. Morality as a social phenomenon. 9. Ethics of the twenty-first century.
Literature Compulsory reading
1. Етика та естетика: Навчально-методичний посібник (у схемах і таблицях) / за наук. ред. проф. В.С. Бліхара. – Львів: ПП «Арал», 2018. – 204 с. 2. Лозовой В.О. Естетика: Навч. посібник. – К.: Юрінком Інтер, 2003. – 208 с. 3. Малахов В.А. Етика. Курс лекцій: Навч. посібник — 3-те вид. – К.: Либідь, 2001. – 384 с. 4. Михайлова І.О. Дискурсивна етика як проект реалізації універсальності прав людини в умовах глобалізації / І.О. Михайлова // Гілея. – 2019. – Вип. 147. – С. 63 – 66.
Recommended reading
1. Вознюк Н.М. Етика: Навчальний посібник. – К.: Центр учбової літератури, 2008. – 212 с. 2. Воронова І.В. Демократія, право, моральність: співвідношення в сучасних умовах / І.В. Воронова // Вісник Харківського національного університету імені В.Н. Каразіна. Серія: Право. – 2017. – Вип. 23. – С. 27 – 30. 3. Етика. Естетика: Навчальний посібник / за наук. ред. Панченко В.І. – К.: «Центр учбової літератури», 2014. – 432 с. 4. Лесько О.Й. Етика ділових відносин. – Вінниця: ВНТУ, 2011. – 309 с. 5. Фесенко Г.Г. Етика та естетика. – Харків: ХНАМГ, 2009. – 360 с. 6. Graham G. Philosophy of the Arts. An introduction to aesthetics [Electronic resource]. – Access mode: https://ia.eferrit.com/ea/f4b5c438d6cb2068.pdf

36.PSYCHOLOGY OF CONDUCTING NEGOTIATIONS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	4/14 weeks, 42 hours in class	5 / Elective	Inesa Harkusha, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. practicals, 108 h. self-study time)
<p>Course aims: develop students' common cultural and professional competences in psychology of communication and negotiation process; familiarise students with theoretical knowledge in the sphere of carrying out business negotiations, training rules and the principles of conducting negotiation process, practical training of methods which help to find the best alternative of the discussed agreement, come into contact with opponents, choose the best model of hearing the interlocutor; create skills of preparation and the analysis (introspection) of public statements; create competence in conducting business and extreme negotiations, decision-making in unpredictable situations, adaptation to changes in process of management business activity.</p>				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) to form ability to reason offers		1. Lecture, seminar, discussion of lecture materials and studied literature		1. Participation in a discussion, oral answers to questions (CAS)
2) to analyse theoretical basic concepts of speech preparation;		2. Problem lecture, seminar dialogue, presentations, role-playing games		2. Independent work, oral answers to questions, role-play (CAS)
3) to know features of various forms of business communication		3. Dialogue-lecture, "round table" based on independent preparation, cases		3. Independent work, cases solution (CAS)
4) to use methods and technologies of management of effective thinking-speaking persuasive public activity and ethical requirements to the speaker;		4. Lecture, seminar, performing of projects		4. Independent work, oral answers to questions, assessment of project work (CAS)
5) to know methods of verbal and nonverbal influence in negotiation process with terrorists		5. Problem lecture, "round table" based on independent search work, presentation		5. Oral answers to questions, solutions of tasks (problem situations),

<p>6) to use means of communication to transfer professionally oriented information and communication with experts in other industries and non-experts;</p> <p>7) to set the purpose and to formulate problems of business negotiations;</p> <p>8) To show knowledge of business communication, expressiveness of communication, skills of active hearing and to own technology of completion of business negotiations</p> <p>Learning outcomes 1-5</p>	<p>6. Discussion-lecture, seminar, work in small groups, analysis of specific situations (case-study)</p> <p>7. Reports of students - individual and in groups, presentation, project work, search in the Internet</p> <p>8. Independent work, case study in small groups, presentations, the Internet search</p>	<p>comments to tasks (CAS)</p> <p>6. Independent work, oral answers to questions, case presentation (CAS)</p> <p>7. Oral answers to questions, solutions of tasks (problem situations), assessment of projects and presentation(CAS)</p> <p>8. Oral answers, case study (case presentation), presentation assessment (CAS)</p> <p>Mid-term control: (CAS)</p>
<p>Assessment</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>15% Test (multiple choice, computer)</p> <p>10% Answers (oral)</p> <p>15% Mid-term control (oral answers, mini case)</p> <p>15% Participation in the discussion</p> <p>10% Participation in the role play</p> <p>15% Presentation (oral, multimedia)</p> <p>20% Case study presentation</p>		
<p>Contents</p>		
<p>Thematic structure of the course:</p> <p>Module 1. Eloquence. Culture of communication and communication activity</p> <ol style="list-style-type: none"> 1. Culture communication as science and art 2. Technic of speech invention. Categories and stages 3. Argument as an aspect of disposition. 4. Logical mistakes and manipulative tools <p>Module 2. Psychology of Negotiation process</p> <ol style="list-style-type: none"> 5. Negotiations - combined process. 6. Means of interactive interaction 7. Psychological aspects of negotiation process 8. Technic and tactics of argumentation in the negotiation process. Listening to the partner as a psychological tool. 9. Negotiations and manipulations 10. Accidental negotiations. Etiquette of telephone communication. National style of negotiating <p>Module 3. Negotiations with criminals as criminal phenomenon</p> <ol style="list-style-type: none"> 11. Psychology of negotiation process with terrorists and criminals 		

12. Crisis negotiations. Psychological problems of terrorism
13. Psychology of hostages
14. Lie and truth in negotiation process

Literature

Language of teaching Ukrainian

Compulsory reading

1. Риторична культура мовлення сучасного фахівця-психолога: навчальний посібник. Дніпро: Університет імені Альфреда Нобеля, 2019. 144 с
2. Рызов И.Р. Я всегда знаю, что сказать. Книга-тренинг по успешным переговорам ООО «Издательство «Эксмо», 2015. 168 с.
3. Руднев, В. Н. Риторика. Деловое общение: учебное пособие. 2-е изд., испр. и доп. Москва: КноРус, 2014
4. Лебедева М.М. Технология ведения международных переговоров. М.: Аспект-Пресс, 2018. Главы 1,2.
5. Розбудова миру. Профілактика і вирішення конфлікту з використанням медіації: соціально-педагогічний аспект. [Навч.-метод. посібник] .К.: ФОП Стеценко В.В. 2016. С. 64-73.

Recommended reading

1. Аминов И.И. Психология делового общения: учеб. Пособие. Москва: Омега-Л, 2011. 304 с
2. Асмолова М.Л. Искусство презентаций и ведения переговоров: учеб. пособие, 3-е изд. Москва: РИОР: ИНФРА-М, 2019. 248 с. Президентская программа подготовки управленческих кадров). [Электронный ресурс]. URL: <http://znanium.com/bookread2.php?book=542559>.
3. Бороздина Г.В. Психология и этика делового общения: учебник. Под общ. ред. Г.В. Бороздиной. Москва: Юрайт, 2014. 463 с.
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6. Ведение переговоров и разрешение конфликтов классика М.: Альпина Бизнес Букс, 2006. 226 с. (Серия «Классика Harvard Business Review»)
7. Гаркуша І.В. Риторична культура мовлення менеджерів: навч. посіб. Д.: РВВ ДНУ, 2008. 88 с.
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23. Поташев М., Левандовский М. Век клиента. ООО «Издательство АСТ»; Москва; 2015. 320 с.

Language of teaching English

Compulsory reading

1. Alison Wood Brooks. Emotion and the Art of Negotiation. A version of this article appeared in the December 2015 issue (pp.56–64) of Harvard Business Review
2. Deepak Malhotra. Psychological Influence in Negotiation: An Introduction Long Overdue. Harvard Business School. 2008. 90 p.
3. Francesco Aquilar Mauro Galluccio. Psychological Processes in International Negotiations. Theoretical and Practical Perspectives. 2008. P. 171
4. Meerts P. W. et al. Diplomatic negotiation: essence and evolution. –Department of Public International Law, Faculty of Law, Leiden University, 2014.
5. Negotiations. / Lewicky R., Barry B., Saunders D. 6th ed. McGraw Hill, 2010. Part 1. 1 – 107
6. The International Negotiations Handbook Success Through Preparation, Strategy, and Planning. / Ed. by E. Berghoff, M. Fieweger, T. Linguanti et al. - PILPG and Baker & McKenzie, 2007.

Recommended reading

1. Michele J. Gelfand, Jeanne M. Brett The Handbook of Negotiation and Culture. Stanford Business Books An imprint of Stanford University Press Stanford, California 2004. 479 p.
2. Katz L. Negotiating International Business: The Negotiator's Reference Guide to 50 Countries Around The World – L:Booksurge, 2006.

37.SALES PSYCHOLOGY				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	4/11 weeks, 42 hours in class/	4 / elective	Svitlana Yaremenko, PhD (Candidate of Science), Associate Professor	90 hours (28 h. lectures, 14 h. seminars/practical, 108 h. self-study time)
Course aims: Students will gain the ability to develop skills to communicate with the buyer and use modern methods of sales.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) understand modern psychological techniques, methods and tools to impact the buyer in the sales process;		Lecture, practical classes, self study activities		Participation in the discussion, test, essay (CAS)
2) demonstrate practical sales skills based on special psychological techniques, methods and tools;		Lecture, practical classes, workshop		Peer small group presentation, test, practical skills assessment (CAS)
3) analyse the sales process, conflicts with the visitors, the complaints and claims, and develop measures to solve the problems identified.		Lecture, practical classes, workshop, self study activities, case study		Solving problems, participation in the discussion, case study, essay (CAS)
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 20% Test (multiple choice, computer) 20% Essay (written) 20% Case study 20% Presentation (oral, multimedia)				
Contents				
Thematic structure of the course: Module 1. Personal sales: machinery and stages in the sales process. Methods, techniques express understanding of the buyer and seller features of dialogue with the buyer Psychology sales business and you Express account the potential buyer Selling as an intensive dialogue buyer and seller Module 2. Psychology of selling a particular product, the staff of commercial enterprise and the prevention of conflict with the consumer Psychology of selling a particular product. Each product - its character The staff of commercial enterprise: the creation of a successful team. Prevention and overcoming conflicts with the consumer				

Literature

Language of teaching Ukrainian

Compulsory reading

1. Завадский М. Мастерство продажи / М. Завадский.; - К.: «Ліра – К», 2012 – 208 с.

Recommended reading

1. Рысев Н.Ю. Активные продажи / Н.Ю. Рысев.; - К.: «Ліра – К», 2012. – 416 с.
2. Бакшт К.А. Усиление продаж / К.А. Бакшт.; - К.: «Ліра – К», 2011. – 304 с.
3. Хопкинс Т. Умение продавать / Т. Хопкинс.; – М.: Диалектика, 2004. – 221 с.
4. Ребрик С. Техники продаж и НЛП / С. Ребрик.; – М.: Эксмо, 2003 – 294 с.
5. Котлер Ф. Маркетинг менеджмент / Пер. с англ. Под ред. Л.А. Волковой, Ю.Н. Каптуревского / Ф. Котлер.; – СПб.: Питер, 2000 – 752 с.
6. Харви Маккей. Как плавать среди акул / пер. П. Самсонов. Попурри, 2016.
7. Нил Рекхэм. СПИИН-продажи.- МИФ, 2016.
8. Брэд Стоун. Продаётся все. Джефф Безос та ера Amazon / пер. Наталья Валеська. - Наш формат, 2018.

Language of teaching English

Compulsory reading

1. Brian Tracy The Psychology of Selling (2005).
2. Pelsmacker de P., Geuens M., J. Van Den Bergh. Marketing Communications (2013). Pearson Education Limited, 2013, 640 p.

Recommended reading

1. Yeshin Tony. Integrated Marketing Communications . Gardners Books
2. Pride W.M., Ferrell O.C. (2016) Marketing. 2nd ed. Cengage Learning, 2016.
3. Kotler Ph., Keller K.L. Marketing Management (2016). 15th ed. Prentice Hall, Pierson, 2016.

38.ADVANCED STUDY OF FOREIGN LANGUAGE				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
English	4 / 14 weeks, 42 hours in class	5 / Elective	Svitlana Medynska, Senior Lecturer	150 hours (42 h. seminars, 108 h. self-study time)
Course aims: The course is geared towards forming profound professional and functional communicative competence in using the English language, which will contribute to their effective functioning in the cultural diversity of academic and professional environments.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) distinguish and comprehend the business English vocabulary in the recorded and written texts;		Tutorials, class discussion		Practical skills assessment, participation in the discussion, essay (CAS)
2) participate in a business discussion; discuss the forms of business, analyze the benefits and risks of each;		Discussion on the basis of student reading, self-study activities		Participation in the discussion, student report assessment (CAS)
3) have a successful job interview, make business phone calls and arrange a meeting;		Pair work, role play		Practical skills assessment, participation in role play (CAS)
4) apply for a job: write a cover letter, a CV, a reference; analyze and discuss skills and qualities required for a position in a company		Self-study activities, pair work, role play		Oral/written communication skills assessment (CAS)
5) compose abstracts and make written reports under the requirements to formal writing (12-15 phrases)		Internet search, self-study activities, peer review		Practical skills assessment, peer assessment, student report assessment (CAS)
6) define a business strategy and list business objectives,		Case study in small groups		Participation in case study, practical skills assessment (CAS)
7) discuss promotion types and give ground to the selected marketing strategy; analyse the activities of manufacturing, commercial and financial institutions;		Discussion, student reports by individuals		Student report assessment (CAS)

8) give a business presentation (product/service presentation, project presentation) at a fair/an exhibition;	Self-study activities, project work, stand-by/peer/small group presentation	Research project, presentation assessment, practical skills assessment (CAS)
9) negotiate the terms of a contract / a business agreement;	Role play, discussion on the basis of student reading	Participation in the role play /discussion (CAS)
10) write a business contract/ an agreement.	Self-study activities, project work, peer review	Practical skills assessment (CAS)
Learning outcomes 1-5, 6-10		Mid-term control (CAS)
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 10% Test (multiple choice, written) 20% Essay (written) 10% Presentation (oral, multimedia) 10% Student report assessment 10% Written/oral answers to questions 20% Mid-term control (written test, essay, peer small group presentation)		
Contents		
Thematic structure of the course: 1. Forms of business. 2. Company structure. 3. Headhunting. 4. Job interview. 5. Business environment. 6. The objectives, business strategy and competition. 7. Stages of marketing. 8. Manufacturing. 9. Banking. 10. Finance. 11. Participation in exhibitions and fairs. 12. Contracts.		
Literature		
Compulsory reading		
1. Tarnopolsky, O.B., Kozhushko, S.P. (2007). Business projects. Textbook for Teaching Business English to Students of Tertiary institutions. Student's Book and Workbook. Vinnytsya. Nova knyha Publ. 2. Orel, Yu., Artuykhova, I. (2001). Business at First Sight. Teaching manual. Dnipropetrovsk, Dnipropetrovsk Academy of Management, Business and Law Publ., 60 p. 3. Bespalova N. Business Culture. Business Through Cultures. – Dnipropetrovsk, DUEP Publ., 2004. 4. Sokolova, K., Kozhushko, S., Sviridenko, O., Brez, K. Presenting Statistics in English. – Dnipropetrovsk, DUEP Publ., 2011, 61p.		
Recommended reading		
1. Semerenko, L.I., Artyukhova, I.P. (2003). Communicating in English: Teaching manual. Dnipropetrovsk. DUEP Press. 368 p. 2. Evans, V., Dooley, J. (1999). (2002). Enterprise Grammar 1-4. Express Publishing.		

3. Tselik O., Sokolova E., Samoilenko S. (2010). Alfred Nobel Planet: Nobel Movement – Part I, II. Teaching manual. Dnipropetrovsk. DUEP Press. 61p

4. Dooley, Jenny, Evans, Virginia (2000). Grammarway 3. Express Publishing.

On-line resources

1. <http://www.inc.com/ss/5-characteristics-of-great-company-names>

2. CNN Money

<http://money.cnn.com/magazines/fortune/fortune500/2012/performers/companies/profits/>

3. List of currencies of the world <http://www.countries-ofthe-world.com/world-currencies.html>

4. BBC News <http://www.bbc.co.uk/news/>

5. BBC Learning English <http://www.bbc.co.uk/worldservice/learningenglish/>

39.SELF-MANAGEMENT				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	6/11 weeks, 22 hours in class	3 / Elective	Olena Lytvynenko, Ph.D. (Candidate of Science), Associate Professor	90 hours (11 h. lectures, 11 h.seminars/practicals, 68 h. self-study time)
Course aims: The purpose of the course is to form an idea of the need to acquire practical skills of self-management, solving problems of self-organization and awareness of the need to develop professionally significant personal qualities needed to manage their own resources.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) understand the specifics of the object and subject of self-management, its categories, methods, structure, place in the system of humanitarian knowledge and social functions;		Lecture, seminars, discussion		Oral answers to questions, test (CAS)
2) understand the essential features, properties, genesis of management;		Lecture, practical classes		Test, presentation (CAS)
3) successfully use methodological and methodological techniques to study the effectiveness of self-management;		Case study presentation, self-study activities,		Case study presentation (CAS)
4) determine the factors of time management;		Lecture, seminars, self-study activities		Oral answers to questions, presentation, test (CAS)
5) effectively develop measures for the transformation of the components of the organization, taking into account the influence of environmental factors		Internet search, self-study activities, discussion.		Essay, participation in the discussion (CAS)
Assessment				
Final grade (final assessment) as a result of 100% continuous assessment:				
30% Participation in the discussion				
20% Participation in the business play				
20% Case study presentation				
10% Test				
20% Presentation (oral, multimedia)				
Contents				
Thematic structure of the course:				
Basic concepts of self-management				
Efficiency and effectiveness of personal activities				
Principles of personal goal setting				
Time management as an element of self-management				

Literature

Language of teaching Ukrainian

Compulsory reading

1. Джей Р. Темплар Р. Энциклопедия менеджмента. Алгоритмы эффективной работы. М.: Альпина Бизнес Букс, 2005. – 405с.
2. Довгань Л.С. Праця керівника, або практичний менеджмент: Навч. посібник – К.: Екс об, 2002. – 384с.
3. Лукашевич Н.П. Теория и практика самоменеджмента: Учеб. пособие. – 2-е изд., испр. – К.: МАУП, 2002. – 360с.
4. Мазаракі А.А., Мошек Г.Є., Гомба Л.А. та ін. Менеджмент: Теорія і практика: Навч. посіб. – Вид-во «Атака», 2007. – 560с.
5. Хміль Ф.І. Ділове спілкування: Навч. посібник – К: Академвидав, 2004. – 280с.

