

ALIKHAN BOKEIKHAN UNIVERSITY

MODULAR EDUCATIONAL PROGRAM
6B04120 "Management in Tourism & Hospitality"

Semey, 2023 y.

Developed by the Department of Business and Management

Discussed and approved at the meeting of the Department "Business and Management (protocol No. 8 of 13.04.2023)

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1. Explanatory note

The Modular Educational Program (MEP) was compiled on the basis of the regulatory documents of the Ministry of Science and Higher Education of the Republic of Kazakhstan and the internal regulatory documents of Alikhan Bokeikhan University:

- State standard of higher and postgraduate education of the Republic of Kazakhstan, approved by order No. 2 of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022.
- Rules for organizing the educational process on credit technology of education, approved by order of the Minister of Education and Science of the Republic of Kazakhstan dated April 20, 2011 No. 152;
- Model rules for the activities of organizations of higher and (or) postgraduate education, approved by order of the Minister of Education and Science of the Republic of Kazakhstan dated October 30, 2018 No. 595;
- Professional standard "Tourism" dated 17.01.2017.;
- The structure of the modular educational program, edition No. 4 of 05.10.2022.

The MEP is designed as a set of consecutive training modules for the entire period of study and is aimed at mastering the competencies necessary for conferring a bachelor's degree in business and management under the educational program " 6B04120 Management in Tourism & Hospitality".

In the block modules of the OOP (56 academic credits in total), general disciplines are included in all educational programs, during the study of which the graduate must master general educational competencies.

The database block includes disciplines of the university component (UC). The modules of these disciplines form a set of competencies: economic and professional.

The PD block includes disciplines of the university component (UC). The modules of these disciplines make it possible to form a complex of special competencies acquired by a graduate

The criterion for the completion of the educational process is the student's mastering of at least 240 credits.

When developing a modular educational program, the wishes and recommendations of potential employers were taken into account, aimed at the formation of additional professional competencies that meet the requirements of the labor market (round table with employers " Interaction of the University and employers in matters of training and employment of graduates" dated 27.01.2023)

Social partners who took part in the discussion of the MEP: Baisarina A.S., Head of the department for work with applicants, support of employers and organization of SRM, MP and OR, KSU "Employment Center of the Akimat of Semey", Ydyrysbekova Z.E., specialist in youth policy of KSU "Employment Center of the Akimat of Semey" , Agzymov D.K., Leading Specialist of the branch of the National Chamber of Entrepreneurs "Atameken" in the region of Abay, Yerboluly M., Director of JSC "Damu Entrepreneurship Development Fund" in the region of Abay, Bazarov S.R., Deputy Head of the Department of the National Bureau of Statistics in the region of Abay, Lyui A.V. , Director of the Public Fund "Hometown", Akhunzhanov J. G. Director of the branch of JSC "Nurbank" in Semey, Sakenova A. Zh. Leading specialist of the branch of JSC "Fortebank" in Semey, Kustaubaev B. A., Deputy Director for Republic of Belarus of the branch of JSC "Halyk Bank of Kazakhstan » in the Abai region, Metchinov A.M., State Institution "Department of Education of the Abai Region", Deputy Head, Shaibakova A.S., Commercial Director of Altyn Munai LTD LLP Mukhanov B. M., Director of Partner Energo LTD LLP, Umbetov S.B., Deputy Head of the Group accounting of the Regional Service Center of NC KTZ JSC, A. S. Kurmanbayeva, KazSemZhest LLP, Head, Sadykova S. K., Business Trainer, Startup Tracker, Kim Sh. Zh., Chief HR Manager of Jusan Bank JSC, Temirgaliyeva B.S., chief specialist of the IP administration department, RGU "State Revenue Administration for the city of Semey", Kairova A. M., Branch of JSC "BankCenterCredit", deputy director,

Ospanova N.T., Branch No. 9 of JSC "Eurasian Bank" in Semey, head of branch, Ishmukhametova E.E., Intellect Service LLP, chief accountant Oralbekov A. O., regional branch of Jusan bank JSC, director, Toleukanov R.I., branch of NAO State Corporation "Government for Citizens" in the Abai region, head of economic planning, Kunbasova S.B. , branch of NJSC "State Corporation "Government for Citizens" in the Abay region, HR manager, Orazgalieva A.K., PhD, Associate Professor of the Department of Economics and Finance of the NJSC "Shakarim University of Semey".

The purpose of the modular educational program – to train bachelors for a successful management career in the tourism and hospitality industry by combining the best academic practices, trends, and experience of vocational studies from leading international higher education institutions/

The requirements for the level of training of students are determined on the basis of the Dublin descriptors of the first level of higher education (bachelor's degree) and reflect the acquired competencies expressed in the achieved learning outcomes.

Expected results of the modular educational program 6B04120 Management in Tourism & Hospitality:

ON 1 To demonstrate knowledge about the historical and legal aspects of the idea of a modern rule of law to instill entrepreneurship skills, leadership, receptivity to innovation in compliance with the principles of academic integrity, as well as ensuring safety standards

ON 2 To improve the communication skills in the national and foreign languages, in order to enhance the language competencies, as well as the practice of their use in a multicultural environment

ON 3 To build teamwork skills, leadership skills, in order to achieve company goals

ON 4 To manage and develop business relationships with customers and partners, demonstrating ethics and social responsibility

ON 5 To apply the administration techniques to companies in the tourism and hospitality industry

ON 6 To develop applied skills in organizing F&B services in tourism and hospitality

ON 7 To demonstrate and apply knowledge of the food culture and ethics of different nations in the context of healthy nutrition

ON 8 To utilize business intelligence and information technology tools for decision-making in tourism and hospitality

ON 9 To create business models and develop tourism products/services based on market research skills, entrepreneurial thinking in the tourism and hospitality industry

ON 10 To evaluate modern tourism concepts based on sustainable development and inclusive growth in the industry

ON 11 To cultivate the knowledge capacity of the specific of national culture, mentality, food traditions of the peoples of Kazakhstan and to apply them in an international environment

ON 12 To plan and organize different types of events and leisure activities in the tourism and hospitality industry

To create special conditions for people with special educational needs to receive education, the competence model of a graduate is complemented by professional competencies that ensure the adaptive nature of the main educational program. To this end, the catalog of courses of the additional educational program "Minor" includes courses for the formation of people with special educational needs of the ability to successfully socialize in society and actively adapt to the labor market, taking into account the characteristics of the disease.

2. The graduate's competence model

The competencies that a graduate of EP 6B04120 Management in Tourism & Hospitality should have after mastering the modular educational program: general education, economic and organizational management, professional and special.

Competences of general education:

- aimed at forming the ideological, civic and moral positions of the future specialist, competitive on the basis of knowledge of information and communication technologies, building communication programs in Kazakh, Russian and foreign languages, focusing on a healthy lifestyle, self-improvement and professional success;
- they form a system of general competencies that ensure the socio-cultural development of the personality of a future specialist based on the formation of his ideological, civic and moral positions;
- develop the ability to interpersonal social and professional communication in Kazakh, Russian and foreign languages;
- contribute to the development of information literacy through the mastery and use of modern information and communication technologies in all areas of their lives and activities;
- they form skills of self - development and education throughout life;
- they form a personality capable of mobility in the modern world, critical thinking and physical self-improvement;
- to evaluate the surrounding reality on the basis of worldview positions formed by knowledge of the fundamentals of philosophy, which provide scientific understanding and study of the natural and social world by methods of scientific and philosophical cognition, to reveal the meaning of the content and specific features of the mythological, religious and scientific worldview;
- to show a civic position based on a deep understanding and scientific analysis of the main stages, patterns, and peculiarities of the historical development of Kazakhstan, to use methods and techniques of historical description to analyze the causes and consequences of events in the history of Kazakhstan;
- to assess situations in various spheres of interpersonal, social and professional communication, taking into account basic knowledge of sociology, political science, cultural studies, psychology, arguing for their own assessment of everything happening in the social and industrial spheres, as well as synthesize knowledge of these sciences as a modern product of integrative processes;
- to use scientific methods, research techniques of a specific science, as well as the entire socio-political cluster, to select a methodology, analyze and summarize the results of the study;
- to develop one's own moral and civic position on the basis of social, business, cultural, legal and ethical norms of the Kazakh society;
- to put into practice knowledge in the field of social sciences and humanities, which has worldwide recognition, synthesize new knowledge and present it in the form of humanitarian socially significant products;
- to engage in communication in oral and written forms in Kazakh, Russian and foreign languages, using linguistic and speech means based on grammatical knowledge to solve problems of interpersonal, intercultural and industrial (professional) communication, as well as to analyze information, actions and deeds of communication participants in accordance with the communication situation;
- to use various types of information and communication technologies in personal activities: Internet resources, cloud and mobile services for the search, storage, processing, protection and dissemination of information;
- to build a personal educational trajectory throughout life for self-development and career growth, to focus on a healthy lifestyle to ensure full-

fledged social and professional activities through methods and means of physical culture;

