

**JSC «Kazakh Ablai Khan University of International Relations and
World Languages»**

APPROVED

Chairman

Academic Council,

Academician of NAS RK

Kunanbaeva S.S.

08 _____ 2022



DEVELOPMENT PLAN

of educational programs

"6B11102 Restaurant and Hotel business"

in the field of training 6B111 Service sector

ALMATY 2022

Development plan for the educational program "6B11102 Restaurant and Hotel business"
prepared and discussed at a meeting of the Department of Hospitality Management

Approved at a meeting of the academic council

Protocol No. 2 dated 17 02 2022

Chairman of the AS Kaly Kalganbaev N.A., Ph.D., Associate Professor

Protocol No. 6 dated 23 02 2022

Dean of the Faculty Mullay Zhubanova M.Kh., Ph.D., Associate Professor

Protocol No. of the Academic Council 1 dated 26 08 2022

Agreed
Employer
Director of "Qazaq eli travel" LLP



Abylasan G.

**JSC «Kazakh Ablai Khan University of International Relations and World
Languages»**

EDUCATIONAL PROGRAM DEVELOPMENT PLAN

1. Analytical justification of the program. Information about the educational program.

The educational program “6B11102 “Restaurant and Hotel Business” is aimed at in-depth theoretical and practical training of specialists in the field of enterprise management and business organization in the hospitality industry.

1. THE CODE AND NAME OF THE TRAINING AREAS	6B111 Service sector
2. THE CODE AND NAME OF THE EDUCATIONAL PROGRAM	6B11102 Restaurant and Hotel business
3. DEGREE TO BE AWARDED	Bachelor in the field of services in the educational program “6B11102 Restaurant and Hotel business”
4. THE LEVEL OF TRAINING	Level 6
5. ACCREDITATION OF THE PROGRAM	IAAR No.AB 4142 Period:09/06/2020 - 08/06/2025
6. THE PERIOD OF STUDY	2022-2026
7. LANGUAGE OF TRAINING	Russian, Kazakh
8. FACULTY	The Faculty of Management and International Communication
9. DEPARTMENT	Hospitality Management
10. PROFILE AND EDUCATIONAL OBJECTIVES OF THE PROGRAM	
<p>The main educational program of the bachelor's degree in the field of training Service sector 6B111, implemented by the Department of Hospitality Management of KAZUIR&WL named after Abylai Khan, is a set of basic characteristics of education (volume, content, planned results), forms of certification, which is presented in the form of a general characteristic of the educational program, curriculum, calendar schedule, work programs of disciplines, educational programs and production practices, evaluation tools, methodological materials, and other components, included in the educational program.</p>	

The goal of the educational program “6B11102 Restaurant and Hotel Business” is the formation of competent, qualified, competitive, multilingual personnel for the hospitality industry, easily adaptable to the dynamically developing hotel and restaurant business in the global market, proficient in multiculturalism and communication skills. Possessing high social and civil responsibility, capable of carrying out professional activities.

11. EXPECTED LEARNING OUTCOMES

LO 1 Applies leadership skills and ways to develop them in organizing team activities, developing strategies for personal development and personal growth in professional activities, demonstrating the ability to apply the norms of civil and criminal legislation in the field of economics, law, life safety, anti-corruption and research activities.

LO 2 Possesses tools for forming modern processes of functioning of the hospitality industry, developing the main structural elements of the infrastructure of a hotel enterprise based on the use of modern innovative technologies, predicting trends in the development of the hospitality industry, rational use of resort resources in the organization of health resort business.

LO 3 Uses the patterns of development of entrepreneurship in the hotel and restaurant business, forms and methods of business organization and substantiates the economic feasibility of opening enterprises in the hospitality industry.

LO 4 Masters the methodology for calculating the main technical and economic indicators and costs for the production of goods and services of hospitality industry enterprises, analyzing the economic efficiency of the activities of hotels and restaurants, to reflect the results of economic activity in the accounting accounts, in drawing up forms of accounting, statistical reporting and tax returns.