Recommended reading

1. Адизес И.К. Идеальный руководитель: почему им нельзя стать и что из этого следует. Пер. с англ. – М.: Альпина Бизнес Букс, 2007. – 262с.
2. Балабанова Л.В., Сардак О.П. Організація праці менеджера: Навч. посібник – К.: ВД «Професіонал», 2007. – 407с
3. Вудкок М., Френсис Д. Раскрепощенный менеджер. – М.: Дело, 1991. – 206с.
4. Гоулман Д., Бояцис Р., Макки Э. Эмоциональное лидерство. Искусство управления людьми на основе эмоционального интеллекта. М: Альбина Бизнес Букс, 2007. – 302с
5. Колпаков В.М. Організація праці менеджера: Навч. посіб. – К.: ДП «Видавничий дім «Персона», 2008. – 432с.

Language of teaching English

Compulsory reading

1. Daft R.L. (2015). *Management*. 12th ed. — Cengage Learning, 2015. — 784 p.
2. Griffin R.W. (2013). *Organizational Behavior: Managing People and Organizations* 11th ed. — Cengage Learning, 2013. — 624 p.
3. Gagne M. (Ed.) (2014). *The Oxford Handbook of Work Engagement, Motivation, and Self-Determination Theory* / Oxford University Press, UK, 2014. — 465 p. — (Oxford Library of Psychology).

Recommended reading

1. Jackson M.C. (2003). *Systems Thinking: Creative Holism for Managers* / Wiley – 2003, 379 pages
2. Shiu E. (2017). *Research Handbook of Innovation and Creativity for Marketing Management* / Edward Elgar Publishing, 2017. — 261 p.
3. Harrison E. Bruce, Mulhberg Judith (2014). *Leadership Communications: How Leaders Communicate and How Communicators Lead in Today's Global Enterprise* / Business Expert Press, 2014. — 300 p. — (Public Relations Collection).

40. BASICS OF COMPUTER SCIENCE				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	6/11 weeks, 22 hour in class	3 / Elective	Tatiana Chumak, Senior Lecturer	90 hours (22 lab. works, 68 h. self-study time)
Course aims: the students get a high level of information and computer culture as well as practical skills for working with modern hardware using the latest information technologies to solve various problems in the professional activities.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
1) use the basic tools of Windows freely;		Lab. works, discussion, solving problems, self-study activities	Participation in the discussion, solving problems using appropriate software, laboratory work report (CAS)	
2) create, format, and print documents in Microsoft Word;		Lab. works, solving problems using appropriate software	Solving problems, laboratory work report, test (CAS)	
3) generate spreadsheets in Microsoft Excel and make necessary calculations;		Lab. works, solving problems, self-study activities	Solving problems using appropriate software, laboratory work report, test (CAS)	
4) create electronic presentations in Microsoft PowerPoint;		Lab. work, self-study activities	Laboratory work report, individual presentation assessment (CAS)	
5) use Internet-technologies for solving professional problems, search and store necessary information; manage correspondence by e-mail;		Lab. work, internet search, self-study activities	Laboratory work report, participation in the discussion, test (CAS)	
6) organize their work using business organizer Microsoft Outlook;		Lab. work, self-study activities	Laboratory work report, individual presentation assessment, test (CAS)	

7) perform settings of programs to work in the global network.	Lab. work, internet search, self-study activities	Participation in the discussion, essay (CAS)
Learning outcomes 1-3		Mid-term control (CAS)
Learning outcomes 1-7		Final assessment (FAS)
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 40% Solving problems using appropriate software 15% Test 15% Essay 15% Individual presentation 15% Mid-term control (laboratory work report, test)		
Contents		
<u>Module 1. Theoretical foundations of computer science. Information systems. Text data processing systems</u> Subject, methods and objectives of the course. Theoretical Foundations of Computer Science. Information Systems (IS) and their role in the management of the economy The principles and structure of the PC software. The Windows operating system Systems for processing text information. Text editor MS Word. Editing and formatting text <u>Module 2. MS Word Tables. Technology for creating presentations. Local area network The use of Internet-technologies</u> Creating tables in MS Word. Automation of document creation The technology of creating presentations in MS PowerPoint Local computation networks The use of Internet technologies Working with a Web-site. Navigation on the web <u>Module 3. Systems of tabular data processing. The MS Excel spreadsheet</u> Systems of tabular data processing. The MS Excel spreadsheet. Basics of working in MS Excel Working with formulae and functions in MS Excel <u>Module 4. Working with Database in MS Excel. Fundamentals of office programming</u> Creating, editing and formatting charts in MS Excel Working with Database in MS Excel Fundamentals of office programming		
Literature		
Compulsory reading		
35. Клименко О.Ф. Информатика: Підручник / О.Ф. Клименко, Н.Р. Головка. – К.: КНЕУ, 2011. – 579 с. 36. Основи інформатики та обчислювальної техніки: підручник / В.Г. Іванов, В.В. Карасюк, М.В. Гвозденко, за заг. ред. В.Г. Іванова. – Х.: Право, 2015. – 312 с. 37. Информатика для юристов и экономистов: Учебник для вузов. Стандарт третьего поколения / 2-е изд. под ред. С.В. Симоновича. – СПб.: Питер, 2014 – 544 с. 38. Царев Р.Ю. Теоретические основы информатики: Учебник / Царев Р.Ю., Пупков А.Н., Самарин В.В и др. – Краснояр.: СФУ, 2015. – 176 с. 39. Леонтьев В.П. Office 2016. Новейший самоучитель / В.П. Леонтьев. – М.: Эксмо, 2015. – 368 с. 40. Леонтьев В.П. Microsoft Word 2016. Новейший самоучитель / В.П. Леонтьев. – М.: Эксмо, 2016. – 128 с. 41. Рудикова Л. В. Microsoft Office Excel 2016 / Л.В. Рудикова. – СПб.: БХВ-Петербург, 2017. – 640 с. 42. Гузенко Е.Н. Работа в сети Интернет / Е.Н. Гузенко, А.С. Сурядный. – М.: АСТ, 2011. – 432 с.		

43. Habraken J. Microsoft Office 2010. In Depth. Que, 2011. – 969 p.
44. Pasewark W.R., Pasewark S.G., Morrison C., Pinard K.T. Microsoft Word 2010. Complete Course Technology, 2010. – 708 p.
45. Mark Dodge, Craig Stinson's. Microsoft Excel 2010 Inside Out. Microsoft Press, 2011. – 1152 p.
46. Wempen Faithe. PowerPoint 2010 Bible. Wiley. ISBN: 0470591862. – 816 p.

Recommended reading

47. Советов Б.Я. Информационные технологии / Б.Я. Советов. М.: Юрайт, 2016. – 327 с.
48. Чумак Т.В. Информатика: Лабораторный практикум (разделы: “Операционная система WINDOWS”, “Системы обработки текста. Текстовый процессор MS WORD”) / Т.В. Чумак, Л.И. Ярмоленко, А.И. Пасько. – Д.: Днепропетровский университет им. Альфреда Нобеля, 2011. – 50 с.
49. Информатика: Лабораторный практикум (раздел “Системы табличной обработки данных”) / Н.О. Ризун, Л.И. Ярмоленко, Т.В. Чумак и др. – Д.: Днепропетровский университет им. Альфреда Нобеля, 2013. – 104 с.
50. Информатика: Лабораторный практикум (раздел “Системы управления базами данных”) / Н.О. Ризун, Л.И. Ярмоленко, Т.В. Чумак и др. – Д.: Днепропетровский университет им. Альфреда Нобеля, 2014. – 92 с.
51. Mary Anne Poatsy, Keith Mulbery et al. Exploring Microsoft Office 2019. Pearson Higher Education & Professional Group, 2019, ISBN-13: 9780135402542. – 1120 p.
52. Joan Lambert. Microsoft Word 2019 Step by Step. Microsoft Press, 2019. ISBN-13: 9781509306237. – 720 p.
53. Rizun N.O. Informatics: Workshop, Part 1, 2 / N.O. Rizun, S.I. Medinska, I.I. Lipska.– Д.: Днепропетровский университет им. Альфреда Нобеля, 2011. – 80 с.
54. Rizun N.O. Informatics: Workshop, Part 3 / N.O. Rizun, L.N. Savchuk. – Д.: Днепропетровский университет им. Альфреда Нобеля, 2014. – 80 с.
55. Казанцев С.Я. Информатика и математика для юристов: учебник / С.Я. Казанцев, Н.М. Дубинина. – 2-е изд., перераб. и доп. – М.: ЮНИТИ-ДАНА, 2015. – 559 с.

41. LEADERSHIP AND GROUP DYNAMICS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	6/11 weeks, 22 hours in class	3 / Elective	Hanna Mytrofanova, Doctor of science, Professor	90 hours (11 hrs. lectures, 11 hrs. practicals, 68 hrs. self-study time)
The purpose of the discipline is to promote the identification and development of leadership qualities of higher education, the formation of general competencies in the use of leadership tools in professional activities, the ability to work in the team, and mastering practical tools for effective team and role distribution, team management as a system.				
Learning outcomes			Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)
On the completion of the course, students will be able to:				
1) demonstrate knowledge of the main stages of formation of the theory of leadership as a scientific discipline, as well as the methodological basis of classical schools and areas; 2) demonstrate skills of interaction, leadership, teamwork; 3) make individual and group decisions, offering reasonable solutions to the problem; 4) correctly define their leadership style, identify and outline a plan for the development of their team management style; 5) successfully use methodological and methodical methods of studying the effectiveness of activities and design of organizations; 6) identify and outline a plan for the development of their team management style; 7) determine the factors shaping the image and culture of the organization; 8) determine the readiness to form teams.			Lecture, practical classes, discussion Case study in small groups Role play Practical classes, self-study activity Lecture, tutorials Problem lecture, case study in small groups Role play Problem lecture, discussion Lecture, practical classes Role play	Participation in the discussion (CAS) Participation in the role play (CAS) Essay, test (CAS) Presentation (CAS) Peer small group presentation, participation in the role play (CAS) Participation in the discussion (CAS) Presentation (CAS) Participation in the role play (CAS) Mid-term control: tests, mini case (CAS)

<p>Assessment</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>20% Participation in the discussion</p> <p>20% Participation in the role play</p> <p>20% Essay (written)</p> <p>10% Tests</p> <p>30% Presentation</p>
<p>Contents</p>
<p>1. The problem of leadership in modern management</p> <p>2. Leadership in organizations</p> <p>3. Pre-scientific theories of leadership</p> <p>4. Situational theories of leadership</p> <p>5. Leadership as a mission</p> <p>6. Leadership and teamwork in the organizations</p> <p>7. Group dynamics in the organizations</p>
<p>Literature</p>
<p><i>Language of teaching Ukrainian</i></p> <p style="text-align: center;">Compulsory reading</p> <p>1. Комарова К.В. Лідерство: навчальний посібник для студентів вищих навчальних закладів. / К.В. Комарова, С.П. Коляда. - Дніпро: 2017. – 452 с.</p> <p>2. Морозов, В. В. Формування, управління та розвиток команди проекту (поведінкові компетенції) : навч. посіб. / В. В. Морозов, А. М. Чередніченко, Т. І. Шпильова. – К. : Таксон, 2009. – 464 с.</p> <p>3. Максвелл Дж. Розвину лідера у собі / Пер. з англ.. Н.Гербіш. – К.: Брайт Стар Паблішинг, 2013. – 184 с.</p> <p>4. Нестуля О.О. Основи лідерства. Тренінг лідерських якостей та практичних навичок менеджера: навч. посіб. / О.О.Нестуля, В.В.Карманенко. – К.: Знання, 2013. – 287 с.</p> <p>5. Сергеева Т.В., Дорін Фестеу, Гейл Роунтрі. Лідерство і командна робота: Навчальний посібник. – Харків: ХНУБА, 2014. – 124 с. http://startup.sumdu.edu.ua/wpcontent/uploads/2017/11/IDP_Leadership_ua_d.pdf</p> <p>6. Скібіцька Л. І. Лідерство та стиль роботи менеджера : навч. посіб. – К. : ЦУЛ, 2009. – 192 с.</p> <p>7. Теорія і практика формування лідера: навчальний посібник / О.Г. Романовський, Т.В. Гура, А.Є. Книш, В.В. Бондаренко – Харків, 2017 р. – 100 стор. http://repository.kpi.kharkov.ua/bitstream/KhPIPress/31806/1/Romanovskyi_Teoriia_i_praktyka_formuvanni_a%20lidera_2017.pdf</p> <p style="text-align: center;">Recommended reading</p> <p>1. Адаир Дж. Джон Адаир о менеджменте и лидерстве: [пер. с англ.] / Дж. Адаир. – М.: Эксмо, 2007. – 208 с.</p> <p>2. Айзексон У. Стив Джобс. – М.: Астрель, 2012. – 688 с.</p> <p>3. Беляцкий Н.П. Основы лидерства: учебник / Н.П.Беляцкий. – Минск: БГЭУ, 2006. – 268 с.</p> <p>4. Блэклок Дж. Технологии командной игры: руководство для лидера / Дж. Блэклок, Э.Джекс. – М.: Изд. дом Гребенникова, 2008. – 232 с. 7. Бойнтон Э. Виртуозные команды. Команды, которые изменили мир / Э. Бойнтон, Б.Фишер. – М: Претекст, 2008. – 265 с.</p> <p>5. Лі Цзиці. Лідерські якості менеджерів: вектори успіху / Лі Цзиці. - Київ: Центр учбової літератури, 2018. — 184 с. 1. Оуэн Х., Ходжсон В., Газзард Н. Призвание – лидер: Полное руководство по эффективному лидерству / Пер. с англ. – Днепропетровск: Баланс Бизнес Букс, 2005. – 384 с. 5. Фарсон Р., Кейес Р. Парадоксы лидерства. Выигрывает тот, кто делает больше ошибок / Пер. с англ. – М.: ООО ИД «София», 2006. – 160 с.</p> <p>6. 7 нот менеджмента. Настольная книга руководителя / под ред. В.В.Кондратьева. – М.:</p>

Эксмо, 2008. – 976 с.

8. Батушан В. Політичне лідерство в контексті державного управління: історичний досвід / В. Батушан // Вісн. Нац. акад. держ. управління при Президентові України. – 2009. – № 4. – С. 213-221.

Language of teaching English

Compulsory reading

1 Gutmann Martin (ed.) (2019). *Historians on Leadership and Strategy: Case Studies From Antiquity to Modernity* / Springer, 2019. — 282 p.

2. Thomas M. (2003). *Mastering People Management: Build a successful team - motivate, empower and lead people*. Financial Times/ Prentice Hall, 2003. – 241 p. – ISBN: 1854183281, 9781854183286

Recommended reading

1. Charteris-Black Jonathan (2006). *The Communication of Leadership: The Design of Leadership Style* / Routledge, 2006. — x, 250 pages. — (Routledge Studies in Linguistics). — ISBN-10: 041537829X; ISBN-13: 978-0415378291.

2. Harrison E. Bruce, Muhlberg Judith (2014). *Leadership Communications: How Leaders Communicate and How Communicators Lead in Today's Global Enterprise* / Business Expert Press, 2014. — 300 p. — (Public Relations Collection). — ISBN 978-1606498088.