- to know and understand the basic patterns of the history of Kazakhstan, the basics of philosophical, socio-political, economic and legal knowledge, communication in oral and written forms in Kazakh, Russian and foreign languages;
- apply the acquired knowledge for effective socialization and adaptation in changing socio-cultural conditions, possess the skills of quantitative and qualitative analysis of social phenomena, processes and problems.

Economic and organizational and managerial competencies:

- be able to assess customer satisfaction with the services of the tourism industry;
- communication in English in the business field, and includes exercises to improve reading, writing and conversational skills;
- develop and make economically and financially sound organizational and managerial decisions, plan and organize professional activities, monitor and account for its results, monitor business processes and submit financial statements in accordance with legislation, comply with accounting requirements;
- to use a system of scientific and theoretical knowledge in the field of human resource management to analyze personnel processes and relationships;
- to have information about international ethical differences in the case of activities between representatives of different states.

Special competencies:

- the ability to use specialized software products and databases for the implementation of project activities of organizations in the field of hospitality and catering;
- analysis and adaptation to the Kazakh conditions of the best practices and foreign experience in the field of human resource management, taking into account the specific situation in the organization of the hospitality and tourism industry;
- mastering the classification of toxic components of food; familiarization with possible ways of getting toxic compounds into food and the human body;
- the ability to ensure the competitiveness of a tourist and hotel product in the field of quality; identify problems and weaknesses related to the quality of service; ensure the quality of services in tourist and hotel enterprises;
- formation of skills for strategic analysis, development and implementation of an organization's strategy aimed at ensuring competitiveness;
- the ability to calculate and analyze the costs of the activity of a tourist industry enterprise, a tourist product in accordance with the requirements of the consumer and (or) the tourist, to justify a management decision;
- readiness to analyze the dynamics of the development of the hospitality industry, to develop hotel and tourism products in accordance with ethnocultural, historical and religious traditions, to form a package of services in accordance with the requirements of the development of the hospitality industry;
- the ability to evaluate and carry out a feasibility study of innovative projects in the tourism industry at different levels, analyze market and specific risks, and use its results to make management decisions;
- mastery of the skills of step-by-step control of the implementation of business plans and conditions of concluded agreements, agreements and contracts / the ability to coordinate the activities of performers using methodological tools for the implementation of management decisions in the field of functional management of tourism and hospitality;
- to use modern means of searching, analyzing and interpreting information, and information technology to perform tasks of professional activity
- formation of skills for the development and implementation of regulations for the provision of services, mastering methods of control, evaluation

and analysis of service activities;

- the ability to organize the work of performers, make decisions in the organization of tourism activities, including taking into account the social and economic policy of the state;
- the ability to collect, process and statistically analyze data necessary to solve economic tasks, evaluate the effectiveness of the operating system of hotel enterprises and adjust the revenue management strategy based on the results of the assessment, use business intelligence tools;
- the ability to use information obtained as a result of marketing research and comparative analysis of best practices in management in the practical activities of organizations;
- to organize and carry out the preparation of dishes of national cuisine, to have the skills of practical use of cooking certain dishes in laboratory and industrial practice;
- make a work plan, evaluate financial investments, determine the content and main sections of the business plan for opening a restaurant, be able to organize the customer service process;
- the ability to ensure the performance of the main management functions of the departments of organizations in the field of hospitality and catering.

Professional competencies:

- the ability to manage people, groups in tourism activities, professional orientation for future employment of managers in the hospitality industry;
- work with media materials, press reviews; apply scientific research methods;
- to explore modern concepts and models of food and beverage organization, the basics of operational management of kitchen operations and bars;
- to prepare various types of diets taking into account the peculiarities of national cuisine, religious traditions; to prepare dishes, drinks, culinary and confectionery products of national cuisine within the framework of this program;
- to develop a technology for the preparation of layered coffee drinks and drinks with additives, to develop recommendations on the choice of wines, spirits and other beverages, their compatibility with dishes;
- preparation of negotiations, persuasion, conflict resolution and compromise, negotiate mutually beneficial terms of transactions
- conduct research and segmentation of foreign markets; take into account the specifics of the implementation of the marketing package in foreign markets; apply elements of international marketing strategies;
- apply regulatory requirements and business practices to the terms of agreements, agreements and contracts; apply methodological tools for concluding and supporting transactions to achieve high consistency in the implementation of specific projects and works.

Table 1. The sequence of mastering disciplines in the process of forming special competencies

№	Competencies	The list of compulsory, elective disciplines and the sequence of their study		Expected results
		List of disciplines	The sequence of their study (semester)	
1	Special	Event Management	4	<p>Know: the essence of event management goals, objectives, tools, the direction of career opportunities, catering in event management and features of price formation</p> <p>To be able to: organize festive and business events, holidays and parties that take place in hospitality facilities</p> <p>Skills: teamwork and communication with customers and suppliers, budget planning, creative thinking in creating event programs, organizing and controlling holidays/events</p>
2	Special	HR-Development in Tourism & Hospitality	7	<p>Know: areas such as personnel training and development, the use of human resource development strategies for the success of a company, classification of strategies and features of human resource management policies of organizations</p> <p>Be able to: develop an organization's human resource management strategy and policy; use modern human resource management methods and technologies; prepare analytical materials for managing business processes in the field of human resource management</p> <p>Skills: planning and career development in the field of tourism and hospitality, information retrieval and evaluation activities for analyzing the situation in the field of human resource management to identify problems and the causes that gave rise to them, assessing the situation</p>
3	Special	Nutrition, Health, and Special Diets	5	<p>Know: about the principles of nutrition, healthy foods and special diets, basic questions about the most important substances that make up the basis of food, their properties and transformations in the body, as well as about numerous additional food components</p> <p>Be able to: plan and promote the choice of healthier foods and drinks, distinguish between healthy foods</p> <p>Skills: develop your awareness of the principles of a balanced diet and special</p>

				dietary needs
4	Special	Food safety standarts	6	<p>Know: food safety methods and shows how to professionally manage a catering area based on international HACCP standards</p> <p>Be able to: apply management of procurement, processing, processing and storage of food; study the main risks of poisoning with contaminated or spoiled products, and the consequences of these risks</p> <p>Skills: has the ability to propose production organization schemes based on the principles of ensuring the safety of food products</p>
5	Special	Quality Service Management for the Hospitality & Tourism Industry	6	<p>Know: methods and tools of service quality management in the hospitality and tourism industries, the basic principles of quality management, methods for determining customer needs and expectations</p> <p>Be able to: apply methods of service quality control, staff training technologies and service quality motivation</p> <p>Skills: possess professional terminology, tools for creating high-quality tourist and hotel products, skills in applying methods to improve the existing quality system of tourism and hospitality industry enterprises</p>
6	Special	Tourism & Hospitality Global Strategy	6	<p>Know: the directions of the study by the World Tourism Organization and the World Tourism and Travel Council; and is aimed at studying strategies and concepts related to the UN Sustainable Development Goals</p> <p>Be able to: apply methods for developing strategic alternatives and choosing a specific strategy for an enterprise or organization</p> <p>Skills: to create travel products and services, to develop a thrifty attitude to culture, traditions, the environment, and the development of local communities</p>
7	Special	Product Management in Hospitality	8	<p>Know: development of new products and services, product lifecycle management, identification of competitive advantages of the product, monitoring and analysis of guest reviews and formation of a strategy for improving product quality</p> <p>Be able to: develop, manage and optimize products and services in the hotel and tourism industry, know how to receive and negotiate with clients, organize meetings and serve clients</p> <p>Skills: calculation and analysis of the costs of the activity of a tourist industry enterprise, a tourist product in accordance with the requirements of the consumer and (or) the tourist to justify a management decision</p>