LO 5 Applies methodological approaches to the study of modern technologies for feeding the peoples of the world, service technologies, introduction of innovations and changes in the management of the activities of a chain of catering establishments and hotels.

LO 6 Predicts external and internal factors affecting the activities of enterprises in the hospitality industry, mastering methods of designing and planning business processes and providing services in international, regional, and local markets.

LO 7 Analyzes progressive, competitive forms of sales in the field of hotel and restaurant services, developing programs for introducing innovations into the practice of sales and promotion of hotel and restaurant services, in accordance with consumer requirements based on the latest marketing, information and communication technologies, effective advertising strategies and methods.

LO 8 Applies regional tourism resources in the development of tourism products, taking into account the needs of tourists, forming effective strategies for introducing tourism products into the domestic and inbound tourism markets.

LO 9 Forms an effective organization of the functioning of hotel and restaurant services in regulating the relationship of their production and technological processes in accordance with the standards for the provision of services and the organization of a service quality control system.

LO 10 Demonstrates the ability to communicate effectively in a foreign language, both orally and in writing, on professional topics, analyzes social, professional and communication problems in their professional activities.

LO 11 Uses patterns of influence of factors of the external and internal environment of the organization, forms and methods of operational, strategic, personnel and innovation management for the effective management of

enterprises in the hospitality industry, applying the basic concepts and categories of marketing in the field of restaurant and hotel business to most fully satisfy the demand of consumers of various market segments.

LO 12 Critically evaluates the role and importance and effectiveness of events in the tourism and hospitality industry, applying the methods and strategies necessary for planning, organizing and managing events of local and international significance, analyzes successful experience in the development of event management in the country and abroad.

LO 13 Possesses marketing management tools in the field of international tourism and hospitality to develop approaches to the development and adoption of strategic decisions on the marketing policy of tourism and hotel business enterprises.

LO 14 Conducts analysis of macroeconomic indicators and forecasting economic events in the field of international tourism and hotel business. Masters the methodology of comparative analysis and selection of the most effective management decisions to increase financial stability and reduce financial risks of hospitality industry enterprises.

LO 15. Uses the latest information and communication technologies to identify and analyze progressive forms of service, accounting and promotion in the field of hotel and restaurant services, develops a program for introducing innovative software products into the practice of hotel and restaurant enterprises.

LO 16 Uses practical skills in various types of speech activity, record keeping, demonstrating the ability to logically and grammatically correct documentation in the state language, using the skills of business correspondence, business communication and etiquette.

The main indicators of the EP. The standard period for the development of the bachelor's degree program "Restaurant and Hotel business" is 4 years / 3 years (accelerated learning). The program is based on a budget and fee-based basis, is practice-oriented, is taught in the state, Russian languages with the inclusion of subjects taught in English in the basic curriculum.

The main goals and objectives of the development plan with indications of the terms and stages of its development.

The main goal of the educational program development plan is to improve it in accordance with the vision, mission and strategies of the university, aimed at preparing a qualified specialist who receives a high-quality professional education and is ready to independently set and solve problems in the field of restaurant and hotel business. This program is designed to train competent, qualified, competitive, multilingual personnel, easily adaptable in the dynamically developing international market of the hotel and restaurant business (S), combining fundamental knowledge with an in-depth study of business processes (M), ready to apply professional skills in a dynamically developing market of the food and hospitality industry. This program involves the implementation of the assigned tasks by analyzing the requirements of employers, professional standards in the field of tourism and hospitality and is in maximum demand in the market (A), contributes to solving issues of improving science and developing new technologies in the field of the hospitality industry (R). This program is designed for 4 years (T).