3. Renz D.O. The Jossey-Bass (2016). *Handbook of Nonprofit Leadership and Management* / Wiley, 2016. — 809 p. — ISBN: 9781118852965

42. BUSINESS PLANNING				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	6/11 weeks, 22 hours in class	3 / Elective	Olha Yevtushenko, Candidate of Science, Associate Professor	90 hours (11 h. lectures, 11 h. tutorials, 68 h. self-study time)
<p>The aim of discipline is to form modern theoretical knowledge in business management through initiation, forecasting, optimization, coordination and integration of the processes of implementation of ideas and control over the processes of implementation and possible adjustments of the plans.</p>				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On the completion of the course, students will be able to:				
1) create a first draft of their own business plan;		Lecture, tutorials, discussion		Participation in the discussion (CAS)
2) evaluate critically business plans		Role play		Essay, test (CAS)
3) define SWOT-analysis and how it relates to the market and competition within the business plan;		Tutorials, self-study activity		Essay, test (CAS)
4) identify the 3 most common pro forma financial statements included in a business plan;		Lecture, tutorials		Participation in the discussion, test (CAS)
5) describe the 4 most common types of cost estimates associated with a proposed business or service and the importance of their inclusion in the business plan; estimate the costs associated with supplying the product/service.		Internet search, self-study activities		Peer small group presentation (CAS)
Learning outcomes 1-5				Mid-term control: tests, mini case (CAS)
Learning outcomes 1-9				Final examination (FAS)
<p>Assessment 100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%) 40% Final examination (5 sets of written assignments, each assignment includes 1 essays and 1 case) 60% Continuous assessment:</p>				

<p>5% Participation in the role play 5% Test (multiple choice, computer) 20% Essay (written) 10% Presentation (oral, multimedia) 20% Mid-term control (computer multiple choice tests, mini case)</p>
Contents
<p>Thematic structure of the course: Module 1. Preparation for business planning process 1. Developing The Industry & Market Analysis Sections of The Business Plan 2. Establishing Competitive Strategy & Organizational Structure 3. Outlining & Creating the Mechanical Sections 4. Startup Funding and Business Finance Module 2. The content and structure of the business plan 5. An Entrepreneur – Executive Infrastructure Development 6. Financial Management Issues 7. Marketing, Promoting, and Presenting Business Plan 8. The Strategic Planning Process</p>
Literature
<p><i>Ukrainian track</i></p> <p style="text-align: center;">Compulsory reading</p> <p>Бізнес-планування підприємницької діяльності: навч. посіб. / З.С.Варналій, Т.Г.Васильців, Р.Л.Лупак, Р.Р.Білик. Чернівці: Технодрук, 2019. 264с. Бізнес-планування: [Навч. посіб.] / Т.Г. Васильців [та ін.]. – К.: Знання, 2013. – 173 с. Должанський І.З. Бізнес-план: технологія розробки: [Навч. посіб.] / І.З. Должанський, Т.О. Загорна; 2-ге вид. – к.: центр учбової літератури, 2009. – 384 с.</p> <p style="text-align: center;">Recommended reading</p> <p>Дикань О.В. Розвиток малого бізнесу в Україні: проблеми та шляхи забезпечення / О.В. Дикань // Вісник економіки транспорту і промисловості. – 2017. – № 57. – С. 58-66. Кваша О.С., Фоміна В.В. Бізнес-планування у діяльності організації: європейські стандарти, основні методологічні підходи та базові процедури / О.С. Кваша, В.В. Фоміна // Економіка і суспільство. – 2017. – № 12. – С. 268-275. Лаврів Л.А. Бізнес-планування у діяльності організації: базові процедури та основні методичні підходи / Л.А. Лаврів // Інноваційна економіка. – 2013. – № 10. – С. 104-111. Масловська М.В., Перевозчикова Н.О. Особливості процесу бізнес-планування в сучасних умовах розвитку України / М.В. Масловська, Н.О. Перевозчикова // Ефективна економіка. – 2013. – № 11 [Електронний ресурс]. – режим доступу: http://www.economy.nayka.com.ua/?op=1&z=2474. Методичні рекомендації з розроблення бізнес-планів інвестиційних проектів: наказ державного агентства України з інвестицій та розвитку від 31.08.2010 № 73 [електронний ресурс]. – режим доступу: http://zakon.nau.ua/doc/?uid=1041.39798.0. Толстова А.В., Кібальчич С. С. Проблеми розвитку малого бізнесу в Україні / А.В. Толстова, С.С. Кібальчич // Вісник економіки транспорту і промисловості. – 2017. – № 60. – С. 56-62. Форд Б. Руководство Ernst & Young по составлению бизнес-планов / Б. Форд, Д. Бористайн, П. Пруэтт. – М.: Альпина Паблишер, 2010. – 264 с. Черевко О.Л., Іванісова А.В., Гарькава Т.Л. Процедура бізнес-планування та її вплив на розвиток малого бізнесу / О.Л. Черевко, А.В. Іванісова, Т.Л. Гарькава // Культура народів Причерномор'я. – 2013. – № 257. – С. 154-158.</p>

English track

Compulsory reading

Barrow C., Barrow P., Brown R. (2018). *The Business Plan Workbook: A Step-By-Step Guide to Creating and Developing a Successful Business* 9th Edition. Kogan Page, 2018. 376 p.

Blackwell E. (2011). *How to Prepare a Business Plan*. Kogan Page, 200 p

Capezio P.J. (2010). *Manager's Guide to Business Planning*. The McGraw-Hill Companies, Inc., 208 p.

ClydeBank Technology. *Business Plan QuickStart Guide. The Simplified Beginner's Guide to Writing a Business Plan*. ClydeBank Media LLC, (2016). 76 p.

Curtis V. (2014). *Creating a Business Plan For Dummies* Wiley, 383 p.

Recommended reading

Barrow C., Barrow P., Brown R. (2012). *The Business Plan Workbook* 7th ed. — Kogan Page, 352 p.

Barrow C., Barrow P., Brown R. (2008). *The Business Plan Workbook: The Definitive Guide to Researching, Writing up and Presenting a Winning Plan*. Kogan Page, 384 p. – 6th ed.

Berry T. (2008). *Plan-as-You-Go Business Plan*. Entrepreneur Press, 288 pages

Brown Brian B. (2006). *The Easy Step by Step Guide to Writing a Business Plan and Making It Work*. Rowmark, 2006, 128 p

43. TECHNOLOGY FOR SALES OF TOURISM PRODUCT				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	3/14 weeks, 56 hours in class	5 / Elective	Viktoriia Orlova Associate Professor	150 hours (28h lectures, 28h seminars/practical, 94 h. self-study time)
Course aims: formation of special knowledge and practical skills on sales techniques and attracting customers in the process of interaction of participants in the sale of tourist products.				
Learning outcomes		Teaching, methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
<p>Know the basic knowledge of the basics of buying and selling, methods and techniques of selling a tourist product.</p> <p>Organize search, independent selection, high-quality processing of information from various sources to form a customer data bank and organize the process of selling a tourist product.</p> <p>Identify the factors influencing the purchasing behavior of consumers of tourism products. Identify the needs of buyers and make personal sales of the tourist product. To present a tourist product with the use of technology and tools of active sales. Able to work with customer objections. Argued to defend their views in the process of interaction between participants in the sale of tourist products.</p> <p>Choose and apply innovative approaches and modern effective techniques for selling a tourist product.</p>		<p>Clear formulation of basic concepts, practical orientation, explanation of problem situations and involvement of the audience in their solution, independent work.</p> <p>Informative lecture on dialogue type, discussion on topical issues, independent work. Search Internet information.</p> <p>Lecture, problem lecture by dialogue type, discussion on topical issues, game technology, work in microgroups, interview method, reconstruction, "Loan position", solving situational problems, tests.</p> <p>Problem lecture, simulation methods, solving situational problems, searching the Internet, independent work.</p>		<p>Oral answers to questions, explanations of connections, dependencies.</p> <p>Oral answers to questions, explanations of connections, dependencies, participation in discussion</p> <p>Oral answers to questions, explanations of connections, dependencies, participation in discussion, participation in role play, solution of situational tasks, tests.</p> <p>Oral answers to questions, explanations of connections, dependencies, participation in a role play,</p>

<p>Use knowledge of the forms of interaction of participants in the process of selling a tourist product for the transfer of professionally oriented information and communication. Demonstrate the ability to perform tasks professionally in uncertain and extreme situations.</p>	<p>Problem lecture by dialogue type, detailed conversation, solving situational problems, independent work.</p>	<p>solving situational tasks. Oral answers to questions, explanations of connections, dependencies, solving situational problems.</p>
<p>Assessment</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p><u>Continuous assessment – 60 points:</u> 12% solving situational tasks. 48% mid-term control.</p> <p><u>Final examination – 40 points:</u> are estimated in the range from 0 to 40 points (inclusive). The examination is conducted on an examination ticket, which includes test tasks, a practical situation and a theoretical question with a detailed answer to it. The evaluation is as follows: The answer to the test tasks is 10 points. 1 point is awarded for each correctly indicated answer (letter) out of four possible. 10 points are credited if the applicant answered all the test questions correctly and 0 points are awarded if the applicant answered all the test questions incorrectly. The solution to the practical situation is estimated at 15 points. 15 points - the task is completed, the answer is substantiated, the conclusions are substantiated, the task is designed properly; 12-14 points - the task is completed, but minor inaccuracies in the calculations or design; or, provided that the task is properly executed, the task is completed by at least 80%; 9-11 points, the task is completed by at least 70% subject to proper design, or at least 80% subject to minor errors in calculations or design; 7-8 points are set in cases where the applicant has completed the task by about 50%; significant mistakes were made in the decision process, which did not allow to get the correct answer; 0-6 points are given when the situation was solved completely incorrectly or not solved at all. Detailed answer to the theoretical task - 15 points. 15 points are awarded if the applicant is able to formulate a well-founded opinion on the issue. The work reflects the applicant's own point of view, there is an element of novelty. The applicant is able to make the calculations correctly; demonstrates the sequence of actions; explains in detail, consciously uses methods. 12-14 points are awarded if the applicant demonstrates good knowledge of the issue under discussion. The applicant well argues his answer, demonstrates the sequence of actions, explains in detail, in most cases consciously uses methods. 9-11 points are awarded if the applicant provides limited arguments in response; does not use enough data in the work, does not show a complete sequence of actions. 7-8 points are awarded if the applicant does not understand the problem and issue. Important information was omitted. Provides information that is not relevant to the question, demonstrates the ability to correctly make calculations in a particular part, but does not demonstrate the sequence of actions. 0-6 points are awarded if some materials do not relate to the question, contains gross substantive errors.</p>		
<p>Contents</p>		

Module 1. Basics of the sales process

Topic 1. Formation of a distribution network

Topic 2. Advertising methods of promoting a tourist product

Topic 3. Non-advertising methods of promoting a tourist product

Topic 4. Communication as the basis of sales technology

Topic 5. Consumer behavior

Module 2. The main characteristics of the sales process

Topic 6. The process of selling in tourism

Topic 7. Verbal and nonverbal sales techniques

Topic 8. Presentation of a tourist product

Topic 9. Innovative technologies for sale in tourism

Literature*Language of teaching Ukrainian***Compulsory reading**

1. Быстров С.А. Технология продаж и продвижения турпродукта: учебное пособие / С.А. Быстров. – М.: Кнорус, 2018. – 260 с.

2. Виноградова Т.В. Технология продаж услуг туристской индустрии: учебник для студ. высш. учеб. заведений / Т.В. Виноградова, Н.Д. Загорин, Р.Ю. Тубелис. – М.: Издательский центр «Академия», 2010. – 240 с.

3. Ильина Е.Н. Туроперейтинг: организация деятельности: учебник / Е.Н. Ильина. – М., Финансы и статистика, 2008. – 272 с.

4. Ильина Е.Н. Туроперейтинг: стратегия обслуживания: учебник для вузов / Е.Н. Ильина. – М.: Финансы и статистика, 2008. – 192 с.

Recommended reading

1. Гребенюк М. Отдел продаж по захвату рынка / М. Гребенюк. – М.: Эксмо, 2018. – 197 с.

2. Косолапов А.Б. Технология и организация туроператорской и турагентской деятельности: учебное пособие для образоват. учреждений сред. проф. образования / А.Б. Косолапов. - 2-е изд., стер. - М. : КНОРУС, 2010. – 288 с.

3. Кусков А.С. Туроперейтинг: [учебник для студентов вузов] / А.С. Кусков, В.Л. Голубева. - М. : ФОРУМ, 2011. – 400 с.

4. Уокер Д.Р. Введение в гостеприимство: учеб. пособие для студентов вузов / Д.Р. Уокер ; пер. с англ. [В.Н. Егорова]. - 4-е изд., перераб. и доп. - М. : ЮНИТИ-ДАНА, 2013. – 735 с.

5. Venu Vasudevan. An Introduction to the Business of Tourism / Venu Vasudevan, Vijayakumar B., Saroop Roy B.R. – SAGE Publications Pvt. Ltd, 2019. – 488 p.

44. FUNDAMENTALS OF ENTREPRENEURSHIP				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	3/14 weeks, 56 hours in class	5 / Elective	Olha Zinchenko Doctor of Science, Professor	150 hours (28h lectures, 28 seminars/practical, 94 h. self-study time)
Course aims: Provide general theoretical and practical training of students in organizing their own business, entrepreneurial activity, acquaintance and understanding that it is an independent, proactive, systematic economic activity at their own risk, carried out by economic entities (entrepreneurs) to achieve economic and social results and profits.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) Ability to develop and implement a strategy for the development of business, trade and exchange structures;		Lecture, practical classes, brainstorming, self-study work		Participation in the discussion, case study, test (CAS)
2) Ability to identify and solve problems of enterprise development;		Problem lecture, practical classes, case study, self-study work		Participation in the discussion, solving problems, presentation (CAS)
3) Ability to develop and implement a strategy for the development of business, trade and exchange structures;		Lecture, practical classes, brainstorming, self-study work		Participation in the discussion, essay, presentation (CAS)
4) ability to conduct research using theoretical and applied achievements in the field of entrepreneurship, trade and exchange activities;		Lecture, practical classes, internet search, self-study work		Participation in the discussion, case study, test (CAS)
5) Ability to effectively manage the activities of economic entities in the field of entrepreneurship, trade and exchange activities;		Lecture, practical classes, workshop, case study		Participation in the discussion, essay (CAS)
6) Ability to further study with a high level of autonomy.		Lecture, practical classes, self-study activities		Participation in the discussion, test (CAS) Mid-term control (CAS)
Learning outcomes 1-3				
Assessment				
Final grade (final assessment) as a result of 100% continuous assessment:				
20% Participation in the discussion				

<p>20% Case study 10% Solving problems 10% Test 20% Presentation (oral, multimedia) 20% Mid-term control (computer multiple choice tests, mini case)</p>
<p>Contents</p> <p>Thematic structure of the course: The content of entrepreneurial activity Types and forms of entrepreneurial activity External and internal business environment State regulation of entrepreneurial activity The mechanism of creating your own business Planning and design of business activities Strategic business management Marketing activities of business units Assessment of business risks Analysis of economic and financial activities of business units Ethics and culture in business</p>
<p>Literature</p> <p>Compulsory reading</p> <ol style="list-style-type: none"> 1. Рижкова Г.А. Підприємництво(Власна справа): Конспект лекцій / Г.А. Рижкова – Дніпро: Видавництво Університет Альфреда Нобеля, 2020. – 57 с. 2. Ромат Є.В. Основи реклами: Навч. посіб. / Є.В. Ромат. – Харків: Студцентр, 2016. – 288 с. <p>Recommended reading</p> <ol style="list-style-type: none"> 1. Варналій З.С. Основи підприємництва: навч. посіб. / З.С. Варналій. – 3-тє вид., випр. і доп. – К.: Знання-Прес, 2016. – 285 с. 2. Виноградська А.М. Основи підприємництва: навч. посіб. / А.М. Виноградська. – 2-ге вид., перероб. і доп. – К.: Кондор, 2018. – 544 с. 3. Воронкова В.Г. Основи підприємництва: теорія і практикум: навч. посіб. / В.Г. Воронкова, А.Г. Беліченко, В.О. Желябін, М.А. Ажажа. – Львів: Магнолія 2019. – 454 с. 4. Збарський В.К. Основи підприємництва та бізнесу: Підручник/ В.К. Збарський, О.І. Стешук / За ред. доцента В.К. Збарського. – Вінниця: НОВА КНИГА, 2004. – 464 с. 5. Глушевський В.В. Методологічні основи концепції управління ризиками підприємницької діяльності / В.В. Глушевський // Фінанси України. – 2009. – № 10. – С. 116–124. 6. Kotler Ph., Keller K.L. Marketing Management (2012). 14 th ed. Pierson. – 812 p. 7. Злупко С.М. Підприємництво: Основи, особливості, механізми / С.М. Злупко, О.В. Стефанишин, Л.А. Швайка. – Львів. – 2015. – 369 с. 8. Мочерний С.В. Основи підприємницької діяльності: Навчальний посібник. / С.В. Мочерний, О.А. Устинко, С.І. Чоботар. – К.: Видавничий центр «Академія», 2005. – 280 с. 9. Hopkin P. (2017). Fundamentals of Risk Management: Understanding, evaluating and implementing effective risk management. 4th ed. Kogan Page Limited. 488 p.