8	Special	Logistics and tourism destination	5	<p>Know: the scientific principles and processes underlying the logistics approach; methods and methods of building logistics systems the main approaches to the management of tourist destinations</p> <p>Be able to: master the basic tools in the organization of logistics and the implementation of the excursion program, organize and manage the processes of formation and sale of tourist products that meet the requirements of consumers;</p> <p>Skills: critical analysis of the natural and cultural-historical diversity of territories, assessment of the potential and strategic effects of the tourism industry on the state of destinations, development of optimal logistics and travel planning</p>
9	Special	Logistics in Hotel Services	5	<p>Know: the methodology of logistics organization in the hotel service, starting from supply chain planning and organizing the arrival of guests both on collective transport and personal, the basics of outsourcing</p> <p>Be able to: apply modern technologies of hotel activities in working with consumers, analyze the information necessary for the organization of logistics services at the enterprise</p> <p>Skills: adaptive and situational thinking for the logistics of the hotel, analyze the information necessary for the organization of logistics services in the enterprise</p>
10	Special	Resort Management	5	<p>Know: understanding the management of resort concepts, from the operation of the hotel to the management of spas and entertainment facilities, the latest industry trends and technologies for the organization and management of resorts</p> <p>Be able to: apply principles and management methods in the resort business to analyze and evaluate their functional strategies, assess the sustainability of the resort business and possible directions for the future</p> <p>Skills: jobs ranging from reception, income and expense management, analysis of reports and organization of hospitality services</p>

11	Special	Hospitality & Tourism Law	6	<p>Know: an understanding of the laws and regulations governing the field of tourism and hospitality, general requirements for the documentation support of management in tourism and the hospitality industry standards, norms and rules of documentation</p> <p>Be able to: develop the basics of legal literacy for future managers in the field of tourism and hospitality, apply legal norms in professional activities, organize documentation, compilation, accounting and storage of accounting data</p> <p>Skills: work with contracts and agreements to avoid further legal problems</p>
12	Special	Service Operations Management	6	<p>Know: key issues of management and provision of services, case study analysis on the example of global service companies</p> <p>Be able to: evaluate the types of services and apply a personalized approach to clients in the tourism and hospitality industry</p> <p>Skills: developing proposals to improve the efficiency of the process of an organization unit or the administrative regulations of an organization unit</p>
13	Special	Tour & Travel Management	6	<p>Know: methods of organizing excursions and travel as the main part of the profession of a manager in tourism and hospitality</p> <p>Be able to: plan and organize a trip, including accommodation and meals for tourists, support and promotion of the tour, pricing and interaction with partners</p> <p>Skills: analyze the external and internal environment of a tourist enterprise, monitor the work of personnel, solve organizational tasks facing the team, manage the collections of the enterprise</p>
14	Special	Financial Management for Tourism and Hospitality	5	<p>Know: the methodology of financial management specific to the tourism and hospitality industry</p> <p>Be able to: develop competencies in the field of budgeting and planning of financial flows, investment and risk management in the field of tourism and hospitality</p> <p>Skills: analysis of financial indicators and management decision-making, set up effective business processes of the company</p>
15	Special	Hospitality Yield Management	5	<p>Know: principles and practices of profitability management with an emphasis on the practical application of forecasting and analysis tools, pricing strategies and the implementation of best practices in the hospitality and tourism industry</p> <p>Be able to: manage profitability is the most important course for companies in</p>

				<p>the tourism and hospitality business</p> <p>Skills: using methods and tools for research and analysis of factors of the external and internal environment of a hospitality enterprise that affect the company's income, digital income management tools in the hotel industry, analytical methods and tools</p>
16	Special	Macroeconomics for tourism industry t	5	<p>Know: the impact of macroeconomics on the tourism sector, is aimed at future managers of large industrial companies of quasi-governmental and multinational level</p> <p>Be able to: identify macroeconomic factors and the use of macroeconomics tools to analyze the tourism sector, assess the contribution of the sector to the country's economy, identify promising areas of intersect oral communication and synergy</p> <p>Skills: to use modern technical means and information technologies to solve analytical and research tasks, critical analysis, collection, systematization and scientific interpretation of economic information</p>
17	Special	Management information systems in Tourism & Hospitality	5	<p>Know: the basic concepts, methods and tools used in the management of information systems in the field of tourism and hospitality</p> <p>Be able to: choose and apply information technologies in business process optimization, resource management, service quality, organization and promotion of travel products and hospitality services</p> <p>Skills: analyze and form a value proposition of information solutions for various tourism enterprises, use basic information processes to describe the information flows of tourism enterprises</p>
18	Special	Business Intelligence	5	<p>Know: understanding the basic concepts and technologies used in business analysis, methodological approaches to the selection of initial data for calculations</p> <p>Be able to: calculate aggregated and derived statistical indicators, control the quality and consistency of the results obtained, perform balancing and other procedures that ensure the alignment of statistical indicators, analyze the results of calculations, prepare analytical materials</p> <p>Skills: development of in-demand skills for analyzing business processes, identifying problems, developing recommendations and plans to solve them, based on business intelligence data</p>

19	Special	Principles of E-Business	5	<p>Know: the basics of e-commerce and online business models, basic concepts, processes, characteristics and types of electronic business; models for building interactions in e-business; stages and methods of e-business development.</p> <p>Be able to: analyze the possibilities of using e-business models in an enterprise; determine the parameters of the necessary information and sources of its receipt; determine the conditions affecting the effectiveness of the decision to use e-business methods</p> <p>Skills: creation and promotion of Internet business, knowledge of legal and ethical aspects, development of communication and technical skills in the field of electronic business</p>
20	Special	Smart Services and Online Reservation Systems in Hospitality	6	<p>Know: the main approaches to informatization of business processes of the tourism business; the main information processes of the tourism enterprise;</p> <p>Be able to: analyze the market and competitors, work with customers and manage the feedback system and customer base, as well as use digital marketing to attract new customers and promote hotel services</p> <p>Skills: applying modern technologies and methods in the hotel business, managing online booking systems and improving customer interaction</p>
21	Special	Digital Tech in Business	6	<p>Know: the basics of using digital technologies in modern business, general and specialized application software packages</p> <p>Be able to: work with basic digital technologies such as social networks, cloud technologies, data analytics, mobile applications, etc., using system analysis methods to analyze and decompose the assigned professional task</p> <p>Skills: creation and management of digital projects based on Agile methodology, Scrum, Kanban, knowledge of relevant technologies for finding information necessary to solve the set professional task</p>
22	Special	Research methods in tourism	6	<p>Know: types and methods of research, hypothesis testing, model building and forecasting in the tourism and hospitality industry, ethical behavior, which is necessary for a successful career in this field</p> <p>Be able to: determine the purpose, objectives, object and subject of research, formulate a hypothesis, implement the main stages of the implementation of a research topic, perform reports on scientific work in accordance with modern requirements</p> <p>Skills: data collection and analysis, as well as assessment of the quality of research in tourism and hospitality, the practice of effective use of resources</p>

