

ADDITIONAL (MINOR) EDUCATION PROGRAM «ENTREPRENEUR OF THE TOURIST BUSINESS»

It consists in the concept of organizing the educational process based on the choice of individual educational trajectories by students based on the educational program. In the OP being implemented the minor "Engineering Smart systems" Education is aimed at the formation of professional competencies, which are expressed in the development of students' scientific and technical views, the disclosure of internal resources of the individual.

Relevance: Preparation of comprehensively educated, qualified, competitive personnel with fundamental knowledge in the field of services, capable of developing and implementing professional research skills, implementation of projects aimed at the practical application of modern methods and technologies of organizing the activities of enterprises (institutions) in the tourism sector, emphasis on the organization of professional activities, in which the student is focused on permanent professional self-improvement.

Justification: Business and entrepreneurship are considered as activities that satisfy economic relations with the economic interests of economic entities. The issues of presenting the theoretical foundations of business and entrepreneurship, organizational and legal forms of business, familiarization with the procedure necessary for opening, reorganizing and liquidating one's own business, the formation of knowledge and practical skills on the basics of tourism business and the organization of entrepreneurship in general are considered.

Purpose: Master the basic principles of modern marketing and management, ICT, and develop entrepreneurial skills.

Program description:

1. The program (Minor) consists of 3 disciplines, each discipline for 5 credits, as a result, the student must master 15 credits.
2. Program (Minor) does not require prerequisites.
3. The number of credits for obtaining a bachelor's degree remains unchanged at least - 240 credits.

PROGRAMME CONTENT

Name of the discipline	Description of the discipline	Teaching outcomes
Tourism martial arts	The student will be able to practically apply the acquired knowledge and skills as an organizer of tourist events for hiking, gatherings, competitions and exhibitions. The discipline is designed to consolidate the acquired practice-oriented competencies in the tourist all-around, the organization and conduct of hiking trips of active types of tourism to work with tourist groups, in accordance with the tasks and rights of his activities as a leader (instructor), a tour guide. The student will gain knowledge of the algorithm of tourist events, competitions, meetings for tourist companies, centers of additional education.	LO 3- Demonstrate knowledge of and adherence to ethical and legal norms in research and use of digital technologies. Apply security measures when working with digital information and data protection, promote the active, safe and ethical use of digital resources. LO 4 – Possess marketing research methods for the provision of tourist services in various areas of the tourism business. LO 5 – Organizes the provision of tourist services at a high level in accordance with the requirements of standards of various levels of professional activity. LO 11 – Evaluates the tourism potential in professional activities, market conditions, and the effectiveness of tourist activities.
Digital-marketing	The student will receive the theoretical foundations for establishing information relations with the public. The student will have practical knowledge of working with creative content, with a description of the content and their functions. Upon graduation, the student will distinguish between the functions of PR companies, know how to properly promote a travel brand or product in social networks. know common tools and methods, be able to apply the necessary technologies.	LO 3- Demonstrate knowledge of and adherence to ethical and legal norms in research and use of digital technologies. Apply security measures when working with digital information and data protection, promote the active, safe and ethical use of digital resources. LO 4 – Possess marketing research methods for the provision of tourist services in various areas of the tourism business. LO 5 – Organizes the provision of tourist services at a high level in accordance with the requirements of standards of various levels of professional activity.

		<p>LO 6 – Carries out professional activities in accordance with international and domestic legal documents in the field of tourism.</p> <p>LO 11 – Evaluates the tourism potential in professional activities, market conditions, and the effectiveness of tourist activities.</p>
MICE tourism and event managment	<p>During the course of training in the discipline, the student will receive such knowledge as how to manage a team correctly and effectively, that is, set tasks for employees, control the process of their implementation, solve organizational issues, understand all stages of event preparation, from choosing a location to design and marketing. Discipline forms the knowledge of budget planning; carry out business correspondence; make presentations and reports. The student will get such skills with the help of case studies as analyzing indicators based on the results of the event; speaking publicly in front of the client and the team.</p>	<p>LO 3- Demonstrate knowledge of and adherence to ethical and legal norms in research and use of digital technologies. Apply security measures when working with digital information and data protection, promote the active, safe and ethical use of digital resources.</p> <p>LO 4 – Possess marketing research methods for the provision of tourist services in various areas of the tourism business.</p> <p>LO 5 – Organizes the provision of tourist services at a high level in accordance with the requirements of standards of various levels of professional activity.</p> <p>LO 9 – is capable of professionally conducting expert analysis, evaluation, consulting in the conditions of the current state of the tourism industry.</p> <p>LO 11 – Evaluates the tourism potential in professional activities, market conditions, and the effectiveness of tourist activities.</p>