45.INNOVATIVE TECHNOLOGIES IN TOURISM				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	4/14 weeks, 42 hours in class	5/ Elective	Olga Zinchenko, (Doctor of Science), Associate Professor	150 hours (28h lectures, 14 h.seminars/practical, 108 h. self-study time)
Course aims: formation of a system of knowledge about the peculiarities of development and implementation of an innovative tourist product, the use of innovative technologies in its formation and service of tourists.				
Learning outcomes	Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) Know and understand and apply main Tourism Law Provisions, national and international standards of tourism service.	Lectures, seminars, reports		Participation in discussions, evaluation of students' reports, answers to questions. (CAS)	
2) Explain the peculiarities of recreational-and-tourism environment organization /structure	Lectures, seminars, group discussions, debate		Participation in discussions, problem solving. (CAS)	
3) Use in practice principles and organizational methods and technologies of tourist service	Lectures, seminars, case studies, situation modelling, presentation		Participation in discussions, problem solving, cases, presentation. (CAS)	
4) Identify tourism documents and use them properly	Lectures, seminars, case studies, situation modelling, presentation		Participation in discussions, problem solving, cases, presentation. (CAS)	
5) Ability to analyse and set professional tasks using computer technologies, search for new information in	Lectures, seminars, student reports, group discussions, debate, presentation		Participation in discussions, problem solving, cases, presentation.(CAS)	

modern printed and internet sources, using adequate searching engines, methods and systems.		
6) Respect individual and cultural variety.	Seminars, group discussions, debate, presentation	Participation in discussions, problem solving, cases, presentation. (CAS)
7) Substantiate effectively one own thoughts while solving professional tasks.	Case study, situation modelling, presentation	Participation in discussions, problem solving, cases, presentation.(CAS)
8) Choose the most adequate information media and channels of communication with consumers and business partners, to express own thoughts and beliefs in clear, logical and consistent manner, argue, discuss business, support harmonious network of private and business contacts, resist manipulations, overcome the barriers in communication.	Case study, situation modelling, presentation	Participation in discussions, problem solving, cases, presentation. (CAS)
9) Think broadly about alternative principles and methods of professional tasks discharge	Lectures, seminars, case studies, situation modelling, group discussions, debate	Participation in discussions, problem solving, cases, presentation. (CAS)
10) Define problematic situations and	Lectures, seminars, case studies, situation modelling, group discussions, debate	Continuous assessment: Participation in discussions, problem solving, cases, presentation.

offer ways of their solution Learning outcomes 1-10		(CAS) Mid-term test (CAS)
Assessments		
Final grade (final assessment) as a result of 100% continuous assessment: 20% - solving problem situations; 20% - presenting reports, presentations 20% - participation in the discussion, answers to questions 40% - examination.		
Contents		
Module 1. Theoretical and organizational foundations of innovative technologies in the tourism sector Topic 1. Theories of innovative development Topic 2. Innovative processes in tourism Topic 3. State regulation of innovation Topic 4. Information innovative technologies in the processes of tourist services Module 2. Ensuring innovation processes in the tourism sector Topic 5. Innovative projects in tourism Topic 6. Legal support of the innovation Topic 7. Financial and investment support for the introduction of innovative technologies in tourism		
Literature		
<i>Language of teaching Ukrainian</i>		
Compulsory reading		
<ol style="list-style-type: none"> 1. Інноваційні технології в туризмі: Навчальний посібник / укл. А. Гуцол. – Северодонецьк: ПП «Поліграф-Сервіс», 2015. – 343 с. 2. Інновінг в туризмі: монографія / А.А. Мазаракі, С.В. Мельниченко, Г.І. Михайліченко, Т.І. Ткаченко та ін.; за заг. ред. А.А. Мазаракі. – Київ : Київ. нац. торг.-екон. ун-т, 2016. – 532 с. 3. Використання інноваційних технологій в галузі туризму / В. М. Зайцева [та ін.] ; М-во освіти і науки України, Запоріж. нац. техн. ун-т. –Запоріжжя: Дике Поле, 2015. – 143 с. 4. Tourism Innovation Technology, Sustainability and Creativity / Vanessa Ratten, Vitor Braga, Jose Álvarez-García, Maria de la Cruz del Rio-Rama. Published July 16, 2019 by Routledge. – 184 p. 5. Fayos-Solà, Eduardo, Cooper, Chris. The Future of Tourism. Innovation and Sustainability. Springer International Publishing, 2019. – 337 p. 		
Recommended reading		
<ol style="list-style-type: none"> 6. Використання інноваційних технологій в галузі туризму: монографія / Зайцева В.М., Гурова Д.Д., Корнієнко О.М., Кукліна Т.С., Журавльова С.М. – Запоріжжя: Дике Поле, 2015. – 144 с. 7. Летуновська Н. Є. Маркетинг у туризмі : підручник / Н. Є. Летуновська, О. В. Люльов. – Суми : Сумський державний університет, 2020. – 270 с. 8. Влащенко Н. М. Інноваційні технології в готельному господарстві : навч. посібник / Н.М. Влащенко – Х. : Вид-во ТОВ «Друкарня МАДРИД», 2014. – 128 с. 9. Evrim Çeltek. Handbook of Research on Smart Technology Applications in the Tourism Industry. Gaziosmanpasa University, 2020. – 569 p. 10. Handbook of Research on Innovation in Tourism Industries / Gry Agnete Alsos, Dorth Eide, Einar Lier Madsen. Edward Elgar Publishing, 2014. – 376 p. 11. Advances in Tourism, Technology and Smart Systems / Álvaro Rocha, António Abreu, João Vidal de Carvalho, Dália Liberato, Elisa Alén González, Pedro Liberato. Springer Singapore, 2020. – 714 p. 		

46. STATISTICS OF INTERNATIONAL TOURISM				
Language of teaching	Semester / Duration	ECTS credits Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	4/14 weeks, 42 hours in class	5 / Elective	Svitlana Medynska, Senior Lecturer	150 hours (28 h. lectures, 14 h. seminars/practical, 108 h. self-study time)
Course aims: to help students measure the economic impacts of tourism, the economic contribution and impact of tourism, study various approaches to the collection and analysis of data, apply evaluation frameworks to help policy makers to increase overall competitiveness, sustainability and performance of tourism policies and programmes on the domestic and international levels.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
<p>Students will be able to understand and evaluate data relevant to the statistics of international tourism.</p> <p>On completion of the course, students will:</p> <p>1) be able to know and analyse the key tourism indicators, and work with databases, which provide robust, comparable data (variables) on tourism services;</p> <p>2) to examine receipts and expenditure of different types;</p> <p>3) to examine the data on domestic tourism (total domestic trips, nights in all types of accommodation);</p> <p>4) to examine the variables on inbound tourism (total international arrivals, top markets, nights in all types of accommodation);</p> <p>5) to examine the variables on outbound tourism (Total international departures, Top destinations);</p> <p>6) to examine the variables on enterprises and employment in tourism;</p> <p>7) to analyse the data of Internal Tourism Consumption, the Tourism Satellite Account (TSA), measure Competitiveness in Tourism.</p>		<p>Interactive lecture, seminars, discussion on the basis of lecture materials and students' internet search</p> <p>Lecture, seminar, self-study activities Seminars, Individual tasks</p> <p>Lecture, seminar, self-study activities Seminars, Individual tasks</p> <p>Seminars, self-study activities, class discussion</p> <p>Lecture, seminar, self-study activities Seminars, situation analysis in groups</p> <p>Individual tasks</p>	<p>Participation in the discussion, oral answers to questions, written test (CAS)</p> <p>Student reports assessment, test (CAS) Presentations (CAS)</p> <p>Student reports assessment, test (CAS) Presentations (CAS) Participation in the group work, peer small group presentation (CAS)</p> <p>Participation in the discussion, test, practical skills assessment, participation in the group work (CAS) Presentation (CAS)</p>	

Learning outcomes (1-3)		Mid-term control: written tests, mini case (CAS)
Assessment		
Final grade (final assessment) as a result of 100% continuous assessment: 10% Participation in the discussion 10% Participation in the role play 40% Presentation (oral, multimedia) 40% Mid-term controls (written multiple choice tests, mini case)		
Contents		
Thematic structure of the course: 1) Key tourism indicators and databases in tourism, https://stats.oecd.org/ ; 2) Receipts and expenditure; 3) Domestic tourism (total domestic trips, nights in all types of accommodation); 4) Inbound tourism (total international arrivals, top markets, nights in all types of accommodation); 5) Outbound tourism (Total international departures, Top destinations); 6) Enterprises and employment in tourism; 7) Internal Tourism Consumption, the Tourism Satellite Account (TSA). 8) Measuring Competitiveness in Tourism.		
Literature <i>Language of teaching Ukrainian</i> Compulsory reading 1. Dupeyras, A. and N. MacCallum (2013), "Indicators for Measuring Competitiveness in Tourism: A Guidance Document", OECD Tourism Papers, No. 2013/02, OECD Publishing, Paris, https://doi.org/10.1787/5k47t9q2t923-en.. 2.. S. Lock (2020) Global tourism industry - statistics & facts, Oct 26, 2020 https://www.statista.com/topics/962/global-tourism/ 3.. Скляр Г. П., Дробиш Л. В., Вишневецька Л. І. Статистичні показники розвитку сфери туризму в Україні: напрями удосконалення та гармонізація з міжнародними стандартами// Економічний вісник Донбасу № 2(48), 2017, с.157-162. Recommended reading 1. Organization of Islamic Cooperation, (2018), The statistical, economic and social research and Training centre for islamic countries (SESRIC), International Tourism in D-8 Member States: Status And Prospects https://www.sesric.org/files/article/654.pdf 2. Статистична інформація. Веб-сайт Державної служби туризму і курортів. URL: http://www.tourism.gov.ua/ua/ 3. Тринько Р.І., Стадник М.Є. Основи теоретичної і прикладної статистики: навч. посібник. К.: Знання, 2011. 397 с. 4. Ціхановська В.М., Ковальчук С.Я. Тенденції розвитку світового ринку туристичних послуг в умовах посилення глобалізаційних процесів. Глобальні та національні проблеми економіки. Миколаївський національний університет імені В.О. Сухомлинського. 2015. Вип. 7. С. 86–89. 5. Kushchenko O. Methodological principles in statistic study of tourist market. Вісник ХНУ імені В.Н. Каразіна. Серія «Міжнародні відносини. Економіка. Країнознавство. Туризм». 2014. Вип. 3. № 1144. Т. 1. С. 171–174. 6. Kushchenko O. Peculiarities of statistical methodology of international comparisons in the field of tourism. Туристичний бізнес: Світові тенденції та національні пріоритети»: Матеріали VII міжнар. наук.-практ. конф. з нагоди 10-річчя кафедри туристичного бізнесу (20 листопада 2015 року). Х.: ХНУ імені В.Н. Каразіна. 2015. С. 132–134. 7. Kushchenko O.I. Methodological analysis of international and national tourism		

by means of generalizing statistical indicators. Young Scientist: наук. журнал. Херсон: Молодий вчений. 2018. № 1(53) January. С. 508–513. –

8. UNWTO World Tourism Barometer. Веб-сайт статистики ВТО. URL:

<http://www.unwto.org/facts/eng/barometer.htm>

Internet resources:

<https://stats.oecd.org/>

International tourism, number of arrivals <https://data.worldbank.org/indicator/ST.INT.ARVL>

UNWTO. Tourism Statistics <https://www.e-unwto.org/toc/unwtotfb/current>

International Recommendations for Tourism Statistics 2008

http://www.oecd.org/industry/tourism/IRTS_EN.pdf

Tourism Satellite Account: Recommended Methodological Framework 2008

http://www.oecd.org/industry/tourism/TSA_EN.pdf

<http://www.unwto.org/>

47. ETIQUETTE AND BASICS OF INTERNATIONAL PROTOCOL				
Language of teaching	Semester / Duration	ECTS credits Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	8/8 weeks, 56 hours in class	6 / Elective	Iryna Shkura, Ph.D. (Candidate of Science), Associate Professor	180 hours (28 h. lectures, 28 h. seminars/practical, 124 h. self-study time)
Course aims: to help students to understand the role of business etiquette and international protocol in the modern business communication and negotiation activity, the nature of many differences in cross-cultural behaviour, the rules of organizing social and professional relations, collective and individual behaviour, etiquette as an international “language” and rules in fast changing international business communication, the types of etiquette depends on a region and country, the position of the people, the profession etc.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
Students will be able to understand and evaluate data relevant to the etiquette, analyse and categorise concepts and theories and possess subject-specific terminology applicable in a business setting. On completion of the module, students will:				
1) understand the role of etiquette in modern business practices, moral relations of rational-emotional sphere;		Interactive lecture, seminars, discussion on the basis of lecture materials and students’ reading	Participation in the discussion, oral answers to questions, written test (CAS)	
2) be able to list the structural elements of etiquette, its functional organization and arrangement of social and professional relations, collective and individual behaviours;		Lecture, seminar, self-study activities	Student reports assessment, test (CAS)	
3) be able to apply cultural stereotypes of social and professional communication, to build the effective relationships in business practices, media, communities and groups;		Seminars, role play, mini cases in small groups	Participation in the role play, Presentation (CAS)	
4) be able to develop their own culture of business communication;		Role play, presentation	Participation in the role play, peer small group presentation (CAS)	
5) be able to achieve personal success in future careers by understanding the rules of etiquette and international protocol.		Seminars, self-study activities, class discussion	Participation in the discussion, test, practical skills assessment (CAS)	
Learning outcomes (1-3)			Mid-term control: written tests, mini case (CAS)	
Assessment				
Final grade (final assessment) as a result of 100% continuous assessment:				

10% Participation in the discussion
 10% Participation in the role play
 40% Presentation (oral, multimedia)
 40% Mid-term controls (written multiple choice tests, mini case)

Contents

Thematic structure of the course:

1. The top ranking and place of the course "etiquette and basics of international protocol" in international business relations;
2. Etiquette in international correspondence and the use of different ways and tools of communication;
3. International image through appearance and business clothing.
4. Business meeting and delegation according to etiquette and international protocol;
5. International negotiations in accordance to the etiquette and protocol;
6. Overcoming conflicts within etiquette and international protocol;
7. Culture of having meals during the day and at special events as for national and international etiquette;
8. Diplomatic etiquette and protocol.

Literature

Language of teaching Ukrainian

Compulsory reading

1. Беліченко А.Г. Етика ділового спілкування/ А.Г. Беліченко, Воронкова В.Г. - Львів: Магнолія, 2018 - 312 с.
2. Калашник Г. Вступ до дипломатичного протоколу та ділового етикету: навч. посіб. — К.: Знання, 2007. — 143с.
3. Гестеланд Р.Р. Кросс-культурное поведение в бизнесе.-Д.: ООО «Баланс-Клуб», 2003.-288с.
4. Игнатъева Е. Международный деловой этикет на примере 22 стран. Учебн/ пос./.- М., 2020.

Recommended reading

1. Жернакова М.Б. Деловые коммуникации: Учебник и практикум. - М., Юрайт, 2016.
2. Martin, J., & Chaney, M., 2008, "Global Business Etiquette", Greenwood press.

Language of teaching English

Compulsory reading

1. R. J. Thomas (2017). Excuse Me: the survival guide to modern business etiquette.
2. Pachter B. (2013). The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success, 256 p.
3. L. Beamer, I. Varner. (2012). Intercultural communication in the global workplace
4. R. Gesteland (2012). Cross-Cultural Business behavior, Copenhagen BS Press, 5th edition

Recommended reading

1. Dyad'ko Y., Kosyakina E. (2013). Etiquette and Basics of International Protocol: textbook / Y. Dyad'ko, E. Kosyakina. – Dnipropetrovs'k: Alfred Nobel University, 124 p.
2. Martin, J., & Chaney, M., (2008). Global Business Etiquette, Greenwood press.
3. Slater, C. (2008). Good Manners and Bad Behaviour, Matador.

48.PSYCHOLOGY OF INTERPERSONAL COMMUNICATION IN TOURISM				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	8/8 weeks, 56 hours in class	6 / Elective	Luibov Boiko Associate Professor	180 hours (28 h. lectures, 28 h. seminars/practical, 124 h. self-study time)
Course aims: improving the psychological culture of communication, which is one of the components of professional training in the field of tourism.				
Learning outcomes		Teaching, methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
<p>1. Know, understand and use in practice the basic concepts of tourism theory, organization of the tourist process and tourist activities of the market of tourist services, as well as worldviews and related sciences;</p> <p>2. Know and understand the basic forms and types of tourism, their division;</p> <p>3. Identify tourist documentation and be able to use it correctly</p> <p>4. Organize the process of customer service for tourism services based on the use of modern information, communication and service technologies and compliance with quality standards and safety standards</p> <p>5. Can analyse and formulate a professional problem using computer technology, find new information contained in various printed and electronic sources, using appropriate search methods and systems.</p> <p>6. Adequately assess their knowledge and apply it to different professional situations</p> <p>7. Show respect for individual and cultural diversity.</p> <p>8. Depending on the situation, can choose the most appropriate information and communication channels with consumers and business partners, clearly, consistently and logically express their thoughts and beliefs, argue, conduct effective business conversations, maintain a harmonious network of business and personal contacts, counteract manipulation, overcome era of communication</p> <p>9. It is argued to defend their views in solving professional problems</p>		<p>Interactive lecture, seminars</p> <p>Discussion on the basis of lecture materials and students' reading</p> <p>Lecture, seminar, self-study activities</p> <p>Seminars, role play, mini cases in small groups</p> <p>Role play, presentation</p> <p>Seminars, self-study activities, class discussion</p> <p>Discussion on the basis of lecture materials and students' reading</p> <p>Role play, presentation</p>	<p>Participation in the discussion, oral answers to questions, written test (CAS)</p> <p>Participation in discussion (CAS)</p> <p>Student reports assessment, test (CAS)</p> <p>Participation in the role play (CAS)</p> <p>Presentation (CAS)</p> <p>Participation in the role play, peer small group presentation (CAS)</p> <p>Participation in the discussion, test, practical skills assessment (CAS)</p> <p>Participation in the role play(CAS)</p>	

Learning outcomes 1-9		Mid-term control: written tests, mini case (CAS)
Assessment		
<p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>20% (10 points) participation in the discussion</p> <p>Assessment criteria:</p> <p>16-20 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, is able to identify the most accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion.</p> <p>10-15 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, has mediocre analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion.</p> <p>6-9 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion.</p> <p>0-5 points. The student shows a lack of understanding of the issues, does not provide the necessary information about the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion.</p> <p>20% participation in a role (business) game</p> <p>Assessment criteria:</p> <p>15-20 points. The student is able to perform various roles and solve complex specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in a particular "workplace". Capable of analysis and synthesis. Consciously uses the acquired knowledge, skills and abilities. Understands the sequence of actions. Is able to coordinate their actions with other team members.</p> <p>4-14 points. The student is able to perform clear and appropriate to his psychological characteristics of the role and solve specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in the chosen "workplace". Able to analyse their actions and the actions of colleagues. Demonstrates medio knowledge and skills. He tries to coordinate his actions with other team members.</p> <p>0-5 points. It is difficult for a student to accept the rules of the game and solve specialized problems and practical problems in the field of tourism. The student does not demonstrate the sequence of actions. Demonstrates insufficient knowledge and skills, is characterized by a lack of understanding of the subject.</p> <p>20% project work in small groups</p> <p>Assessment criteria:</p> <p>15-20 points The student clearly understands the task. Carries out the organization and planning of work. Able to engage in search work, analyse information, think critically. Has presentation skills and communication skills. Can work in a team, resolve conflict situations.</p> <p>6- 14 points The student understands the task. He is able to concentrate and perform the work assigned to him with quality. Able to engage in search work, analyse information. Has communication skills. Can work in a team.</p> <p>0-5 points. The student passively joins the work. performs minor assignments. Able to engage in exploratory work. The student does not demonstrate the sequence of actions. It is difficult for him to solve team tasks. His behavior can cause conflicts in the team.</p> <p>20% mid-term control (tests). Two works of 10 points.</p> <p>Assessment criteria:</p>		

10 points are given:the student completed all tasks correctly

9 points are given: the student made two mistakes.

8 points are given: the student made three mistakes.

7 points are given: the student made four mistakes.

6 points are given: the student made five mistakes.

5 points are given: the student made six mistakes.