				and scientific organization of work
23	Special	Analysis & Decision making in Hospitality	7	<p>Know: methods of market analysis, risk assessment, forecasting and strategy development, the content of the planning process in the development of management decisions</p> <p>Be able to: apply the studied methods and tools in practice, solving real problems and cases from the field of tourism and hospitality, evaluate and choose alternative solutions;</p> <p>Skills: data analysis, critical and systems thinking, decision making and project management in the hospitality industry</p>
24	Special	Marketing data analysis	7	<p>Know: fundamentals in the field of marketing and sales, as well as for data analysts, the basics of digital literacy in the analysis of market data</p> <p>Be able to: apply tools for conducting surveys, experiments, text analysis, web analytics and other methods of marketing data analysis, apply statistical methods and methods for synthesizing relationships and trends</p> <p>Skills: to know the selection of adequate tools for conducting marketing research; techniques for organizing and conducting research; tools for the competent design of a marketing research report</p>
25	Special	Risk-Management	7	<p>Know: how to identify risks, assess their probability and impact on business, as well as how to develop risk management strategies and plans, ways to reduce business risks</p> <p>Be able to: apply the acquired risk management skills in a future profession, assess the possibility of making a risky decision by an enterprise; - apply risk assessment methods</p> <p>Skills: to apply risk management in various fields of activity, to possess the skills of identifying risk factors; skills of risk analysis and assessment; tools of game theory in making risky decisions; - building an organization's risk map; methods of choosing anti-risk measures</p>
26	Special	Kazakhstan national food & cuisine	7	<p>Know: the history of the Kazakh national cuisine, the characteristic features of the Kazakh national cuisine</p> <p>Be able to: determine the cuisine of peoples depending on the characteristics of the processing technology of products, various methods of heat treatment and various combinations of products</p> <p>Skills: promoting the culture and traditions of Kazakhstan through national cuisine in a multicultural environment of tourism and hospitality, conceptual</p>

				thinking to create a national brand through food and cuisine
27	Special	Organisation and administration of the restaurant business	7	<p>Know: legal procedures for opening and running a restaurant business, personnel management, financial management, supply and storage of products, marketing and promotion</p> <p>Be able to: use the knowledge of the organization of restaurant services in determining the concept and profile of the restaurant; - make a work plan, evaluate financial investments, determine the content and main sections of the business plan for opening a restaurant</p> <p>Skills: to organize your own business in the field of nutrition, to put into practice knowledge in the field of restaurant service management, marketing and image policy of restaurant business development.</p>
28	Special	HR-management in the restaurant business	7	<p>Know: the theoretical foundations of personnel management at a restaurant business enterprise: characteristics, features and problems of restaurant personnel management in modern conditions</p> <p>Be able to: plan, hire, train and develop the staff of the restaurant industry, analyze the documents of the enterprise: personal files of employees, job descriptions, internal rules;</p> <p>Skills: motivation and evaluation of personnel, ensuring the rules of food safety and labor protection, organization and functioning of the internal control service of public catering organizations</p>
29	Special	Bar-Management	8	<p>Know: the key principles of operational bar management in restaurants, hotels and other hospitality facilities, tools for development in the bar industry</p> <p>Be able to: plan the work of the bar, staff selection, cost calculation and profit management, marketing and service, determine the development potential in the bar industry</p> <p>Skills: beverage identification, cocktail mixology of alcoholic and non-alcoholic beverages, service management</p>
30	Special	Oenology introduction	8	<p>Know: the basics of winemaking, to learn about the global wine market and its economic significance, the role of wine in hospitality, wine production in various regions, basic environmental concepts; classifications of natural objects, environmental impact factors, types of ecosystems; basic scientific methods: observation, measurement, experiment; basic principles and rules attitudes towards wildlife and behavior in wildlife</p>

				<p>Be able to: see elementary environmental problems; raise questions, put forward working hypotheses, classify, observe, conduct elementary environmental research</p> <p>Skills: making wine pairings and making menus, working with different sources of information, analyzing and evaluating information from the point of view of environmental consequences for the environment and human health</p>
31	Special	Gourmet Desserts Management	8	<p>Know: areas of culinary arts management, food production management, food and beverage management, food preparation processes and operations</p> <p>Be able to: formation and development of competence in the field of culinary arts, calculation of the energy value of food rations; comply with sanitary and nutritional standards</p> <p>Skills: operational management or opening your own culinary business, including the basics of franchise management, management of cooking and desserts, development of culinary concepts and business plan for hotel and restaurant facilities</p>
32	Special	Hotel and Restaurant Design Management	7	<p>Know: about the engineering and technical equipment of hotels and restaurants, including the use of modern energy-saving technologies and the principles of green economy, design features and functional planning requirements of buildings of hotels and restaurants, including architectural concepts and stylistic directions of interior and exterior</p> <p>Be able to: navigate in various types of graphic formats; in the psychophysiological features of colors</p> <p>Skills: acquire skills in working with raster and vector images; get acquainted with the main historical and modern art styles</p>
33	Special	National hospitality: sacral tourism	7	<p>Know: national culture and customs, traditions of hospitality in Kazakhstan; shrines of Kazakhstan: history and significance; the role of religion and cults in the life of Kazakhstan; the tourist potential of Kazakhstan and the development of sacred tourism</p> <p>Be able to: develop a tourist product taking into account the technological, socio-economic and other requirements of modern society; the ability to organize the process of servicing the consumer of tourist services</p> <p>Skills: search and analysis of specialized scientific and practical information necessary to solve specific tasks in the field of standardization of socio-cultural and tourist services.</p>

34	Special	Six Sigma & Lean methodologies	7	<p>Know: modern methodologies of quality management and optimization of processes in the hotel business, Six Sigma methodologies: principles of methodology; Six Sigma tools: DMAIC, DMADV, FMEA, SPC, Kaizen</p> <p>Be able to: apply methodologies in the hotel business. Lean: principles of methodology; Lean tools: Value Stream Mapping, 5S, Kanban, Poka-yoke, Jidoka, Kaizen; application of methodology in the hotel business</p> <p>Skills: using Lean management methods and tools; - applying methods for allocating and equalizing enterprise resources; - development of measures and proposals for improvement and improvement of the organization's activities</p>
35	Special	National tourism attractors	7	<p>Know: various natural, cultural, historical and other attractions that attract tourists to Kazakhstan, native attractions, cultural attractions, modern attractions, including those included in the UNESCO list</p> <p>Be able to: apply methods of promotion and development of tourist attractions, such as the creation of tourist routes and the development of marketing campaigns</p> <p>Skills: formation based on the principles of planning and forecasting programs for the development of the tourism industry; demonstrate the ability and willingness to apply the results of mastering the discipline in professional activities</p>
36	Special	Ecotourism	7	<p>Know: signs and components of ecotourism; classification signs and typology of ecotourism; types of ecotourism, objects of visit within the framework of ecotourism</p> <p>Be able to: develop and promote tourism products, implement and manage sustainable tourism development plans at the regional and local levels</p> <p>Skills: future managers work with the concepts of ecotourism and sustainable tourism, create an ecotourism service program</p>
37	Special	Adventure Tourism	7	<p>Know: the acquisition of knowledge that ensures the possession of methods of assessing local history information for the formation of effective excursion and tourist programs and achieving competitive advantages in their promotion and work with a contact audience</p> <p>Be able to: develop leadership skills and team building, develop special tours, be able to plan and organize active tours, apply security technologies</p> <p>Skills: development of adventure tourism products and services related to active sports such as mountaineering, mountaineering, kayaking and other forms</p>

				of extreme tourism
38	Special	Entertainment & Leisure Operating Management	7	<p>Know: the main forms of leisure events; the specifics of organizing and holding mass leisure events, the methodology of business planning, the basics of interaction with social partners in organizing leisure events.</p> <p>Be able to: apply management knowledge to create and develop a business, form a project team, manage finances, ensure safety and quality of service, plan and manage projects in the field of entertainment and leisure</p> <p>Skills: business management related to entertainment and leisure, to determine the goals and objectives of events, taking into account individual, age characteristics and characteristics of the group (collective); to plan leisure activities, analyze the process and results of leisure activities</p>
39	Special	Spa and Wellness Management	7	<p>Know: the basics of spa and wellness, management of spa centers and resorts, the basics of salon technical support, marketing, financial management and personnel management, ensuring quality measures of services</p> <p>Be able to: organize and manage business in the spa and wellness industry, analyze the processes of providing services at the enterprises of the sanatorium-resort complex</p> <p>Skills: proficiency in methods of managing changes in the activities of enterprises of the sanatorium-resort complex, demonstrate knowledge of the basics of physical culture and a healthy lifestyle; applies skills and abilities in working with distance educational technologies</p>
40	Special	Casino management	7	<p>Know: casino-related technologies such as customer management systems, security and information protection systems, and other tools necessary for effective casino management</p> <p>Be able to: provide students with the knowledge and skills necessary for a successful career in the gambling industry</p> <p>Skills: ensure the smooth operation of the casino and contribute to its continuous growth by taking strategic actions to improve day-to-day operations and achieve long-term goals</p>
41	Special	Hospitality Luxury Brand Management	8	<p>Know: understanding the basic principles of luxury brand management in hospitality, the ability to develop and implement branding and marketing strategies for luxury brands</p> <p>Be able to: provide knowledge and develop skills in the field of marketing luxury brands and luxury in the hospitality industry, ensure the achievement</p>