The main objectives of implementation are:

- education and formation of a comprehensively developed personality of the student;
- formation of systematized knowledge in the hospitality industry;
- organization of the educational process at a modern scientific level;
- professional orientation of training based on modern information technologies;
- carrying out scientific research in the field of hospitality.
- updating educational materials and the course program, reflecting the latest trends and innovations in the RHB in the field of modern management methods, marketing, technological solutions;

- providing students with practical experience through training/production/pre-graduate practices, design work, case studies and interaction with enterprises in the hospitality industry;
- creating opportunities for students to participate in academic mobility programs, international programs and projects to expand their cultural understanding and work experience in an international environment, which is especially important in the globalized hospitality industry.
- involvement of students, undergraduates and teaching staff in research activities;
- establishing partnerships with leading companies and scientific organizations in the field of hospitality to ensure the relevance of the program, support and employment of graduates;
- development of mechanisms for evaluating and controlling the quality of the educational program to ensure compliance with educational standards and the needs of undergraduates and the labor market;
- improving the competitiveness of graduates, providing students with not only theoretical knowledge, but also practical skills, leadership qualities and soft skills that are necessary for a successful career in the restaurant and hotel business.

The uniqueness of the EP "6B11102 Restaurant and Hotel business" lies in the accumulation of relevant professional competencies, modernization of the educational process through the introduction of educational curricula developed on the basis of their own scientific results with the participation of employers, leading domestic and foreign professors and scientists.

The development strategy of the KazUIR&WL named after Abylai Khan defines the content of the EP "6B11102 Restaurant and Hotel business", focused on the preparation of bachelors in the field of services for enterprises of the food and hospitality industry, the preparation of a qualitatively new generation of qualified specialists susceptible to innovation, able to organize and carry out innovative research and implementation activities based on international interaction and cooperation.

Competitive advantages of EP 6B11102 RHB

- the history and authority of the University at the international and national level;
- availability of government grants, provision of practice places;
- fixed tuition fee;
- 1st place in the IAAR 2022 ranking;
- support system for gifted students
- The University is a member of 3 associations of the tourism and hospitality industry:
 EURHODIP –The Leading Hotel School in Europe (Belgium)
 KTA –Kazakhstan Tourism Association
 KAHR -Kazakhstan Association of Hotels and Restaurants

The mechanism of formation of the plan. When forming the Development Plan of the educational program, curricula for EP 6B11102 - "Restaurant and Hotel business", the experience of implementing similar programs of other universities in Kazakhstan, near and far abroad is taken into account. The curriculum of the educational program was drawn up with the involvement of developers and employers, taking into account the results of a survey of students of the EP "Restaurant and Hotel business" (analysis of student satisfaction and teaching staff, analysis of available and necessary resources for the program, including the material and technical base, etc.).

The implementation period of EP 6B11102 Restaurant and Hotel business - 01.09.22-01.07.26.

The main objectives of the educational program 6B11102 RHB and monitoring of its implementation

№	Name of the task	implementation period	Expected result	Responsible persons

Strategic direction 1: Unified scientific and educational professional and innovative infrastructure of the University				
1.	<i>Ensuring the effectiveness of strategic and operational management of the university's activities in the educational and research market. Services through the activities of an innovative organizational structure - a system of NIPO complexes</i>	constantly	Implementation of NID according to NIPL 3	Responsible for Research Zamanbekova A.B.
2.	Improving the research reputation of KazUIR&WL named after Abylai Khan	constantly	Training of scientific personnel and their stimulation to research activities. Teaching staff of departments in the PhD doctoral program. Teaching staff under the Bolashak program and international grants. Participation in international programs/projects.	Department of HM Responsible for Research Zamanbekova A.B.
3.	Improving the university's ranking positions at the regional, national and international levels.	annually	Rating of IAAR, NCh Atameken	Department of HM Responsible for Kalambaeva N.S.
4.	Updating the EP taking into account the requirements of the labor market	annually	Updating the REGISTER of educational programs of the Bologna Process Center, making changes to the curriculum	Head of EP 6B11102 RHB S.S. Rakymzhanova
Strategic direction 2: Preparation of a new competitive generation of graduates				
5.	<i>Updating the content of bachelor's degree programs, taking into account international standards that meet the expectations of employers</i>	constantly	Formation of professional competencies, taking into account the recommendations of employers.	Head of EP 6B11102 RHB S.S. Rakymzhanova.
6.	<i>Implementation of an online discipline selection system for the elective component based on the management of the university's information and communication infrastructure.</i>	annually	Automation of the information and communication infrastructure system of the University.	Head of EP 6B11102 RHB S.S. Rakymzhanova
7.	Implement the policy of incoming and outgoing academic mobility.	constantly	To develop the policy of the University participating in international academic mobility programs	Responsible for Baimmol danova D.K.
8.	<i>Integration of the educational process and research activities with the professional environment. Providing practical orientation for the training of University graduates</i>	constantly	Development of social partnership Organization of practical training in cooperation with organizations Ensuring annual employment of 65% of bachelor's degree graduates and	Responsible for practice Karimov D.Zh.,