4 points are given: the student made five mistakes.

3 points are given: the student made six mistakes.

2 points are given: the student made eight mistakes.

20% (20 points) case-study

Assessment criteria:

18-20 points are given:

The student is able to formulate a well-founded opinion on the discussed professional situation. The answer reflects the student's own point of view, there is an element of novelty. The student demonstrates the sequence of actions; explains in detail, consciously uses the studied methods.

15-17 points are given:

The student demonstrates good knowledge of the discussed professional situation. The student justifies his answer well. Uses relevant data and examples. The student demonstrates the sequence of actions, explains in detail, in most cases consciously uses the studied methods.

10-14 points are given:

The student makes limited arguments in response; does not show sufficient knowledge in the work. The student demonstrates an incomplete sequence of actions.

5-9 points are given:

The student does not quite understand the problem and the question. Important information was omitted. Provides non-relevant information. The student does not demonstrate the sequence of actions.

0-5 points are given:

Some materials in the work do not relate to the issue. The student does not demonstrate the sequence of actions.

Contents

Topic 1 Psychology of interpersonal communication as a discipline

Topic 2. Socio-psychological specifics of interpersonal communication

Topic 3-4. Communication in interpersonal relationships

Topic 6. Features of interpersonal communication

Topic 7. Professional language: signs of effectiveness

Topic 8-9. Problems of adequate reception and transmission of information

Topic 10. Feedback and its role in effective communication

Topic 11. Types of listening (reflective, non-reflective)

Topic 12. Non-verbal means of communication

Topic 13. Ethics of business communication

Topic 14. Psychological features of discussions and public speeches

Literature

Language of teaching Ukrainian

Compulsory reading

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49. PROGRAMME TOUR OPERATING ACTIVITY				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	7/14 weeks, 42 hours in class	5 / Elective	Halyna Miasoid, Candidate of Science, Associate Professor	150 hours (28h lectures, 14 h. seminars/practical, 108 h. self-study time)
Course aims: formation of knowledge in the field of the functioning of the tourist industry, methods of demand analysis; basics of methods of forming tours taking into account the market situation; obtaining the necessary practical skills for staffing and selection of travel services.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
1. Knows, understands and use in practice the basic provisions of tourism legislation, national and international standards for tourist services;		Lecture, seminars, discussion		Oral answers to questions, test (CAS)
2. Knows, understands and use in practice the basic concepts of tourism theory, organization of the tourist process and tourist activities of the market of tourist services, as well as worldviews and related sciences;		Lecture, practical classes		Test, presentation (CAS)
3. Apply in practice the principles and methods of organization and technology of tourist services;		Case study presentation, self-study activities,		Case study presentation (CAS)
4. Can develop, promote and sell a tourist product, organize the process of customer service of tourist services based on the use of modern information, communication and service technologies and compliance with quality standards/safety standards;		Lecture, seminars, self-study activities		Oral answers to questions, presentation, test (CAS)
5 Understands the principles, processes and technologies of the		Internet search, self-study activities, discussion.		Essay, participation in the discussion (CAS)

<p>organization of the tourism business and its individual subsystems (administrative, managerial, socio-psychological, economic, technical and technological);</p> <p>6. Can establish contacts with experts in the tourism and other industries, make informed decisions and be responsible for the results of their professional activities</p> <p>Learning outcomes 1-6</p>	<p>Case study presentation, self-study activities,</p>	<p>Case study presentation (CAS)</p> <p>2 mid-term tests (CAS)</p>
<p>Assessment</p>		
<p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>20% (20 points) active work in practical classes: problem solving, reports, participation in discussions</p> <p>Assessment criteria:</p> <p>16-20 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, is able to identify the most accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion.</p> <p>10-15 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, has mediocre analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion.</p> <p>6-9 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion.</p> <p>0-5 points. The student shows a lack of understanding of the issues, does not provide the necessary information about the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion.</p> <p>10% (10 points) test.</p> <p>Assessment criteria:</p> <p>7-10 points. The student is able to perform various roles and solve complex specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in a particular "workplace". Capable of analysis and synthesis. Consciously uses the acquired knowledge, skills and abilities. Understands the sequence of actions. Is able to coordinate their actions with other team members.</p> <p>4-6 points. The student is able to perform clear and appropriate to his psychological characteristics of the role and solve specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in the chosen "workplace". Able to analyse their actions and the actions of colleagues. Demonstrates medio knowledge and skills. He tries to coordinate his actions with other team members.</p> <p>0-3 points. It is difficult for a student to accept the rules of the game and solve specialized problems and practical problems in the field of tourism. The student does not demonstrate the sequence of actions. Demonstrates insufficient knowledge and skills, is characterized by a lack of understanding of the subject.</p> <p>30% mid-term control (tests). Two works of 15 points.</p>		

Assessment criteria:

15 points are given: the student completed all tasks correctly

13-14 points are given: the student made two mistakes.

11-12 points are given: the student made three mistakes.

9-10 points are given: the student made four mistakes.

8 points are given: the student made five mistakes.

7 points are given: the student made six mistakes.

5 points are given: the student made five mistakes.

4 points are given: the student made six mistakes.

2 points are given: the student made eight mistakes.

10% (10 points) case-study), work in small groups.

30% (30 points) individual task (project work).

Assessment criteria:

9-10 points are given:

The student is able to formulate a well-founded opinion on the discussed professional situation.

The answer reflects the student's own point of view, there is an element of novelty. The student demonstrates the sequence of actions; explains in detail, consciously uses the studied methods.

7-8 points are given:

The student demonstrates good knowledge of the discussed professional situation. The student justifies his answer well. Uses relevant data and explanations. The student demonstrates the sequence of actions, explains in detail, in most cases consciously uses the studied methods.

5-6 points are given:

The student makes limited arguments in response; does not show sufficient knowledge in the work. The student demonstrates an incomplete sequence of actions.

3-4 points are given:

The student does not quite understand the problem and the question. Important information was omitted. Provides non-relevant information. The student does not demonstrate the sequence of actions.

0-3 points are given:

Some materials in the work do not relate to the issue. The student does not demonstrate the sequence of actions.

Contents

Topic 1. Conceptual apparatus of tour rating

Topic 2. Tourist product as a subject of activity of the tour operator.

Topic 3. The tourism industry as an object of management

Topic 4. Organization of cooperation of the tour operator with suppliers and business partners

Topic 5. Organization of tourist services

Topic 6. Management of sales activities of the tour operator

Topic 7. Financial and accounting aspects of tour operator activities

Topic 8. Quality management of integrated tourism services

Topic 9. Personnel management at the enterprise in the field of tour operator activities

Topic 10. Strategic management in tour operator activities

Topic 11. Information technologies in tour rating

Topic 12. International tour rating and trends in its development

Topic 13. International tourism and Ukraine

Literature

Language of teaching Ukrainian

Compulsory reading

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Харків: ХНУМГ ім. О.М. Бекетова, 2017. 335 с.

3. Михайличенко Г.І. Туроперейтинг: підручник. Київ: КНТЕУ, 2018. 304 с.

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2. Jaffe P. Organization Theory: Tension and Change . New York. Mc Grawhill International Editions, 2010. 341 p.

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Internet resources

1. Всеукраїнський Союз асоціацій, підприємств та організацій туристичної сфери «УкрСоюзТур»: веб-сайт. URL: <http://www.travel.com.ua>.

2. Все о туризме. Туристическая библиотека: веб-сайт. URL: <http://www.tourlib.net>.

3. Державна служба туризму і курортів України: веб-сайт. URL: <http://www.tourism.gov.ua>.

4. www.tourism.gov.ua / www.dtau.gov.ua - сайт про туристичну політику України.

5. www.tourlib.net – туристична бібліотека статей, публікацій, методичних розробок, електронних видань, тощо.

6. www.ukrstat.gov.ua/ukr/themes/21/metod_372.pdf – методологічні положення зі статистики туризму

7. <http://www.ukraine.online.com.ua> – сайт про потенціал та ресурси національного туризму

8. <http://www.tour.com.ua> – інформаційний сайт про туристичні дестинації України.

9. <http://sfs.gov.ua/mk/> - офіційний сайт Державної фіскальної служби України.

10. <http://www.tau.org.ua/> - офіційний сайт Туристичної асоціації України.

11. <http://www.altu.com.ua/> - офіційний сайт Асоціації лідерів турбізнесу України.

50. ORGANIZATION OF HOTEL AND RESTAURANT BUSINESS: EQUIPMENT OF HOTEL AND RESTAURANT FACILITIES				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	7/14 weeks, 42 hours in class	5 / Elective	Svitlana Zakharova, PhD (Candidate of Science), Associate Professor	150 hours (28h lectures, 14h.seminars/practical, 108 h. self-study time)
Course aims: formation of students' knowledge system regarding the principles of organization of restaurant, the ability to perform planning, organizational and managerial functions in the process of activity of establishments. Providing students with a set of special knowledge about the peculiarities of organization of restaurant production;				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
<p>1. Ability to solve complex specialized problems and practical problems of hotel and restaurant business, which involves the application of theories and methods of the science system, which form the concept of hospitality and is characterized by complexity and uncertainty of conditions.</p> <p>2. Have basic knowledge of the basic principles and directions. Know, understand and be able to use in practice the basic provisions of law, national and international standards governing the activities of hotel and restaurant business. Know, understand and be able to use in practice the basic concepts of the theory of hotel and restaurant business, organization of customer service and the activities of the market of hotel and restaurant services, as well as related sciences</p> <p>3. Use basic methods and tools, including statistical and mathematical, modern technical means and information and communication technologies.</p> <p>4. Use data collection methods and marketing resources to diagnose the demand of potential consumers of travel services and existing supply.</p> <p>5. To form a set of marketing tasks in accordance with business goals, taking into account the needs and requests of</p>		<p>Lecture, seminar, discussion on the materials of Internet resources and studied literature sources, seminar-dialogue, problem solving, analysis of specific situations (case-study) work in microgroups, presentations, project work, Internet search, role (business) games</p>	<p>Mid-term control(2), participation in the discussion, case studies, group tasks (project work in small groups), solving professional situations, participation in a role (business game)</p>	

<p>different segments of consumers of tourist services</p> <p>6. Can actively work in a team</p> <p>7. Able to communicate correctly with others, set priorities for tasks, be responsible for actions and decisions</p> <p>8. Know how to use knowledge to effectively accept new challenges, resolve controversial issues in professional activities;</p>		
Assessment		
100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%):		
<p>40% examination</p>		
<p>10% (10 points) participation in the discussion</p>		
<p>Assessment criteria:</p>		
<p>8-10 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, is able to identify the most accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion.</p>		
<p>5-7 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, has mediocre analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion.</p>		
<p>3-4 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion.</p>		
<p>0-3 points. The student shows a lack of understanding of the issues, does not provide the necessary information about the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion.</p>		
<p>10% participation in a role (business) game</p>		
<p>Assessment criteria:</p>		
<p>7-10 points. The student is able to perform various roles and solve complex specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in a particular "workplace". Capable of analysis and synthesis. Consciously uses the acquired knowledge, skills and abilities. Understands the sequence of actions. Is able to coordinate their actions with other team members.</p>		
<p>4-6 points. The student is able to perform clear and appropriate to his psychological characteristics of the role and solve specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in the chosen "workplace". Able to analyse their actions and the actions of colleagues. Demonstrates medio knowledge and skills. He tries to coordinate his actions with other team members.</p>		
<p>0-3points. It is difficult for a student to accept the rules of the game and solve specialized problems and practical problems in the field of tourism. The student does not demonstrate the sequence of actions. Demonstrates insufficient knowledge and skills, is characterized by a lack of understanding of the subject.</p>		
<p>10% project work in small groups</p>		
<p>Assessment criteria:</p>		

7-10 points The student clearly understands the task. Carries out the organization and planning of work. Able to engage in search work, analyse information, think critically. Has presentation skills and communication skills. Can work in a team, resolve conflict situations.

4-6 points The student understands the task. He is able to concentrate and perform the work assigned to him with quality. Able to engage in search work, analyse information. Has communication skills. Can work in a team.

0-3 points. The student passively joins the work. performs minor assignments. Able to engage in exploratory work. The student does not demonstrate the sequence of actions. It is difficult for him to solve team tasks. His behavior can cause conflicts in the team.

20% mid-term control (tests). Two works of 10 points.

Assessment criteria:

10 points are given:the student completed all tasks correctly

9 points are given: the student made two mistakes.

8 points are given: the student made three mistakes.

7 points are given: the student made four mistakes.

6 points are given: the student made five mistakes.

5 points are given: the student made six mistakes.

4 points are given: the student made five mistakes.

3 points are given: the student made six mistakes.

2 points are given: the student made eight mistakes.

10% (10 points) case-study

Assessment criteria:

9-10 points are given:

The student is able to formulate a well-founded opinion on the discussed professional situation. The answer reflects the student's own point of view, there is an element of novelty. The student demonstrates the sequence of actions; explains in detail, consciously uses the studied methods.

7-8 points are given:

The student demonstrates good knowledge of the discussed professional situation. The student justifies his answer well. Uses relevant data and explanations. The student demonstrates the sequence of actions, explains in detail, in most cases consciously uses the studied methods.

5-6 points are given:

The student makes limited arguments in response; does not show sufficient knowledge in the work. The student demonstrates an incomplete sequence of actions.

3-4 points are given:

The student does not quite understand the problem and the question. Important information was omitted. Provides non-relevant information. The student does not demonstrate the sequence of actions.

0-3points are given:

Some materials in the work do not relate to the issue. The student does not demonstrate the sequence of actions.

Contents

Topic 1. Restaurant business and its place in the hospitality industry.

Topic 2. Features of the restaurant business.

Topic 3. Types of restaurants and their characteristics

Topic 4. Characteristics of retail space for visitor service.

Topic 5. Sanitary and hygienic requirements for placement and spatial planning decisions in the restaurants.

Topic 6. Modern technologies of rational placement of the restaurants.

Topic 7. Services of restaurants

Topic 8. Preparation of premises for customer service in restaurants

Topic 9. Service personnel in restaurants.
 Topic 10. General characteristics of methods and forms of service.
 Topic 11. Rules of serving. characteristics of types of serving.
 Topic 12. Rules for serving alcohol and soft drinks to consumers in restaurants.
 Topic 13. General information about different types of equipment for restaurants.
 Topic 14. Systems and equipment for registration of settlement operations. Principles of structure of electronic cash registers. Generalization of the course.

Literature

Language of teaching Ukrainian

Compulsory reading

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13. Джон Уокер. Введение в гостеприимство. - Москва: Юнити, 2009.

51. TRADE FAIRS AND EXHIBITIONS IN TOURISM				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian English	5/14 weeks, 42 hours in class	5 / Elective	Tetiana Mishustina, PhD (Candidate of Science), Associate Professor (Lectures), Hanna Kolieda, Practicing Lecturer (Practical classes/ Seminars)	150 hours (28 h. lectures, 14 h. seminars/practical, 108 h. self-study time)
Course aim: To form theoretical knowledge of mastering marketing tools of trade fair and exhibition activity as an important part of marketing communications. To provide theoretical knowledge and practical skills in organizing trade fair and exhibition activity both for organizers and participants. Acquire skills of presenting a travel or hospitality business and a tourism product at the exhibition or travel show or fair.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
1) use modern methods for information support of the commercial activities;		Lecture, practical classes, discussion		Participation in the discussion, essay, test (CAS)
2) form practical skills in organization and development of fairs and exhibitions;		Practical classes, self-study activity, internet search, project work		Small group presentation, project (CAS)
3) determine modern methods of measurement efficiency of the content of the exhibition event,		Problem lecture, discussion, project work		Essay, test, presentation, project (CAS)
4) present a travel or hospitality business and a tourism product at the exhibition or travel show or fair		Problem lecture, discussion, group presentation		Essay, group presentation (CAS)
Learning outcomes 1-4				Mid-term test, presentation
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 10% Participation in the discussion 20% Test (multiple choice, computer) 20% Essay (written) 20% Presentation (oral, multimedia) 30% Project				
Contents				

Thematic structure of the course:

- 1) Subject, methods and objectives of the course
- 2) Historical development of exhibition and fair activities
- 3) Trade Fairs in infrastructure of commodity market
- 4) Organization of fairs and exhibitions.
- 5) Structure and program of business events and project promotion.
- 6) Economic, efficiency and competitiveness of exhibition and fair activities

Literature

Language of teaching Ukrainian

Compulsory reading

1. Конгресово-виставковий туризм // Міжнародний туризм і сфера послуг: Підручник. Затверджено МОН / Мальська М.П., Антонюк Н.В. — К., 2008. — 661 с.
2. Герасименко, Симонов: Выставочный маркетинг. Учебное пособие М.: Проспект 2018 – 360 с.
3. Петелін, В.Г. Основи менеджменту виставкової діяльності [Електронний ресурс]: підручник / В.Г. Петелін .- М.: ЮНИТИ-ДАНА, 2015 .- 448 с.
4. Ефименко Е.Н. 100 вопросов и ответов о выставках и ярмарках / Е.Н. Ефименко.; - К.: Лира, 2008. – 240 с.
5. Комарова Л. К. Основы выставочной деятельности: учебное пособие для академического бакалавриата / Л. К. Комарова; ответственный редактор В. П. Нехорошков. – 2-е изд., перераб. и доп. – М.: Издательство Юрайт, 2019. – 194 с.