				<p>of planned results in organizational, managerial and research activities</p> <p>Skills: mastering practical techniques and tools for working with a brand: brand rationalization, rebranding, brand orientation; - formation of students' competencies in organizing and implementing the process of developing brand elements, packaging, corporate identity</p>
42	Special	Digital marketing in hospitality industry	8	<p>Know: digital tools and technologies in marketing in the hospitality industry, the functional tasks of marketing a hotel enterprise, the structure of the marketing complex of a hotel enterprise</p> <p>Be able to: attract customers through websites (SEO), social networks and media, online advertising, marketing analytical tools (Google Analytics), implement the company's digital strategy, implement measures to promote the sale of hotel products and services</p> <p>Skills: possess the ability to find, analyze and process scientific and technical information using information and communication technologies</p>
43	Special	Distribution strategy	8	<p>Know: types of distribution channels and their features; distribution organization model; methods for evaluating the effectiveness of the distribution system</p> <p>Be able to: identify the most effective distribution channels, manage pricing, form successful relationships with customers and implement a distribution strategy</p> <p>Skills: development and implementation of an effective distribution strategy in the hospitality industry, skills in building distribution channels and evaluating their effectiveness</p>

Table 2. The sequence of mastering the disciplines of social and professional interaction

Kype	Providing disciplines	Competencies	Expected result
1	History of Kazakhstan	General education	<p>Know: to demonstrate knowledge and understanding of the main stages of the development of the history of Kazakhstan</p> <p>Be able to: correlate phenomena and events of the historical past with the general paradigm of the world-historical development of human society through critical analysis; be able to objectively and comprehensively comprehend the immanent features of the modern Kazakh model of development</p> <p>Skills: analytical and axiological analysis in the study of historical processes and phenomena of modern Kazakhstan; systematize and critically evaluate historical phenomena and processes of the history of Kazakhstan</p>
1	Foreign language	General education	<p>Know: the lexical minimum and the linguistic material of topics and subtopics in this discipline (socio-household and socio-cultural spheres of communication)</p> <p>Be able to: understand by ear not only individual phrases and frequently used words, but also more voluminous statements on topics directly related to it; understand the main content of short simple communications on the radio, at the airport, at the train station; understand when reading the content of short, simple texts, advertisements, brochures, menus, bus and train schedules, a short simple personal letter, e-mail; communicate in simple typical situations that require the exchange of information within familiar topics and activities, be able to talk about family, living conditions, educational activities; write a simple personal letter, a note, an autobiography</p> <p>Skills: to have an understanding of foreign-language dialogical and monological speech within the framework of general cultural and professional topics; a foreign language at a level that allows for the main types of speech activity; various methods of oral and written communication; skills of adequate response in situations of every day, academic and professional communication; listening, reading, writing skills</p>
1	Kazakh (Russian) language	General education	<p>Know: the theoretical foundations of the course (language, its functions, forms of speech, text, its signs, speech styles, functional and semantic types of speech); features of dialogic and monological speech; types of scientific information and the specifics of its implementation in a scientific text; elements of structural and semantic analysis and semantic analysis of a scientific text, components of a speech situation, the speaker's intentions</p> <p>Be able to: make the right choice and use of language and speech tools to solve certain communication and cognition tasks based on knowledge of a sufficient amount of vocabulary, a system of grammatical knowledge, pragmatic means of expressing intentions; compose every</p>

			<p>day, socio-cultural, official business texts in accordance with generally accepted norms, functional orientation, using an adequate set goal lexico-grammatical and pragmatic material of a certain certification level; to convey the factual content of texts, formulate their conceptual information, describe the deductive knowledge (pragmatic focus) of both the entire text and its individual structural elements; interpret the information of the text, explain in the scope of certification requirements the stylistic and genre specifics of texts of socio-cultural, socio-political, official business and professional spheres of communication; to participate in communication in various situations of different spheres of communication in order to realize one's own intentions and needs (domestic, educational, social, cultural), stating them ethically correctly, meaningfully fully, lexically-grammatically and pragmatically adequate to the situation; to discuss ethical, cultural, socially significant problems in discussions, express one's point of view, to defend it in a reasoned manner, to critically evaluate the opinion of the interlocutors; to build programs of speech behavior in situations of personal, social and professional communication in accordance with the norms of language, culture, specifics of the sphere of communication, certification requirements; to request and report information in accordance with the communication situation, evaluate the actions and deeds of participants, use information as a tool to influence the interlocutor in situations of cognition and communication in accordance with certification requirements</p> <p>Skills: producing oral and written speech in accordance with the communicative purpose and professional sphere of communication; language skills in various situations of every day, socio-cultural, professional communication; skills of searching, processing information in Russian; types of speech activity</p>
1	Information and communication technologies	General education	<p>Know: what economic and political factors contributed to the development of information and communication technologies; features of various operating systems, architecture</p> <p>Be able to: identify the main trends in the field of information and communication technologies; use information resources to search and store information; work with spreadsheets, consolidate data, build graphs; apply information security methods and tools; design and create simple websites; process vector and raster images; create multimedia presentations; use various platforms for communication; calculate and evaluate performance indicators of supercomputers; use various forms of e-learning to expand professional knowledge; use various cloud services</p> <p>Skills: master the development of the database structure; designing and creating presentations; receiving data from the server; creating video files; working with Smart applications; working with services on the e-government website</p>
1	Sociology	General education	Know: the patterns and stages of the historical process, the main historical facts, dates, events

			<p>and names of world and domestic historical figures; the main events and processes of national history in the context of world history</p> <p>Be able to: critically perceive, analyze and evaluate historical information, factors and mechanisms of historical changes; analyze civil and ideological positions in society, form and improve their views and beliefs, transfer philosophical worldview to the field of material and practical activities; use various philosophical methods to analyze trends in the development of modern society, philosophical and legal analysis</p> <p>Skills: a holistic approach to the analysis of society's problems; methods of philosophical, historical and cultural studies, techniques and methods of analyzing society's problems; cause-and-effect relationships in the development of Kazakh society; human place in the historical process and political organization of society; skills of respectful and careful attitude to historical heritage</p>
1	Political science	General education	<p>Know: the main stages of the development of political knowledge in the history of civilization; schools and directions of modern political science; the political life of society; the political system and its institutions; the essence of political processes in the country and the world</p> <p>Be able to: analyze the features of political systems and the functioning of political institutions; critically evaluate the theoretical approaches of political science; identify the interrelationships and patterns of the political process; compare political systems, institutions and actors in an inter-national and subnational context, based on the knowledge gained and mastered methods</p> <p>Skills: working with primary sources on course topics; analyzing normative legal acts and other documents; searching, processing and analyzing information; solving problems related to evaluating a political course; working in groups, project activities, business games; public speaking; academic writing; possess the skills to express their thoughts and opinions in interpersonal and business communication communication in a foreign language; the skills to extract the necessary information from the original text in a foreign language</p>
1	Culturology	General education	<p>Know: the basic theories of culture, the basic concepts of cultural studies; the main directions of the methodology of modern cultural analysis; the history of the formation of world culture and civilization, theoretical features of basic cultural concepts, various interpretations of culture and civilization in world and domestic literature; current problems of the development of modern culture; the idea of culture as a socio-historical phenomenon; patterns of development of world cultures, as well as the typology of the classification of cultures; basic knowledge about the history of the most important cultures of mankind; about the ways of acquiring, storing and transmitting basic cultural values - about the diversity and self-worth of various cultures, forms and types of culture, patterns of their functioning and development, the main cultural and</p>