			100% of master's and doctoral degree graduates.	Dildabek U.K. Responsible for employment Beisenova G.K.
Strategic direction 3: Integration of science – education – innovation				
9.	Commercialization of scientific results. Evaluation of the effectiveness of scientific projects	constantly	Commercialization of research work. Recognition of the results of scientific research of teaching staff at the level of domestic and world achievements	Responsible for Research Zamanbekova A.B.
10.	Development and implementation of a set of measures to further enhance the participation of teaching staff (including foreign language teachers) in research activities.	constantly	Increasing the impact factor Competition of the Ministry of Education and Science of the Republic of Kazakhstan for grant funding of scientific projects	Responsible for Research Zamanbekova A.B.
Strategic direction 4: Formation of highly professional personnel of the University				
11.	The introduction of a system of additional professional education for teaching staff based on the competence model.	constantly	Retraining and advanced training of scientific and scientific-pedagogical personnel	Responsible for Baimoldanova D.K.
12.	Organizing the participation of teaching staff in state and international programs, including “Bolashak”	constantly	Organization of foreign internships for teaching staff, Participation of teaching staff in international programs	Department of HM
13.	Expanding the range of additional professional education programs offered, including distance education.	constantly	The development of the necessary competencies in the personnel reserve. Improving the performance of reservists. Improving the level of financial literacy.	Department of HM
Strategic direction 5: Internationalization of higher specialized vocational education and corporate research cooperation with the foreign scientific and educational community				
14.	<i>Development of cooperation with foreign partners, educational institutions: attracting foreign teachers, students, implementation of educational and scientific projects Continued active activity and membership in international associative and partner structures</i>	constantly	To develop cooperation with the structures of the Bologna Process and its participants. Membership in international associations	Department of HM Responsible for Baimoldanova D.K.
15.	Participation in the QS-WUR rating	annually	A stable position in the QS world ranking.	Department of HM Responsible for Baimoldanova D.K.

				Department of International Cooperation
Strategic direction 6: Implementation of the idea of fostering national self-awareness and an active life position				
16.	Intensification of work on issues of interfaith harmony, prevention of religious extremism and other negative phenomena in the student environment	constantly	Formation of the values of Kazakhstani patriotism.	Department of Ideology and Social Development
17.	Ensuring the holding of contests, thematic events, meetings, lectures, seminars, round tables on morality, the development of civic engagement of young people, education based on the principles of mutual respect and patriotism.	constantly	Activation of the creative and innovative potential of students through increased participation in scientific, creative competitions and social projects.	Committee on Youth Affairs
18.	The introduction of student self-government, the involvement of students in academic, research activities and collegial management bodies of the university.	constantly	Ensuring students' participation in activities aimed at building tolerance, cultural and interfaith dialogue skills	Committee on Youth Affairs
19.	Implementation of a comprehensive anti-corruption plan at the University.	constantly	Organization of anti-corruption policy events	Committee on Youth Affairs
Strategic direction 7: Modernization, development of infrastructure, material and technical base and informatization of the university				
20.	Assistance of the Library and information Center to the growth of information culture of university users	constantly	Operational provision of teaching staff, undergraduates, PhD students and students with up-to-date scientific and educational information from relevant sources.	Library Information Center
21.	Creating conditions for the education of students with special educational needs	constantly	The qualitative state of the educational and social infrastructure of the University	HM Department, Educational Management
22.	Improving and improving the conditions for obtaining a full-fledged, high-quality professional education (dual education)	2022-2024	Development of measures to improve and expand educational services, conclusion of contracts with enterprises of the tourism and hospitality industry, for the diversification of educational services	HM Department