Recommended reading

6. Бердышев С. Н. Организация выставочной деятельности: учебное пособие. / С.Н. Бердышев – М.: Дашков и К , 2011. - 228 с.
7. Встретимся на выставке: приметы эффективного стенда // Маркетолог. - 2013. - N 2. - С. 32.
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9. Конфетка для выставки и другие нестандартные способы участия в выставочных мероприятиях // Маркетолог. - 2011. - N 1. - С. 14.
10. Чертыковцева Т. А. Предприятие на международной выставке: проблемы управления международной выставочной деятельностью предприятия как бизнес-процессом / Т.А. Чертыковцева // Российское предпринимательство. - 2009. - N10. - С. 82-88.
11. Чеснокова Е.В. Выставочная коммуникация в маркетинге / Е.В. Чеснокова // Социология власти. - 2010. - N 3. - С. 189-195.
12. Ханин И.Г. Управление международной выставочной деятельностью: Учебное пособие / И.Г. Ханин, А.И. Падашуля; – Днепропетровск: Свидлер, 2007. – 409 с.
13. The Role of Exhibitions in the Marketing-Mix. Online course.
https://www.ufi.org/archive/ufi-online-course/UFI_education.pdf; https://www.bvv.cz/ufi-seminar/01_PDF/UFI_course.pdf
14. Warwick Frost, Jennifer Laing. Exhibitions, Trade Fairs and Industrial Events (Routledge Advances in Event Research Series) 1st Edition, 2017 - 230 p.
15. Yuksel, Ulku, Voola, Ranjit (2021). Travel trade shows: Exploratory study of exhibitors' perceptions, Journal of Business & Industrial Marketing, 2010/04/13, p. 293-300, doi: 10.1108/08858621011038252
16. Eduardo Fayos-Solá, Alberto Marín, Claudio Meffert, The strategic role of tourism trade fairs in the new age of tourism, Tourism Management, Volume 15, Issue 1, 1994, Pages 9-16, ISSN 0261-5177, [https://doi.org/10.1016/0261-5177\(94\)90022-1](https://doi.org/10.1016/0261-5177(94)90022-1). Access mode <http://www.sciencedirect.com/science/article/pii/0261517794900221>
17. Marek Zieliński, Grzegorz Leszczynski (2011). Trade fairs as source of knowledge – the role of trade fairs organizer, Conference: IMP-conference, The impact of globalization on

networks and relationships dynamics at: Glasgow, Scotland, Volume: 27, September 2011, DOI: 10.13140/2.1.2358.2728

18. Figueroa A. MICE: Meetings, Incentives, Conferences, and Exhibitions Updated 06/10/20 <https://www.tripsavvy.com/what-is-mice-in-the-travel-industry-3252496>

19. <https://www.micexpo.com/>

Language of teaching English

Compulsory reading

20. Warwick Frost, Jennifer Laing. Exhibitions, Trade Fairs and Industrial Events (Routledge Advances in Event Research Series) 1st Edition, 2017 - 230 p.

21. The Event Professional's Handbook: The Secrets of Successful Events by Debs Armstrong, Jason Allan Scott, Simon Burton, Mark Cochrane, Nick de Bois, & 13 more, 2016 – 216 p.

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26. <https://www.micexpo.com/>

Recommended reading

27. The Role of Exhibitions in the Marketing-Mix. Online course.

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29. Engblom R. Trade Fairs Role as Part of the Firms' Marketing Communication - an Integrated Trade Fair Participation Process. Aalto University School of Business, 2014.

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52.MANAGEMENT OF INTERNATIONAL BUSINESS COMPETITIVENESS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	8/14 weeks, 42 hours in class	5 / Elective	Svitlana Medynska, Senior Lecturer	150 hours (28 h. lectures, 14 h. tutorials, 108 h. self-study time)
Course aims: Students will gain the ability to analyse complex data about the peculiarities of international competitive advantages of different countries, regions and companies that have achieved success in the global markets.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) analyse the factors and characteristics of international competitive advantage; 2) understand and research international competitiveness at the national, regional, industry and company levels, and identify ways to enhance it; 3) make recommendations on the development of the country's policies and company strategies and take practical decisions on international specialization and selecting the most favourable trading and investment partners; 4) identify and evaluate performance and factors of international competitiveness of companies, products and services to develop programs to improve it.		Lectures, seminars, brainstorming Lectures, seminars, case study, discussion Lectures, seminars, students' reports on their individual research tasks. Lectures, seminars, Internet search, self-study activities		Participation in the discussion (CAS) Participation in the discussion and case study (CAS) Reports on self-study activities, presentation assessment (CAS) Presentation assessment, reports on self-study activities (CAS) Mid-term control: tests, mini case (CAS) Final examination (FAS)
Learning outcomes 1-4				
Learning outcomes 1-4				
100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%)				
40% Final examination (a set of written assignments, each assignment includes tasks with open questions and an essay)				
60% Continuous assessment:				
10% Participation in the discussions				
20% Essay/ report (written)				
10% Presentation (oral, multimedia)				
20% Mid-term control (multiple choice tests, calculation tasks, mini case)				
Contents				

Competition and competitiveness in the market economy.
 Regulation of competition at the national and international levels.
 Current models of competitiveness of national economies.
 International competitiveness of regions.
 Competitiveness of industries in the world economy.
 Factors of competitiveness of companies and ways of enhancing it.
 Competitiveness of goods and services in the global markets.

Literature

Ukrainian track

Compulsory reading

1. Маслак О. І., Квятковська Л. А., Кулінічев П. К. Конкуренція: її сутність та особливості в умовах глобалізації// Технологический аудит и резервы производства. – № 3/3(17), 2014. – С. 57-61.
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3. Безпека та конкурентоспроможність економіки України в умовах глобалізації: монографія [О.С. Власюк, А.І. Мокій, О.І. Іляш, В.І. Волошин, М.І. Флейчук, Т.О. Власюк та ін.] / за заг. ред. О.С. Власюка. – К.: НІСД, 2017. – 384 с.
4. Сіваченко І. Ю., Козак Ю. Г., Логвінова Н. С. та ін. Управління міжнародною конкурентоспроможністю підприємств: Кредитно-модульний курс: Навч. посіб. 3-тє вид. – К.: Центр учбової літератури, 2010. – 312 с.
5. Пономаренко В.С., Піддубна Л.І. Управління міжнародною конкурентоспроможністю підприємства: Підручник. – Х.: ВД «ІНЖЕК», 2008. – 328с.

Recommended reading

1. Градобитова Л.Д. Теория международной конкурентоспособности государств М. Портера. Учебное пособие. – М.: МГИМО, 1996.
2. Девяткин Е.А. Теория и практика конкуренции: Учебно-методический комплекс. – М.: ЕАОИ, 2008. – 232 с.
3. Портер М. Конкурентная стратегия: Методика анализа отраслей и конкурентов. – М.: Альпина Бизнес Букс, 2005. – 454 с.
4. Портер М. Международная конкуренция. – М.: МО, 1993.
5. Юданов А. Ю. Конкуренция: теория и практика. Учебно-практическое пособие. М.: Изд-во ГНОМ и Д, 2001. – 304 с.

English track

Compulsory reading

1. Council of the European Union. (2010). Competitiveness (Internal Market, Industry and Research). 6983/1/10 REV 1, press release, Brussels, 1-2 March 2010.
2. Doing Business 2019. Training for Reform. World Bank Group, 2019, 311 p.
3. Miller T., Kim A., Roberts J. (2019). 2019 Index of Economic Freedom. The Heritage Foundation, 496 p.
4. Porter, M. E. (1990). The Competitive Advantage of Nations. *Harvard Business Review*, 68(2), 73-93.
5. Porter, M. E. (2008). The Five Competitive Forces that Shape Strategy. *Harvard Business Review*, 86(1), 79-93.
6. Schwab, K. (2018). The Global Competitiveness Report 2018. Geneva: World Economic Forum.
7. World Competitiveness Ranking 2018. Country Profile, 2018.

Recommended reading

1. Alvarez, I., Marin, R., Fonfria, A. (2009). The role of networking in the competitiveness of firms. *Technological Forecasting & Social Change*, 76, 410–421.
2. Doing Business 2018. Reforming to Create Jobs. World Bank Group, 2018, 312 p.
3. Ma, H. (2000). Of Competitive Advantage: Kinetic and Positional, *Business Horizons*, 43(1), 53-64.
4. Porter, M.E. (1998). *Competitive Strategy. Techniques for Analyzing Industries and Competitors*, New York: The Free Press.
5. Schwab, K. (2018) *The Global Competitiveness Report 2017–2018*. Geneva: World Economic Forum. 393 p.
6. Terziovski, M. (2010). Innovation practice and its performance implications in small and medium enterprises (SMEs) in the manufacturing sector: a resource-based view. *Strategic Management Journal*, 31, 892–902.

53.ENTREPRENEURSHIP (PECULIARITIES OF RESTAURANT BUSINESS ORGANIZATION)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	3/14 weeks, 56 hours in class	5 / Elective	Olena Serhieieva, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 28 h. seminars/practicals , 94 h. self-study time)
Course aims: The course is focused on knowledge study the basic principles about the peculiarities of the organization of production of restaurant products; rational organization of work at enterprises; technological process of customer service in restaurants				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
1) Use basic knowledge of restaurant business and skills of critical thinking, analysis and synthesis for professional purposes		Problem lecture, guided self-study activities, case study		Solving problems, case study, test (CAS)
2) Determine organizational and economic forms of activity		Practical classes, self-study activity		Participation in the discussion, oral answers to questions, test (CAS)
3) Use knowledge of the forms of interaction of the subjects of market relations to ensure the activities of restaurants		Information lecture by dialog type Brainstorming method		Participation in brainstorming (CAS)
4) Use knowledge to manage complex actions or projects		Lecture-provocation Situational tasks		Participation in the discussion, solving problems, case study, test (CAS)
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 30% Participation in the discussion 30% Presentation, 10% Test (multiple choice, computer) 20% Case study 10% Solving problems				
Contents				
Thematic structure of the course: Restaurant business and its place in the hospitality industry. Historical development of the restaurant industry.				

Classification of restaurants. Services of restaurants.
 Features of modern interior and exterior of restaurants.
 Material and technical base of restaurants.
 Furniture and equipment of halls in restaurants. Characteristics and range of tableware.
 General characteristics of methods and forms of service. Service personnel in restaurants.
 Technological process of customer service in restaurants. Catering as a component of the restaurant business

Literature

Compulsory reading

1. Архіпов В.В. Організація обслуговування в закладах ресторанного господарства / В.В. Архіпов, В.А. Русавська. – К: Центр учбової літератури, 2016. – 340 с.
2. Архіпов В.В. Організація ресторанного господарства / В.В. Архіпов. – К, Інкос, 2017. – 280 с.

Recommended reading

1. Малюк Л.П., Кононенко Т.П. Організація виробництва на підприємствах - Навчальний посібник. - Полтава, ПУСКУ, 2015 - 254 с.
2. Пятницкая Н.А, Пятницкая Л.П. Менеджмент у громадському харчуванні. - Київ: КНТЕУ, 2016 р. - 706 с.
3. ДСТУ 3862-99 «Громадське харчування. Терміни та визначення».
4. ДСТУ 4281:2004 “Заклади ресторанного господарства. Класифікація” (затв. Держспоживстандарт України від 01.07.04).
5. Правила роботи закладів (підприємств) громадського харчування (Наказ № 219 від 24. 07. 2002 р. Міністерства економіки та з питань європейської інтеграції України).
6. Starting a Restaurant Business Book: How To Start, Finance and Marketing A Opening Restaurant Paperback – October 30, 2012

54. ORGANIZATION OF MASS EVENTS AND LEISURE				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	8/8 weeks, 56 hours in class	5 / Elective	Luibov Boiko Associate Professor	150 hours (28 h lectures, 28 h seminars/practical, 94 h. self-study time)
Course aims: formation of systematic thinking and a set of special theoretical knowledge, development of skills and competencies of practical skills to organize a variety of leisureing activities and their content, the functioning of appropriate infrastructure to provide different categories of the population with the necessary conditions for diverse, harmonious human development, its involvement in aesthetic values				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
<p>1. Know, understand and use in practice the basic concepts of tourism theory, organization of the tourist process and tourist activities of the market of tourist services, as well as worldviews and related sciences;</p> <p>2. Know and understand the basic forms and types of tourism, their division;</p> <p>3 Identify tourist documentation and be able to use it correctly</p> <p>4. Organize the process of customer service for tourism services based on the use of modern information, communication and service technologies and compliance with quality standards and safety standards</p> <p>5. Can analyse and formulate a professional problem using computer technology, find new information contained in various printed and electronic sources, using appropriate search methods and systems.</p> <p>6. Adequately assess their knowledge and apply it to different professional situations</p> <p>7. Show respect for individual and cultural diversity.</p> <p>8. Depending on the situation, can choose the most appropriate information and communication channels with consumers and business partners, clearly, consistently and logically express their thoughts and</p>		<p>Lecture, practical classes, discussion, internet search, self-study activities</p> <p>Lecture, discussion, practical classes «Brainstorming», «Decision tree», self-study activities</p> <p>Lecture, practical classes, self-study activities</p> <p>Lecture, practical classes, discussion, self-study activities</p> <p>Lecture, practical classes, self-study activities</p> <p>Discussion</p> <p>Problem lecture, discussion, solving problems</p>	<p>Participation in the discussion, presentation, test (CAS)</p> <p>Participation in the discussion (CAS)</p> <p>Practical skills assessment, tasks (CAS)</p> <p>Practical skills assessment, test (CAS)</p> <p>Practical skills assessment, essay (CAS)</p> <p>Participation in the discussion, test (CAS)</p> <p>Participation in the discussion, solving problems (CAS)</p> <p>Participation in the discussion (CAS)</p> <p>Participation in the discussion (CAS)</p>	

<p>beliefs, argue, conduct effective business conversations, maintain a harmonious network of business and personal contacts, counteract manipulation, overcome era of communication</p> <p>9. It is argued to defend their views in solving professional problems</p> <p>Learning outcomes 1-9</p>	<p>Case-study, work in microgroups</p>	<p>Presentations, participation in group work (CAS) Mid-term control (CAS)</p>
<p>Assessment</p>		
<p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>20% (10 points) participation in the discussion</p> <p>Assessment criteria:</p> <p>16-20 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, is able to identify the most accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion.</p> <p>10-15 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, has mediocre analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion.</p> <p>6-9 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion.</p> <p>0-5 points. The student shows a lack of understanding of the issues, does not provide the necessary information about the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion.</p> <p>20% participation in a role (business) game</p> <p>Assessment criteria:</p> <p>15-20 points. The student is able to perform various roles and solve complex specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in a particular "workplace". Capable of analysis and synthesis. Consciously uses the acquired knowledge, skills and abilities. Understands the sequence of actions. Is able to coordinate their actions with other team members.</p> <p>4-14 points. The student is able to perform clear and appropriate to his psychological characteristics of the role and solve specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in the chosen "workplace". Able to analyse their actions and the actions of colleagues. Demonstrates medio knowledge and skills. He tries to coordinate his actions with other team members.</p> <p>0-5 points. It is difficult for a student to accept the rules of the game and solve specialized problems and practical problems in the field of tourism. The student does not demonstrate the sequence of actions. Demonstrates insufficient knowledge and skills, is characterized by a lack of understanding of the subject.</p> <p>20% project work in small groups</p> <p>Assessment criteria:</p> <p>15-20 points The student clearly understands the task. Carries out the organization and planning of work. Able to engage in search work, analyse information, think critically. Has presentation skills and communication skills. Can work in a team, resolve conflict situations.</p>		

6- 14 points The student understands the task. He is able to concentrate and perform the work assigned to him with quality. Able to engage in search work, analyse information. Has communication skills. Can work in a team.

0-5 points. The student passively joins the work. performs minor assignments. Able to engage in exploratory work. The student does not demonstrate the sequence of actions. It is difficult for him to solve team tasks. His behavior can cause conflicts in the team.

20% mid-term control (tests). Two works of 10 points.

Assessment criteria:

10 points are given:the student completed all tasks correctly

9 points are given: the student made two mistakes.

8 points are given: the student made three mistakes.

7 points are given: the student made four mistakes.

6 points are given: the student made five mistakes.

5 points are given: the student made six mistakes.

4 points are given: the student made five mistakes.

3 points are given: the student made six mistakes.

2 points are given: the student made eight mistakes.

20% (20 points) case-study

Assessment criteria:

18-20 points are given:

The student is able to formulate a well-founded opinion on the discussed professional situation.

The answer reflects the student's own point of view, there is an element of novelty. The student demonstrates the sequence of actions; explains in detail, consciously uses the studied methods.

15-17 points are given:

The student demonstrates good knowledge of the discussed professional situation. The student justifies his answer well. Uses relevant data and examples. The student demonstrates the sequence of actions, explains in detail, in most cases consciously uses the studied methods.

10-14 points are given:

The student makes limited arguments in response; does not show sufficient knowledge in the work. The student demonstrates an incomplete sequence of actions.

5-9 points are given:

The student does not quite understand the problem and the question. Important information was omitted. Provides non-relevant information. The student does not demonstrate the sequence of actions.

0-5 points are given:

Some materials in the work do not relate to the issue. The student does not demonstrate the sequence of actions.

Topic 1 Theory of the leisure

Topic 2. Socio-cultural essence of leisure

Topic 3-4. Functions, principles and forms of leisure.

Topic 6 Conditions for leisure activities in tourist complexes

Topic 7. Modern methods of organizing work in the field of leisure services

Topic 8-9. History of leisure (from antiquity to the present

Topic 10. Organization of animation services in hotels and tourist complexes

Topic 11. Organization of game and sports animation

Topic 12. Music and dance animation

Topic 13. The specifics of verbal animation

Topic 14. Organization of animated shows. Holiday as the basis of complex animation. carnival animation

Literature

*Language of teaching Ukrainian***Compulsory reading**

1 Організація анімаційних послуг: конспект лекцій. – Івано-Франківськ: ІФНТУНГ, 2012. – 68 с.

Recommended reading

2 В.Й.Бочелюк, В.В.Бочелюк. Дозвіллезнавство. Навч.посібник.-К.:Центр навчальної літератури, 2006.-208 с.

3 Петрова І.В. Дозвілля в зарубіжних країнах: Підручник. – К.: Кондор, 2005. – 408 с.

4 Бокланова И.К. Организация культурно-массовой работы в туристических учреждениях. – М.:1982.