			<p>historical regions - the history of Kazakh culture, its place in the system of world culture and civilization</p> <p>Be able to: identify the features of this culture, the dominant values in it; explain the specifics of intercultural communication; conduct independent professional activity in a dynamically changing multicultural society; navigate the cultural environment of modern society; explain the phenomenon of culture, its role in human life; navigate cultural issues, independently understand the influence of cultural factors on the behavior of individuals</p> <p>Skills: preservation and enhancement of national and world cultural heritage; practical skills of practical use of knowledge and skills in matters of taking into account the specifics of cultural behavior of various individuals and collectives in modern conditions of the formation of civil society in the Republic of Kazakhstan</p>
1	Psychology	General education	<p>Know: the meaning and place of psychology in the system of sciences; the main directions of personality development in modern psychology; personal values and meanings in professional self-determination; the relationship and mutual influence of the psyche and body; techniques and techniques of effective communication</p> <p>Be able to: interpret basic psychological theories, concepts; use methods and mechanisms for regulating emotions in everyday life; identify patterns of behavior in a conflict situation and conduct self-diagnosis</p> <p>Skills: to master the definitions of individual psychological characteristics of personality, value-semantic concepts in professional self-determination of personality; recognition of psychological impact and effective communication</p>
1/2	Physical culture	General education	<p>Know: the role of physical culture in the development and training of a specialist; the basics of the state policy of the Republic of Kazakhstan in the field of physical culture and sports; theoretical and methodological foundations of physical culture; the main achievements of the Republic of Kazakhstan in the field of physical culture; hygienic and organizational foundations of physical culture and sports</p> <p>Be able to: use practical skills in life that ensure the preservation and strengthening of health, the development and improvement of psychophysical abilities and qualities; use physical culture, sports and wellness activities to achieve life and professional goals; apply the rules for the safe conduct of physical exercises and sports</p> <p>Skills: organization of mass sports competitions; exercises for professional and pedagogical physical training, general physical training, special physical training, as well as to put into practice special games; a system of practical skills that ensure the preservation and strengthening of health, development and improvement of psychomotor abilities and qualities</p>

1	Fundamentals of market economy and entrepreneurship	General education	<p>Know: the study of various scientific theories about the market economy, entrepreneurial activity, consideration of types, spheres of entrepreneurial activity, market mechanism, various quantitative methods of entrepreneurial calculations, marketing research, analytical calculations and forecasts, methods for calculating general and actual indicators of production and business projects</p> <p>Be able to: analyze and substantiate the reality of business plans, market segmentation, competently and professionally assess the market situation for the organization of their business, creatively approach various economic tasks, analyze the economic situation of the business sector and give a correct assessment of qualitative changes in the development of the economy; possess practical skills of independent economic work in the enterprise, fast and correct focus on the initial information and calculated economic indicators</p> <p>Skills: to master the basics of the market economy and entrepreneurship; basic teachings, concepts and directions of development of the market economy and entrepreneurship; methods of constructing graphs and diagrams illustrating various economic models and types of business plans; directions for assessing economic processes and phenomena; current problems of the modern economy, ways to identify problems of an economic nature when analyzing specific situations, He uses micro-methods and knows how to solve them, taking into account the actions of economic patterns at the macro levels</p>
1	Fundamentals of law and anti-corruption culture	General education	<p>Know: the basic concepts and essence of legal relations, as well as legal mechanisms for regulating legal relations, the procedure for applying responsibility in legal relations, the importance of principles and culture of academic honesty, the measure of moral and legal responsibility for corruption offenses</p> <p>Be able to: have an intolerant attitude towards corrupt behavior, respect the law and the law</p> <p>Skills: conducting discussions on legal issues, on the application of norms in the modern period</p>
1	Fundamentals of life safety and ecology	General education	<p>Know: about ecology as a science, about the relationship and interdependence of man and the environment, about the main issues of ensuring environmental safety of life, as well as about the main environmental problems of our time that arise as a result of economic and other entrepreneurial human activities in conditions of intensification of environmental management, emergencies, civil defense and ways to solve them within the framework of formation professional competence</p> <p>Be able to: assess the impact of environmental factors on human health; give an environmental assessment of the state of the region; promote the knowledge gained while working in all areas of their activities</p> <p>Skills: to use basic methods of protection against possible consequences of accidents,</p>

			catastrophes, natural disasters, as well as modern security systems: social, engineering, complex
1	Alashevedenie	General education	<p>Know: scientific works devoted to the history of Alash, conduct historical analysis, get acquainted with scientific monographs and documentary materials, on this basis they master the history of Alash</p> <p>Be able to: the study of the history of the Fatherland and the history of the native land through the political and public activities of Alash figures, acquaintance with the target life ideal of the formation of the Alash party and the Alash autonomy</p> <p>Skills: to understand possible solutions to modern problems based on scientific and historical - philosophical analysis, through knowledge of the traditional and cultural heritage of the native land.</p>
2	Philosophy	General education	<p>Know: basic philosophical concepts and categories, patterns of development of nature, society and thinking; the essence of philosophical categories, terminology of philosophy and structure of philosophical knowledge, functions of philosophy, methods of philosophical research; the place and role of philosophy in public life</p> <p>Be able to: use the basics of philosophical knowledge to form a worldview position; analyze worldview, socially and personally significant philosophical problems; navigate the system of philosophical knowledge as a holistic view of the foundations of the universe and the prospects for the development of planetary society; understand the characteristic features of the modern stage of philosophy development</p> <p>Skills: philosophical analysis of various types of worldview; skills of philosophical thinking to develop a systematic, holistic view of the problems of society; skills of analyzing texts with philosophical content</p>
1	Introduction to Tourism & Hospitality Management	Professional	<p>Know: the theoretical and methodological foundations of management in the tourism industry; the system of management methods and their use in practice; the role, main qualities and work of management in the formation of organizational culture and hospitality management</p> <p>Be able to: form goals, objectives, management functions, the mission of the organization's tourism activities; analyze information, factors of the internal and external environment and justify management decisions</p> <p>Skills: practical skills of communication and management of people, groups in tourism activities, professional orientation for future employment of managers in the hospitality industry</p>
2	Hotel Operations Management	Professional	<p>Know: the concepts of hotels, understanding the organization of the structure of modern hotels, interaction with guests at all stages of the service cycle</p> <p>Be able to: disclose the tasks of administration, functionality, and reporting of the front office, departments responsible for food and entertainment, room cleaning, and security</p>

			Skills: practical skills in controlling the activities of structural divisions of tourist facilities, skills in coordinating common actions to achieve the goals of the team
1	Multicultural Studies	Economic and organizational - managerial competencies	Know: a deep understanding of one's national culture, the topics of research on socio-cultural problems in a multicultural society, the basics of planning and conducting research on socio-cultural problems in a multicultural society Be able to: work with media materials, press reviews; apply research methods, set out the rules and regulations for the compilation of oral and written texts for scientific and official business communication Skills: understanding the culture of other countries, social and career orientation in a multicultural environment, identify the specifics, varieties, tools and opportunities of modern communication technologies for academic and professional interaction
1	Principles of Marketing in Tourism & Hospitality	Economic and organizational - managerial competencies	Know: current trends and consumer preferences, definition of market segments, product mix, pricing strategies, distribution channels, PR and communications in tourism and hospitality Be able to: apply market analysis tools and develop marketing strategies in the context of tourism and hospitality Skills: promotion of tourist products and services that meet the requirements of consumers, methods of research (monitoring) of the tourist services market, skills to assess consumer satisfaction with the services of the tourism industry
3	Tourism Product & Services	Professional	Know: travel products and services, their varieties, features and specifics of sales Be able to: understand different types of travel products and services (excursions, cruises, travel, etc.) Skills: plan and organize tours, promote and sell travel products
1	Tourism & Hospitality Microeconomics	Economic and organizational - managerial competencies	Know: the impact of macroeconomics on the tourism sector, it is aimed at future managers of large industrial companies of quasi-governmental and multinational level Be able to: identify macroeconomic factors and apply macroeconomics tools to analyze the tourism sector, assess the sector's contribution to the country's economy Skills: identification of promising areas of intersect oral communication and synergy
2	Introduction to F&B Management	Professional	Know: a systematic understanding of management in the field of food and beverage organization Be able to: explore modern concepts and models of food and beverage organization, fundamentals of operational management of kitchen operations and bars Skills: cost budgeting, pricing and profit planning, analysis of the activities of restaurant and bar staff, cooperation with service departments in hotels and hospitality facilities
2	Business English	Economic and organizational -	Know: to conduct oral and written speech logically correctly; to use the formulas of speech etiquette in accordance with the specific communication situation