5 Кувватов С.А. Активный отдых на свежем воздухе. – М.:Феникс, 2005. –314 с.

6 Організація анімаційних послуг: методичні вказівки для самостійного вивчення дисципліни. – Івано-Франківськ: ІФНТУНГ, 2012. – 68 с.

7. Байлик С. И. Гостиничное хозяйство. Проблемы, перспективы, сертификация. – Киев: ВИРА-Р, 2001. – 208 с.

8. Богушева В.И. Организация обслуживания посетителей ресторанов и баров. Серия «Учебники и учебные пособия». Ростов-на-Дону: «Феникс», 2004. – 416 с.

9. Бойцова М., Піроженко О., Кузнєцов В. Усе про облік та організацію готельного бізнесу. – 2-ге вид., перероб. і доп. – Харків: Фактор, 2006. - 256 с.

10. История туризма: Уч. пособие // Абрамов В.В., Тонкошкур М.В. - Харьков: ХНАГХ, 2005. – 312 с.

11. Квартальнов В.А. Туризм: Учебник. – М.: Финансы и статистика, 2002. – 320 с.

55. ORGANIZATION of INBOUND TOURISM				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	8/8 weeks, 28 hours in class	5 / Elective	Luibov Boiko Associate Professor	150 hours (14 h lectures, 14 h seminars/practical, 122 h self-study time)
Course aims: mastering theoretical knowledge and formation of practical skills, creation, organization and activity of the tourist enterprise, formation of theoretical, professional knowledge and practical skills concerning conditions and principles of formation of the program of tourist travels; technologies and organization of tourist 5 trips; organization of transport transportation; rules for completing tourist formalities.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
<p>1. Know, understand and use in practice the basic concepts of tourism theory, organization of the tourist process and tourist activities of the market of tourist services, as well as worldviews and related sciences;</p> <p>2. Know and understand the basic forms and types of tourism, their division;</p> <p>3. Know, understand and be able to use in practice the basic provisions of tourism legislation, national and international standards for tourist services</p> <p>4. Organize the process of customer service for tourism services based on the use of modern information, communication and service technologies and compliance with quality standards and safety standards</p> <p>5. Adequately assess their knowledge and apply it to different professional situations</p> <p>6. Show respect for individual and cultural diversity.</p> <p>7. Apply in practice the principles and methods of organization and technology of tourist services</p> <p>8. Act in accordance with the principles of social responsibility and civic consciousness</p> <p>9. Apply the skills of productive communication with consumers of tourist services</p> <p>Learning outcomes 1-9</p>		<p>Lecture, practical classes, discussion, internet search, self-study activities</p> <p>Lecture, discussion, practical classes «Brainstorming», «Decision tree», self-study activities</p> <p>Lecture, practical classes, self-study activities</p> <p>Lecture, practical classes, discussion, self-study activities</p> <p>Lecture, practical classes, self-study activities</p> <p>Discussion</p> <p>Problem lecture, discussion, solving problems</p> <p>Case-study, work in microgroups</p>	<p>Participation in the discussion, presentation, test (CAS)</p> <p>Participation in the discussion (CAS)</p> <p>Practical skills assessment, tasks (CAS)</p> <p>Practical skills assessment, test (CAS)</p> <p>Practical skills assessment, essay (CAS)</p> <p>Participation in the discussion, test (CAS)</p> <p>Participation in the discussion, solving problems (CAS)</p> <p>Participation in the discussion (CAS)</p> <p>Participation in the discussion (CAS)</p> <p>Presentations, participation in group work (CAS)</p>	

	Mid-term control (CAS)
Assessment	
Final grade (final assessment) as a result of 100% continuous assessment:	
20% (10 points) participation in the discussion	
Assessment criteria:	
16-20 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, is able to identify the most accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion.	
10-15 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, has mediocre analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion.	
6-9 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion.	
0-5 points. The student shows a lack of understanding of the issues, does not provide the necessary information about the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion.	
20% participation in a role (business) game	
Assessment criteria:	
15-20 points. The student is able to perform various roles and solve complex specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in a particular "workplace". Capable of analysis and synthesis. Consciously uses the acquired knowledge, skills and abilities. Understands the sequence of actions. Is able to coordinate their actions with other team members.	
4-14 points. The student is able to perform clear and appropriate to his psychological characteristics of the role and solve specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in the chosen "workplace". Able to analyse their actions and the actions of colleagues. Demonstrates medio knowledge and skills. He tries to coordinate his actions with other team members.	
0-5 points. It is difficult for a student to accept the rules of the game and solve specialized problems and practical problems in the field of tourism. The student does not demonstrate the sequence of actions. Demonstrates insufficient knowledge and skills, is characterized by a lack of understanding of the subject.	
20% project work in small groups	
Assessment criteria:	
15-20 points The student clearly understands the task. Carries out the organization and planning of work. Able to engage in search work, analyse information, think critically. Has presentation skills and communication skills. Can work in a team, resolve conflict situations.	
6- 14 points The student understands the task. He is able to concentrate and perform the work assigned to him with quality. Able to engage in search work, analyse information. Has communication skills. Can work in a team.	
0-5 points. The student passively joins the work. performs minor assignments. Able to engage in exploratory work. The student does not demonstrate the sequence of actions. It is difficult for him to solve team tasks. His behavior can cause conflicts in the team.	
20% mid-term control (tests). Two works of 10 points.	
Assessment criteria:	
10 points are given: the student completed all tasks correctly	
9 points are given: the student made two mistakes.	
8 points are given: the student made three mistakes.	

7 points are given: the student made four mistakes.

6 points are given: the student made five mistakes.

5 points are given: the student made six mistakes.

4 points are given: the student made five mistakes.

3 points are given: the student made six mistakes.

2 points are given: the student made eight mistakes.

20% (20 points) case-study

Assessment criteria:

18-20 points are given:

The student is able to formulate a well-founded opinion on the discussed professional situation. The answer reflects the student's own point of view, there is an element of novelty. The student demonstrates the sequence of actions; explains in detail, consciously uses the studied methods.

15-17 points are given:

The student demonstrates good knowledge of the discussed professional situation. The student justifies his answer well. Uses relevant data and explanations. The student demonstrates the sequence of actions, explains in detail, in most cases consciously uses the studied methods.

10-14 points are given:

The student makes limited arguments in response; does not show sufficient knowledge in the work. The student demonstrates an incomplete sequence of actions.

5-9 points are given:

The student does not quite understand the problem and the question. Important information was omitted. Provides non-relevant information. The student does not demonstrate the sequence of actions.

0-5 points are given:

Some materials in the work do not relate to the issue. The student does not demonstrate the sequence of actions.

Contents

Topic 1. The technology of creating a tourist product and the formation of its range for foreign guests

Topic 2. Principles of formation programs of stay tourists and the organization of their service

Topic 3. Types of tourist formalities. Passport and visa formalities. . Customs, currency and health tourism formalities

Topic 4. Security and insurance in tourism

Topic 5. Booking tourist services

Topic 6. General principles of organization of transport services for tourists

Topic 7. Zoning of Ukraine for tourists. The attractiveness of regional destinations

Literature

Language of teaching Ukrainian

Compulsory reading

1. Кабушкин Н. И. Организация туризма : учеб. пособ. / Н. И. Кабушкин, А. П. Дурович. – М. : Новое знание, 2003. – 125 с.

2. Квартальнов В. А. Теория и практика туризма / В. А. Квартальнов. – М. : Финансы и статистика, 2003. – 672 с.

3. Кифяк В. Ф. Організація туризму : навч. посіб. / В. Ф. Кифяк. – Чернівці : Книги-XXI, 2008. – 344 с

Recommended reading

1. Бутко И. И. Туристический бизнес: основы организации / И. И. Бутко, Е. А. Ситников, Д. С. Ушаков. – Ростов н/Д. : Феникс, 2007. – 384 с.

2. Ефремова М. В. Основы технологии туристского бизнеса : учеб. пособ. / М. В. Ефремова. – М. : Ось-89, 2001. – 165 с.

3. Жарков Г. Н. Правовое обеспечение международного туризма : учеб.-практич. пособ. / Г. Н. Жарков. – К. : Кондор, 2004. – 486 с. 56

4. Кабушкин Н. И. Менеджмент туризма : учебник / Н. И. Кабушкин. – Мн. : Новое знание, 2006. – 408 с.
5. Каурова К. Д. Организация сферы туризма : учеб. пособ. – СПб. : Издательский дом "Герда", 2004. – 320 с.
6. Квартальнов В. А. Туризм : учебник / В. А. Квартальнов. – 2-е изд., перераб. – М. : Финансы и статистика, 2006. – 336 с.
7. Мальська М. П. Основи туристичного бізнесу : навч. посіб. / М. П. Мальська, В. В. Худо, В. І. Цибух. – К. : Центр навчальної літератури, 2004. – 272 с.
8. Мальська М. П. Планування діяльності туристичних підприємств : навч. посіб. / М. П. Мальська, О. Ю. Бордун. – К. : Знання, 2005. – 241 с.
9. Маринин М. М. Туристические формальности и безопасность в туризме / М. М. Маринин. – М. : Финансы и статистика, 2003. – 144 с.
10. Машина Н. І. Страхування для туристичних підприємств : навч. посіб. / Н. І. Машина. – К. : Центр навчальної літератури, 2006. – 368 с.
11. Пуцентейло П. Р. Економіка і організація туристично-готельного підприємства : навч. посіб. / П. Р. Пуцентейло. – К. : Центр учбової літератури, 2007. – 344 с.
12. Сухов Р. И. Организация работы туристического агентства : учеб. пособ. / Р. И. Сухов. – М. : ИКЦ МарТ, 2005. – 144 с.
26. Туристична діяльність в Україні: Нормативно-правове регулювання / О. М. Роїна. – 2-е вид., змін. та доп. – К. : КНТ, 2006. – 464 с.

56.INTERNATIONAL QUALITY STANDARDS IN SERVICE SECTOR				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	8/8 weeks, 28 hours in class	5 / Mandatory	Viktoriia Orlova, Ph.D. (Candidate of Science), Associate Professor	150 hours (14 h. lectures, 14 h. seminars/practical, 122 h. self-study time)
Course aims: study of theoretical foundations of quality assurance and management in organizations providing tourism and hotel services, acquaintance with approaches to development and implementation of quality management systems, methods of maintaining the achieved level of quality and ensuring continuous improvement of the organization, as well as practical work to determine organizational structure quality management, development of the scheme of quality management processes and structure of documentation of quality management system using the case of a tourism or hotel enterprise				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) Analyse patterns and trends in the development of quality management system, taking into account domestic and international experience in this field.		Lecture, practical classes, discussion, internet search, self-study activities		Participation in the discussion, presentation, test (CAS)
2) Use general approaches and methods of work on quality management, quality control, statistical methods.		Lecture, discussion, practical classes, «Brainstorming», «Decision tree», self-study activities		Participation in the discussion, practical skills assessment, tasks (CAS)
3) Work with the standards of ISO.		Lecture, practical classes, self-study activities		Practical skills assessment, test (CAS)
4) Apply a process approach in creating a quality system.		Lecture, practical classes, self-study activities		Practical skills assessment, essay (CAS)
5) Organize documentation of elements of the quality management system.		Lecture, practical classes, discussion, self-study activities		Participation in the discussion, test (CAS)
6) Improve the quality operating system.		Lecture, practical classes, self-study activities		Participation in the discussion, solving problems (CAS)
Learning outcomes 1-3				
Learning outcomes 2-6		Problem lecture, discussion, solving problems		Mid-term control (CAS) Final examination (FAS)
Assessment				

100% Final assessment as a result of Final examination (40%) and Continuous assessment (60%)

40% Final examination (5 sets of written assignments, each assignment includes analytical problem solving, an essay and computer multiple choice tests)

60% Continuous assessment:

10% Participation in the discussion

10% Practical skills assessment and solving problems

10% Test (multiple choice, computer)

10% Presentation (oral, multimedia)

20% Mid-term control (computer multiple choice tests, tasks, essay)

Contents

Thematic structure of the course:

Priority directions, basic concepts and categories of quality management

Domestic experience of quality management of commodities

International experience of quality management of commodities

Principles of Quality Control Management and their influence on quality of products

System of quality control of commodities and their methodological bases

Quality control system of commodities on the basis of international standards of ISO of series 9000

Principles of quality management

Methodology of quality management

A quality management of products is at the level of enterprise

Literature

Compulsory reading

1. Костюченко М.П. Теоретико-методологічні аспекти управління якістю. Частина I / М.П. Костюченко. – К.: Видавництво Кондор, 2019. – 424 с.
2. Шуляр Р.В. Управління якістю: навчальний посібник / Р.В. Шуляр, Н.В. Шуляр. – Львів: Видавництво Львівської політехніки, 2018. – 160 с.
3. Панченко М.О. Управління якістю: теорія та практика: навчальний посібник / М.О. Панченко. – К.: Центр учбової літератури, 2018. – 228 с. Режим доступу: <https://cul.com.ua/preview/upria.pdf>

Recommended reading

1. Бичківський Р. Управління якістю: навчальний посібник / Р. Бичківський. – Львів: ДУ «Львівська політехніка», 2017. – 239 с.
2. Безродна С.М. Управління якістю: навч. Посіб. Для студентів економічних спеціальностей / С.М.Безродна. – Чернівці: ПВКФ «Технодрук», 2017. – 174 с.
3. Капінос Г.І. Управління якістю: навчальний посібник / Г.І. Капінос, І.В. Грабовська. – К.: Видавництво Кондор, 2016. – 278 с.
4. Мережко Н.В. Управління якістю: підручник для вищ.навч. закл. / Н.В.Мережко, В.В. Осієвська, Н.С. Ясинська. – К: Київ. Нац. Торг.-екон. Ун-т, 2010. – 216 с.
5. Лойко Д.П. Управління якістю: навч. Посіб. / Д.П. Лойко, О.В. Вотченікова, О.П. Удовиченко, М.А. Котляр. – Донецьк: ДонНУЕТ, 2008. – 230 с.
6. ИСО – Международная организация по стандартизации. Режим доступу: <http://www.Iso.org/iso/ru>
- 7 Каталог международных стандартов ISO. Режим доступу: <http://www.Gost-snip.su/razdel/iso>
8. Dennis Keohoe (2009). The Fundamentals of Quality Management, 412 p.

57.FUNDAMENTALS OF INTERCULTURAL COMMUNICATION IN TOURISM				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
English	5/14 weeks, 56 hours in class	6 / Elective	Halyna Miasoid, Ph.D. (Candidate of Science), Associate Professor;	180 hours (28 hrs. lectures, 28 hrs. practicals, 124 hrs. self-study time)
<p>The purpose of the course is intensive study of students majoring in Tourism the basic concepts and categories of intercultural communication, the formation of intercultural competence, the necessary knowledge about different peoples and cultures, the formation of skills to avoid and resolve cross-cultural conflicts, overcome difficulties of intercultural interaction, readiness to develop new tourism strategies of customer service, marketing, establishing partnerships in the cultural diversity of professional environments.</p>				
Learning outcomes			Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)
On the completion of the course, students will be able to:				
<p>1) demonstrate knowledge of the main notions of intercultural communication, including the basic principles of social psychology, culture studies, religion studies, evolution of tourism values, needs and behaviour patterns (consumption patterns) and how it applies to the professional activities in tourism industry;</p> <p>2) demonstrate skills of interaction, leadership, teamwork, be able to apply cultural stereotypes of social and professional communication, to build the effective relationships in business practices, media, communities and groups;</p> <p>3) make individual and group decisions, offering reasonable solutions to the problem;</p> <p>4) correctly define their type of culture, adapt tourism product to a consumer of a particular type of culture, choose an appropriate management style;</p> <p>5) successfully use methodological and methodical methods of examining different cultures and select</p>			<p>Lecture, practical classes, discussion</p> <p>Individual task Case study in small groups Practical classes, self-study activity</p> <p>Lecture, tutorials Individual task</p> <p>Problem lecture, case study in small groups</p> <p>Problem lecture, discussion Group work</p>	<p>Participation in the discussion (CAS)</p> <p>Individual task presentation (CAS)</p> <p>Participation in case study analysis and problem solving (CAS)</p> <p>Presentation (CAS)</p> <p>Essay, test (CAS)</p> <p>Participation in case study analysis and problem solving (CAS)</p> <p>Participation in group work – situation analysis (CAS)</p>

<p>effective ways to manage multicultural groups, diverse groups of tourists and guests in hotels;</p> <p>6) identify and outline a plan for the development of a tourism product considering cross-cultural encounters;</p> <p>7) determine the factors influencing the effectiveness of the tourism product promotion in different cultures;</p>	<p>Lecture, practical classes Individual/group task</p> <p>Individual task (Internet search) Case study</p>	<p>Peer small group presentation, Participation in situation analysis (CAS)</p> <p>Presentation (CAS) participation in the case study(CAS) Mid-term control: tests, mini case (CAS)</p>
<p>Assessment</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>20% Participation in the discussion 20% Participation in the role play 20% Essay (written) 10% Tests 30% Presentation</p>		
<p>Contents</p>		
<ol style="list-style-type: none"> 1. Introduction to ‘Fundamentals of Intercultural Communication in Tourism’ 2. Intercultural communication (terms, approaches, principle, structure, context, factors, cultural diversity, UNESCO Declaration on Cultural Diversity) 3. Types of cultures/ Culture models (Hofstede, Lewis, Hall) 4. How we examine other cultures 5. Culture shock 6. Globalization, tourism and culture 7. Cross-cultural understanding. Intercultural conflicts and their resolution. 8. Types, types, forms, models of intercultural communication 9. Intercultural communication in customer service of a tourist enterprise 10. Intercultural communication in personnel management of a tourist enterprise 11. Intercultural communication in the marketing activities of a tourist enterprise 12. Intercultural awareness and communicative competence in tourism 		
<p>Literature</p> <p><i>Language of teaching English</i></p> <p>Compulsory reading</p> <p>Dimitrova G., Chakarova S. (2015) Intercultural communication in the context of tourism, Cultural Corridor Via Adriatica: Cultural Tourism without Boundaries. SWU “Neofit Rilski” Publishing House, 2015, p. 328, pp. 225-230.</p> <p>Lucas J., Soares L., Pacheco E. (2012) Integrated cultural landscapes: a conceptual framework of heritage and geo(cultural)tourism in territory enhancement (Serra da Aboboreira, Baião) January 2012, DOI: 10.13140/2.1.3793.8881, Conference: 11th European Geoparks ConferenceAt: Arouca</p> <p>Reisinger, Yvette. (2009). International Tourism: Cultures and Behavior. First Edition. Butterworth-Heinemann, Elsevier, 2009, 450p.</p> <p>Sae, John. (2006). Managerial Competence within the Hospitality and Tourism Service Industries. Global cultural contextual analysis. Routledge, London, new York, 2006, 282p.</p> <p>Okaka, Wilson. (2007). The Role of Media Communications in Developing Tourism Policy and Cross-Cultural Communication for Peace, Security for Sustainable Tourism Industry in Africa</p>		

UNWTO (2016). *Tourism and Culture Partnership in Peru/ Models for Collaboration between Tourism, Culture and Community*, Madrid, Spain, 2016, 130p.
 Sitaram K. S., Cogdell Roy T. (1976). *Foundations of Intercultural Communication/ C. E. Merrill Publishing Company*, 1976, 245 p.