		managerial competencies	Be able to: compose and read business documents, conduct business negotiations, convincingly argue their positions, communicate with international business partners Skills: communication in english in the business field, and includes exercises to improve reading, writing and speaking skills
2	Second Foreign Language 1	Economic and organizational - managerial competencies	Know: in the field of phonetic material: the system of vowels and consonants of the English language, the concept of stress, the basic rules of reading, pronunciation and intonation; - lexical minimum within the framework of the topics under consideration; in the field of grammatical material: grammatical concepts such as the article, pronouns, modal verbs, declension of nouns, degrees of comparison of adjectives and adverbs, modern forms of the English verb, prepositions, simple sentence Be able to: participate without preparation in a conversation, including with native speakers, express your own opinion and share information of interest on the material you have studied; describe and transmit various kinds of information quite fluently, inform the interlocutor, retell the text you have read or listened to, make reports on a given topic; explain the main provisions of the report Skills: communication, participate in dialogues, read and understand simple texts and messages in a second foreign language
2	Second Foreign Language 2	Economic and organizational - managerial competencies	Know: vocabulary and grammar, to the extent necessary for communication in a foreign language to solve problems of interpersonal and intercultural interaction Be able to: participate in dialogues, formulate conclusions and conclusions, conduct basic communications in decent communication and working correspondence in a second foreign language Skills: phonetics, vocabulary and grammar of a foreign language to the extent necessary in order to provide personal and abstract information, to make a monologue statement on the topics being studied
2	Principles of Finance	Economic and organizational - managerial competencies	Know: categories and definitions of finance, financial instruments, budgeting and investment issues of the company's activities Be able to: assess the current state of individual elements of the financial system; identify factors that hinder the development of individual elements of the financial system Skills: analyzing the financial activities of the company, assessing its financial liquidity and profitability
2	Principles of Accounting	Economic and organizational - managerial	Know: the essence and significance of accounting; the history of accounting; principles, methods and tools of accounting, regulatory regulation of accounting and reporting; international financial reporting standards; basic requirements for accounting

		competencies	Be able to: manage financial resources, monitor business processes and submit financial statements in accordance with the law, comply with accounting requirements Skills: follow accounting methods and principles; use accounting forms and accounts, reflect in accounting the main business operations of the organization
3	Entrepreneurship and innovation in tourism	Economic and organizational - managerial competencies	Know: the features of entrepreneurship and innovation in tourism, the methodology of market research and technology of adaptation of entrepreneurs to market changes, the creation of unique products and services Be able to: competently determine the necessary structure and content of a tourist product, use international systems of interaction in tourism Skills: tour management and the mechanism of building relationships between tour operators and contractors of tourism activities, operational information on the current state of individual participants in tourism activities, development and implementation of production programs and strategies in tourism
1	HR-management	Economic and organizational - managerial competencies	Know: the theoretical, legal and organizational foundations of human resource management; the basic principles and methods of human resource management; the system of personnel work, goals, objectives and the content of basic personnel technologies. Be able to: rely on knowledge of the theory and practice of human resource management in their professional activities; use a system of scientific and theoretical knowledge in the field of human resource management to analyze personnel processes and relationships; Skills: to use modern HR technologies in practice, to put into practice the basic forms and methods of human resource management; to practically manage personnel and carry out personnel work
1	Business Leadership	Economic and organizational - managerial competencies	Know: models of team building and factors influencing the effectiveness of teamwork; basic methods of analyzing interaction in a team Be able to: set goals and objectives for team members, taking into account the role; apply effective leadership tools in management; apply the theoretical foundations of the phenomenon of leadership at individual, group, organizational levels; evaluate the possibilities of realizing their own professional goals; analyze the results of their activities Skills: building communication, giving feedback; managing conflicts in a team; applying team management technologies
1	Organizational behavior	Economic and organizational - managerial competencies	Know: the essence, content and functions of organizational culture in the aspect of modern socio-cultural processes in the organization; the basics of self-government and self-organization in the field of labor activity Be able to: plan and implement activities, allocate and delegate authority, taking into account

			<p>personal responsibility for ongoing activities in the field of organizational behavior</p> <p>Skills: formation and improvement of organizational culture, taking into account social, ethnic, confessional and cultural differences</p>
2	World gastronomy and cuisine	Professional	<p>Know: the main factors forming the basis of national cuisine; the role of nutrition in ensuring human life; the main provisions of rational nutrition; the importance of basic nutrients; the provisions of non-traditional food systems; classification of culinary products and the main methods of its preparation; features of the national cuisine of the peoples of the countries; features of dishes and drinks recommended to tourists from different countries of the world</p> <p>Be able to: select an assortment of culinary products in accordance with the basics of rational nutrition; make up various types of diets taking into account the peculiarities of national cuisine, religious traditions; prepare dishes, drinks, culinary and confectionery products of national cuisine within the framework of this program; select an assortment of dishes and drinks, design and serve dishes in accordance with national traditions</p> <p>Skills: the application of critical catering concepts mainly in Asia, Europe and the Middle East (with the exception of cooking, tasting and evaluating dishes).</p>
2	Coffee Barista Fundamentals	Professional	<p>Know: types and classifications of bars; planning solutions of bars; logistical and information equipment of the bar; rules for the safe operation of bar equipment; characteristics of coffee raw materials; technology for the preparation of layered coffee drinks and beverages with additives; rules for accounting and cash documentation; terms and conditions of storage of various groups of goods and finished products</p> <p>Be able to: prepare the bar for service; prepare classic coffee recipes and coffee drinks using the necessary methods of preparation and decoration; operate the bar equipment during operation, in compliance with labor protection requirements and sanitary norms and rules; prepare hot drinks based on coffee, observing sanitary requirements for the cooking process; comply with the necessary conditions and shelf life of products and drinks at the bar</p> <p>Skills: meeting bar guests and accepting orders; serving coffee and coffee drinks to consumers; preparing and serving mixed drinks and cocktails; accepting and processing payments; processing accounting and financial documents; preparing for the service of an off-site event.</p>
2	Introduction to waiter professional training	Professional	<p>Know: types, types and classes of catering organizations; the main characteristics of commercial and industrial premises of catering organizations; material, technical and information base of service; rules of personal preparation of the waiter for service; types, rules, sequence and technique of table setting</p> <p>Be able to: accept orders for table reservations and takeaway products; accept orders for dishes and drinks; serve consumers of catering organizations as usual and at various mass banquet</p>