Recommended reading

1. Манакин В. М. Мова і міжкультурна комунікація: навч. посіб. / В. М. Манакин. – К.: ВЦ «Академія», 2012. – 288 с. – (Серія «Альма_матер»).
2. Чмут Т. К., Чайка Г. Л. Етика ділового спілкування : Навч. посіб. – К., 2003.
3. Алдошина М. В., Брусильцева Г. М. Крос-культурні комунікації в галузі туризму в умовах глобалізації / М.В.Алдошина, Г.М.Брусильцева. // БІЗНЕСІНФОРМ – 2014. – № 3. – С.197-202.
2. Ботвина Н.В. Міжнародні культурні традиції: мова та етика ділової комунікації: Навчальний посібник. – Вид. 2-ге, доп. та перероблене / Н.В. Ботвина. – К.: АртЕк, 2002. – 208 с.
3. Зайцева М. М. Туризм як чинник міжкультурної комунікації / М.М. Зайцева. Вісник ХДАК. 2016. – Випуск 49. – С.206-214.
4. Лисенко О.М. Принцип інтеркультурності у системі професійної туристичної освіти / О. М. Лисенко. // Карпатський край. – 2012. – № 2. – С. 106-110.
5. Свентицька Н.В. Міжкультурна комунікація як інтегративний компонент туристичної освіти. / Н.В. Свентицька // Вісник Луганського національного університету ім. Т. Шевченка. – 2012. – №4(239). – Ч.ІІ. – С.35-40.
6. Туризм на порозі ХХІ століття: освіта, культура, екологія. Матеріали міжнародної науково-практичної конференції. – К., 1999.
7. Філософія і культурологія туризму. – К., 2001.
8. Філософський енциклопедичний словник. – К., 2002.
9. Хартия туризма (1985 г.). // Правове регулювання туристичної діяльності в Україні. – К., 2002. – С 87-89.

Internet resources

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58. GREEN TOURISM				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	5/14 weeks, 56 hours in class	6 / Elective	Luibov Boiko Associate Professor	180 hours (28h lectures, 28h seminars/practical, 124 h. self-study time)
Course aims: ensure the assimilation of the basic principles and issues of rural and green tourism, the history of its development, the provision of services in this type of tourism, the study of marketing and advertising activities typical of rural and green tourism, the main resources for rural and green tourism.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1. Know, understand and use in practice the basic concepts of tourism theory, organization of the tourist process and tourist activities of the market of tourist services, as well as worldviews and related sciences; 2. Know and understand the basic forms and types of tourism, their division; 3. Know, understand and be able to use in practice the basic provisions of tourism legislation, national and international standards for tourist services 4. Organize the process of customer service for tourism services based on the use of modern information, communication and service technologies and compliance with quality standards and safety standards 5. Explain the features of the organization of recreational and tourist space 6. Adequately assess their knowledge and apply it to different professional situations 7. Show respect for individual and cultural diversity. 8. Apply in practice the principles and methods of organization and technology of tourist services 9. Act in accordance with the principles of social responsibility and civic consciousness 10. Apply the skills of productive communication with consumers of tourist services		Lecture, practical classes, discussion Individual task Case study in small groups Practical classes, self-study activity Lecture, tutorials Individual task Problem lecture, case study in small groups Problem lecture, discussion Group work Lecture, practical classes Individual/group task Individual task (Internet search) Case study	Participation in the discussion (CAS) Individual task presentation (CAS) Participation in case study analysis and problem solving (CAS) Presentation (CAS) Essay, test (CAS) Participation in case study analysis and problem solving (CAS) Participation in group work – situation analysis (CAS) Peer small group presentation, Participation in situation analysis (CAS) Presentation (CAS) participation in the case study (CAS)	

Learning outcomes 1-10		Mid-term control: tests, mini case (CAS)
Assessment		
<p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>20% (10 points) participation in the discussion</p> <p>Assessment criteria:</p> <p>16-20 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, is able to identify the most accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion.</p> <p>10-15 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, has mediocre analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion.</p> <p>6-9 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion.</p> <p>0-5 points. The student shows a lack of understanding of the issues, does not provide the necessary information about the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion.</p> <p>20% participation in a role (business) game</p> <p>Assessment criteria:</p> <p>15-20 points. The student is able to perform various roles and solve complex specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in a particular "workplace". Capable of analysis and synthesis. Consciously uses the acquired knowledge, skills and abilities. Understands the sequence of actions. Is able to coordinate their actions with other team members.</p> <p>4-14 points. The student is able to perform clear and appropriate to his psychological characteristics of the role and solve specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in the chosen "workplace". Able to analyse their actions and the actions of colleagues. Demonstrates medio knowledge and skills. He tries to coordinate his actions with other team members.</p> <p>0-5 points. It is difficult for a student to accept the rules of the game and solve specialized problems and practical problems in the field of tourism. The student does not demonstrate the sequence of actions. Demonstrates insufficient knowledge and skills, is characterized by a lack of understanding of the subject.</p> <p>20% project work in small groups</p> <p>Assessment criteria:</p> <p>15-20 points The student clearly understands the task. Carries out the organization and planning of work. Able to engage in search work, analyse information, think critically. Has presentation skills and communication skills. Can work in a team, resolve conflict situations.</p> <p>6- 14 points The student understands the task. He is able to concentrate and perform the work assigned to him with quality. Able to engage in search work, analyse information. Has communication skills. Can work in a team.</p> <p>0-5 points. The student passively joins the work. performs minor assignments. Able to engage in exploratory work. The student does not demonstrate the sequence of actions. It is difficult for him to solve team tasks. His behavior can cause conflicts in the team.</p> <p>20% mid-term control (tests). Two works of 10 points.</p> <p>Assessment criteria:</p> <p>10 points are given:the student completed all tasks correctly</p>		

9 points are given: the student made two mistakes.
8 points are given: the student made three mistakes.
7 points are given: the student made four mistakes.
6 points are given: the student made five mistakes.
5 points are given: the student made six mistakes.
4 points are given: the student made five mistakes.
3 points are given: the student made six mistakes.
2 points are given: the student made eight mistakes.

20% (20 points) case-study

Assessment criteria:

18-20 points are given:

The student is able to formulate a well-founded opinion on the discussed professional situation. The answer reflects the student's own point of view, there is an element of novelty. The student demonstrates the sequence of actions; explains in detail, consciously uses the studied methods.

15-17 points are given:

The student demonstrates good knowledge of the discussed professional situation. The student justifies his answer well. Uses relevant data and examples. The student demonstrates the sequence of actions, explains in detail, in most cases consciously uses the studied methods.

10-14 points are given:

The student makes limited arguments in response; does not show sufficient knowledge in the work. The student demonstrates an incomplete sequence of actions.

5-9 points are given:

The student does not quite understand the problem and the question. Important information was omitted. Provides non-relevant information. The student does not demonstrate the sequence of actions.

0-5 points are given:

Some materials in the work do not relate to the issue. The student does not demonstrate the sequence of actions.

Contents

Topic 1. The essence and functions of ecotourism.
 Topic 2-3. Characteristics of the resource base of ecological tourism
 Topic 4 Technology of development, organization and implementation of tourist routes.
 Topic 5. Features of ecological tourism development in Ukraine
 Topic 6-7. Conceptual and theoretical aspects of rural green tourism
 Topic 8. Organization and planning of rural green tourism
 Topic 9. Prospects for the development of rural green tourism in Ukraine.
 Topic 10-11. International experience in the development of ecological tourism.
 Topic 12. Safety during the ecotour
 Topic 13. Geography of ecological tourism in Ukraine.
 Topic 14. Features of the development of ecological tourism in the Dnipropetrovsk region

Literature

Language of teaching Ukrainian

Compulsory reading

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Recommended reading

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59.PSYCHOLOGY IN TOURISM MANAGEMENT				
Language of teaching	Semester	ECTS credits / Type of course (mandatory, elective)	Lecturer	Student workload
Ukrainian	8/8 weeks, 28 hours in class	5 / Elective	Luibov Boiko Associate Professor	150 hours (14 h lectures, 14 h seminars/practical, 122 h self-study time)
Course aims: formation knowledge, skills and abilities of socio-psychological patterns of management, the influence of managers on the staff of social organizations and interaction with him, to develop the ability to analyse socio-psychological processes and phenomena in organizations, applying knowledge				
Learning outcomes			Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)
<p>1. Know, understand and use in practice the basic concepts of tourism theory, organization of the tourist process and tourist activities of the market of tourist services, as well as worldviews and related sciences;</p> <p>2. Know and understand the basic forms and types of tourism, their division;</p> <p>3. Identify tourist documentation and able to use it properly</p> <p>4. Organize the process of customer service for tourism services based on the use of modern information, communication and service technologies and compliance with quality standards and safety standards</p> <p>5. Can analyse and formulate a professional problem using computer technology, find new information contained in various printed and electronic sources, using appropriate search methods and systems.</p> <p>6. Adequately assess their knowledge and apply it to different professional situations</p> <p>7. Show respect for individual and cultural diversity.</p> <p>8. Depending on the situation, can choose the most appropriate information and communication channels with consumers and business partners, clearly, consistently and logically express their thoughts and beliefs, argue, conduct effective business conversations, maintain a harmonious network of business and</p>			<p>Lecture, practical classes, discussion Individual task Case study in small groups Practical classes, self-study activity Lecture, tutorials Individual task Problem lecture, case study in small groups</p> <p>Problem lecture, discussion Group work</p> <p>Lecture, practical classes Individual/group task</p> <p>Individual task (Internet search)</p>	<p>Participation in the discussion (CAS) Individual task presentation (CAS)</p> <p>Participation in case study analysis and problem solving (CAS) Presentation (CAS)</p> <p>Essay, test (CAS) Participation in case study analysis and problem solving (CAS) Participation in group work – situation analysis (CAS) Peer small group presentation, Participation in situation analysis (CAS)</p>

<p>personal contacts, counteract manipulation, overcome era of communication</p> <p>9. It is argued to defend their views in solving professional problems</p> <p>Learning outcomes 1-9</p>	<p>Case study</p>	<p>Presentation (CAS) participation in the case study(CAS) Mid-term control: tests, mini case (CAS)</p>
<p>Assessment</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>20% (10 points) participation in the discussion</p> <p>Assessment criteria:</p> <p>16-20 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, is able to identify the most accurate and relevant, has analytical skills on their advantages and disadvantages. Justifies his opinion. Has good communication skills, adheres to ethical standards during the discussion.</p> <p>10-15 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, has mediocre analytical skills on their advantages and disadvantages. He does not always find arguments to substantiate his opinion. Has sufficient communication skills, adheres to ethical standards during the discussion.</p> <p>6-9 points. The student demonstrates theoretical knowledge on a particular topic, demonstrates a good understanding of different terms and interpretations of the problem, does not have sufficient analytical skills on their advantages and disadvantages. Has barriers to communication, adheres to ethical norms during the discussion.</p> <p>0-5 points. The student shows a lack of understanding of the issues, does not provide the necessary information about the question and provides unnecessary information. Has barriers to communication, but adheres to ethical standards during the discussion.</p> <p>20% participation in a role (business) game</p> <p>Assessment criteria:</p> <p>15-20 points. The student is able to perform various roles and solve complex specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in a particular "workplace". Capable of analysis and synthesis. Consciously uses the acquired knowledge, skills and abilities. Understands the sequence of actions. Is able to coordinate their actions with other team members.</p> <p>4-14 points. The student is able to perform clear and appropriate to his psychological characteristics of the role and solve specialized problems and practical problems in the field of tourism, which involves the application of certain theories and technologies of tourism in the chosen "workplace". Able to analyse their actions and the actions of colleagues. Demonstrates medio knowledge and skills. He tries to coordinate his actions with other team members.</p> <p>0-5 points. It is difficult for a student to accept the rules of the game and solve specialized problems and practical problems in the field of tourism. The student does not demonstrate the sequence of actions. Demonstrates insufficient knowledge and skills, is characterized by a lack of understanding of the subject.</p> <p>20% project work in small groups</p> <p>Assessment criteria:</p> <p>15-20 points The student clearly understands the task. Carries out the organization and planning of work. Able to engage in search work, analyse information, think critically. Has presentation skills and communication skills. Can work in a team, resolve conflict situations.</p> <p>6- 14 points The student understands the task. He is able to concentrate and perform the work assigned to him with quality. Able to engage in search work, analyse information. Has communication skills. Can work in a team.</p>		

0-5 points. The student passively joins the work. performs minor assignments. Able to engage in exploratory work. The student does not demonstrate the sequence of actions. It is difficult for him to solve team tasks. His behavior can cause conflicts in the team.

20% mid-term control (tests). Two works of 10 points.

Assessment criteria:

10 points are given: the student completed all tasks correctly

9 points are given: the student made two mistakes.

8 points are given: the student made three mistakes.

7 points are given: the student made four mistakes.

6 points are given: the student made five mistakes.

5 points are given: the student made six mistakes.

4 points are given: the student made five mistakes.

3 points are given: the student made six mistakes.

2 points are given: the student made eight mistakes.

20% (20 points) case-study

Assessment criteria:

18-20 points are given:

The student is able to formulate a well-founded opinion on the discussed professional situation. The answer reflects the student's own point of view, there is an element of novelty. The student demonstrates the sequence of actions; explains in detail, consciously uses the studied methods.

15-17 points are given:

The student demonstrates good knowledge of the discussed professional situation. The student justifies his answer well. Uses relevant data and explanations. The student demonstrates the sequence of actions, explains in detail, in most cases consciously uses the studied methods.

10-14 points are given:

The student makes limited arguments in response; does not show sufficient knowledge in the work. The student demonstrates an incomplete sequence of actions.

5-9 points are given:

The student does not quite understand the problem and the question. Important information was omitted. Provides non-relevant information. The student does not demonstrate the sequence of actions.

0-5 points are given:

Some materials in the work do not relate to the issue. The student does not demonstrate the sequence of actions.

Contents

Topic 1. Theoretical foundations of management psychology. The subject and importance of management psychology.

Topic 2-3. General psychological characteristics of management.

Topic 4. Psychological patterns of managerial influence

Topic 5. Psychological patterns of business communication

Topic 6-7. Socio-psychological patterns of management of group dynamics in the organization.

Topic 8. Management of innovation processes in the organization

Topic 9. The personality of the leader as a factor in improving the efficiency of management

Topic 10-11. Leadership style as a factor of management efficiency.

Topic 12. Modern management theories

Topic 13. Conditions for the effectiveness of suggestion and persuasion as methods of managerial influence

Topic 14. Management of group decision-making: American and Japanese experience

Literature

Language of teaching Ukrainian

Compulsory reading

1. Лозниця. Психологія менеджмента. – Київ, 2014.. – 312 с.

Recommended reading

1. Блейк Р., Мутон Дж. Научные методы управления. – Киев, 2000.
2. Вудкок М., Френсис Д. Раскрепощённый менеджер. – М.: «Дело», 2001.
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4. Менегетти А. Психология лидера. – М., 2001.
5. Потеряхин А. Л. Психология управления. – Киев, 2009.
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7. Урбанович А. А. Психология управления. – Мн.: Харвест, 2013.
8. Андреева Г. М. Социальная психология. – М., 2012.
9. Арская Л. П. Японские секреты управления. – М., 2011.
10. Украинская туристическая информационная система [Электронный ресурс]. – Режим доступа: www.utis.com.ua

13. Structure of the Study Programme Tourism, Bachelor's level

		Semesters								
		1	2	3	4	5	6	7	8	
		Teaching Units (Courses), ECTS* Mandatory								
Courses of General Training Courses of Professional Training TOTAL		27	15,5	10,5	6	9	4			
			10	4,5	10,5	17,5	11,5	18,5	10,5	
	TOTAL	27	25,5	15	16,5	26,5	15,5	18,5	10,5	
		Teaching Units (Courses), ECTS Elective**								
		Courses of General Training 13								
		5		5				3		
		Courses of Professional Training 47								
		Introductory Professional Training 3 ECTS				Professional Training 4,5 ECTS		Internship 9 ECTS		
								Bachelor's Thesis 7,5 ECTS		
						Final Examination in English 1.5 ECTS		Final Examination in Speciality 1.5 ECTS		
TOTAL :		Mandatory 153 ECTS		Elective 60 ECTS		Professional Training and Internship 16,5 ECTS		Final Examinations in English and Speciality 3 ECTS		Bachelor's Thesis 7,5 ECTS

*One ECTS credit = 30 academic hours.