			<p>events; advise guests on the composition and methods of cooking, give recommendations on the choice of wines, spirits and other beverages, their compatibility with to serve dishes and drinks to guests in various ways</p> <p>Skills: current trends and innovations in guest service, teamwork with the chef and other restaurant staff, working with electronic order and payment management systems</p>
2	Business Ethics	Economic and organizational - managerial competencies	<p>Know: the basic principles of business ethics, various standards and codes of conduct in business, as well as the ethical problems that may arise in working with customers, suppliers and other stakeholders</p> <p>Be able to: analyze any situation using the principles of ethical business conduct; explain any moral norm from the point of view of different approaches; distinguish judgments about the ethics of an individual action and judgments about the ethics of a system</p> <p>Skills: to adjust the existing business norms in the organization, if they are an obstacle on the way to highly effective activities; to determine the ethical framework of contractors, to help build interaction with their consideration; to have information about international ethical differences in the case of activities between representatives of different states</p>
2	Business social responsibility	Economic and organizational - managerial competencies	<p>Know: types of organizational structures, their main parameters and design principles; the state and trends of the labor market; strategies for managing human resources of organizations.</p> <p>Be able to: assess the level of business social responsibility and identify areas for improvement, apply ethical principles in your business practice, develop and implement business social responsibility programs in your organization</p> <p>Skills: designing organizational management structures with modern human resource management tools; distribution and delegation of authority, taking into account personal responsibility for the activities carried out</p>
2	Negotiations Strategy	Professional	<p>Know: approaches to the study of international negotiations in foreign and domestic sciences, the structure and dynamics of the negotiation process; the main theoretical models of negotiations in Western and Eastern schools; differences between the national styles of Western and Eastern negotiators</p> <p>Be able to: effectively negotiate and achieve desired results in various situations, both in professional and personal life; take part in discussions on professional topics; justify the choice of negotiation strategy and tactics</p> <p>Skills: the culture of business communication used in the process of international negotiations; preparation of negotiations, persuasion, conflict resolution and compromise, negotiate mutually beneficial terms of transactions and conclude profitable agreements, implement the "win-win" strategy</p>

2	Customer Relationship Management	Professional	<p>Know: the principles of functioning of a professional team; - the role of social, ethnic, confessional and cultural characteristics of representatives of various social communities</p> <p>Be able to: apply CRM systems, analyze customer data and their expectations, establish effective communications, manage a feedback system leading to increased profits and business growth.</p> <p>Skills: teamwork skills, perception of ethical norms related to social, ethnic, confessional and cultural differences; ways to prevent possible conflict situations in the course of professional activity</p>
2	International Marketing	Economic and organizational - managerial competencies	<p>Know: pricing methods in foreign markets; specifics of promotion in foreign markets; analysis of world markets, global trends in consumer behavior and international marketing standards.</p> <p>Be able to: organize the movement of goods in foreign markets; take into account the essence and specifics of international marketing; conduct research and segmentation of foreign markets; take into account the specifics of the implementation of the marketing complex in foreign markets; apply elements of international marketing strategies.</p> <p>Skills: assessment and analysis of the global market situation; methods of establishing communication with customers in an international environment, taking into account cross-cultural market factors.</p>
2	Sales Techniques	Professional	<p>Know: the basics of sales, communication with customers, sales management and various sales strategies; principles and patterns of business negotiations, meetings, meetings, telephone business communication</p> <p>Be able to: speak publicly and give reasoned answers on the merits of questions; - analyze the business meeting and conversation held in order to critically assess their behavior and account for mistakes made; apply appropriate norms, methods and techniques to control commercial agreements; analyze the level of compliance with the terms of agreements, violations and errors in this process</p> <p>Skills: drafting written business communications; implementing the image of a business person in the negotiation process; analyzing the state of commercial relations and obligations, violations and errors in this process; applying regulatory requirements and business practices to the terms of agreements, contracts and contracts; applying methodological tools for concluding and maintaining a transaction to achieve high consistency in implementation of specific projects and works</p>

3. The list of modules included in the educational program

No module	Module name	List of disciplines included in the module	Block	Semester	Volume of loans	Form of control	Total credits modulo
M 1	Social and political knowledge module	History of Kazakhstan	GED RC	2	5	GE	26
		Philosophy	GED RC	4	5	Exam	
		Sociology	GED RC	2	8	Exam	
		Political science	GED RC	2		Exam	
		Culturology	GED RC	2		Exam	
		Psychology	GED RC	1		Exam	
		Physical culture	GED RC	1,2,3,4		8	
M 2	Language training module	Foreign language	GED RC	1,2	10	Exam	33
		Kazakh (Russian) language	GED RC	1,2	10	Exam	
		Business English	BD UC	3	3	Exam	
		Second Foreign Language	BD UC	3,4	10	Exam	
M3	Human Resource Management Module	Introduction to Tourism & Hospitality Management	BD UC	1	3	Exam	33
		Hotel Operations Management	BD UC	3	5	Exam	
		Study practice	BD UC	2	2	final grade in practice	
		HR-management / Business Leadership / Organizational behavior	BD CC	2	3	Exam	
		Event Management	PD UC	4	5	Exam	
		HR-Development in Tourism & Hospitality	PD UC	7	5	Exam	
		Logistics and tourism destination / Logistics in Hotel Services / Resort Management	PD CC	5	5	Exam	
		Hospitality & Tourism Law / Service Operations Management / Tour & Travel Management	PD CC	6	5	Exam	
M4	Power and kitchen module	Introduction to F&B Management	BD UC	3	5	Exam	32
		Internship practice I	BD UC	4	2	final grade in practice	
		World gastronomy and cuisine / Coffee Barista Fundamentals / Introduction to waiter professional training	BD CC	4	5	Exam	

		Nutrition, Health, and Special Diets	PD UC	5	5	Exam	
		Food safety standarts	PD UC	6	5	Exam	
		Kazakhstan national food & cuisine / Organisation and administration of the restaurant business / HR-management in the restaurant business	PD CC	7	5	Exam	
		Bar-Management / Oenology introduction / Gourmet Desserts Management	PD CC	8	5	Exam	
M5	Information Communications and Economics Module	Information and communication technologies	GED RC	1	5	Exam	41
		Fundamentals of market economy and entrepreneurship	GED CC	1	3	Exam	
		Fundamentals of law and anti-corruption culture / Fundamentals of life safety and ecology / Alashevedenie	GED CC	1	2	Exam	
		Tourism & Hospitality Microeconomics	BD UC	2	3	Exam	
		Principles of Finance	BD UC	3	5	Exam	
		Principles of Accounting	BD UC	4	3	Exam	
		Financial Management for Tourism and Hospitality / Hospitality Yield Management / Macroeconomics for tourism industry	PD CC	5	5	Exam	
		Management information systems in Tourism & Hospitality / Business Intelligence / Principles of E-Business	PD CC	5	5	Exam	
		Smart Services and Online Reservation Systems in Hospitality / Digital Tech in Business / Research methods in tourism	PD CC	6	5	Exam	
		Analysis & Decision making in Hospitality / Marketing data analysis / Risk-Management	PD CC	7	5	Exam	
M6	The Hospitality Management module	Entrepreneurship and innovation in tourism	BD UC	5	5	Exam	32
		Tourism & Hospitality Global Strategy	PD CC	6	5	Exam	
		Product Management in Hospitality	PD CC	8	5	Exam	
		Internship practice III	PD CC	8	5	final grade in practice	
		Pre-diploma practice	PD CC	8	2	final grade in practice	
		Hotel and Restaurant Design Management / National hospitality: sacral tourism / Six Sigma & Lean methodologies	PD CC	7	5	Exam	
		National tourism attractors / Ecotourism / Adventure	PD CC	7	5	Exam	

		Tourism					
M7	Marketing Research Module	Quality Service Management for the Hospitality & Tourism Industry	PD UC	6	5	Exam	39
		Internship practice II	PD UC	6	5	final grade in practice	
		Multicultural Studies	BD UC	1	3	Exam	
		Principles of Marketing in Tourism & Hospitality	BD UC	2	3	Exam	
		Tourism Product & Services	BD UC	5	5	Exam	
		Business Ethics / Business social responsibility / Negotiations Strategy	BD CC	3	5	Exam	
		Customer Relationship Management / International Marketing / Sales Techniques	BD CC	4	3	Exam	
		Entertainment & Leisure Operating Management / Spa and Wellness Management / Casino management	PD CC	7	5	Exam	
		Hospitality Luxury Brand Management/ Digital marketing in hospitality industry / Distribution strategy	PD CC	8	5	Exam	
M8	Final certification	Final certification	ATT	8	8	FC	8
	TOTAL						244