Risk map of the Educational program 6B11102 "Restaurant and Hotel business"

№	Name of the task	Risks	Corrective Measures	Terms of implementation
1	Increasing the number of students	Economic crisis, inflation, low consumer solvency	Involvement of social partners in the training of specialists. Fixed tuition fees	annually
2	Attracting applicants with a high UNT score	The risk of enrolling applicants with insufficient training	Increasing the threshold level of the UNT upon admission to the university. Conducting a cross-section of students' knowledge to identify academic achievements during the study period; Participation in research and development.	2023 constantly constantly
3	A stable position in the QS world ranking.	Increased competition with world universities, outflow of young people to foreign universities	Participation in the QS rating. Development of joint educational and double-degree programs. Participation of teaching staff in the Bolashak Program. Academic mobility;	Annually 2024 constantly
4	Improving and improving the conditions for obtaining a full-fledged, high-quality professional education (dual education)	Formalized mentoring; The partner employer does not see the student interns as their future employees, believing that their level of training does not meet the requirements of the company; Students do not see themselves in the profession, striving only to get a diploma.	ACEP; Open classes, training seminars with the invitation of representatives of enterprises as observers and guest lecturers;	constantly

**Key indicators of the effectiveness and efficiency of the Educational program 6B11102
Catering and hotel business**

Key indicators	units	2022 - 2023	2023- 2024	2024 - 2025	2025- 2026
Number of students in the educational program	person	367	370	375	380
Development of updated educational programs with their subsequent inclusion in the register	units	0	1	0	1
Number of additional educational programs (Minor)	%	1	1	1	1
The number of students participating in international academic mobility programs	person	1	1	2	2

Percentage of employed graduates in the first year after graduation	%	60	65	67	70
The number of trainees covered by grant support programs for talented youth	person	35	40	45	50
Percentage of teaching staff with academic degrees and titles	%	50	50	50	50
For teachers of foreign languages who have the appropriate certificate	%	1	1	1	1
Professional development of teaching staff at the expense of extra-budgetary funds	person	8	10	12	15
The share of graduates of postgraduate education of the University included in the personnel reserve	%	10	10	10	10
The number of publications in scientific journals with an impact factor (Scopus, etc.)	pc	1	1	1	1
Implementation of scientific projects through the conclusion of trilateral agreements (University - scientific organization - business)	pc	1	1	1	1
For teachers who teach in a foreign language	%	30	30	30	30

An action plan to achieve key indicators of direct results

Indicators of direct results	2022 - 2023г.	2023- 2024	2024 - 2025	2025- 2026г.	Implementation period	Responsible persons
Development Social partnership	2	2	2	2	constantly	Department of HM
Management of project research works, trained by employers	2	2	2	2	constantly	Department of HM
Creation of competency-based educational programs coordinated with employers	1	1	1	1	October, January annually	Department of HM, ACEP
An increase in the number of students enrolled in EP 6B11102 RHB	60	70	80	90	annually	Department of HM, Admission Committee
Regular updating of the content of training courses taking into account the latest scientific achievements and developments in the relevant areas	30%	30%	30%	30%	April every year	Department of HM, EPA
The use of the results carried out at the Department of Scientific Research and Development for the formation	1	1	2	2	constantly	Department of HM

of regularly updated lists of elective courses						
Increased publications in international journals (Thomson Reuters and Scopus)	1	1	1	1	constantly	Department of HM, Ed. According to research
The increase in the citation rate of publications based on the Web of Science Core Collection (Thomson Reuters) from the total number of publications	2	2	3	2	constantly	Department of HM, Ed. According to research
Increasing the number of commercialized research projects	0	1	0	1	constantly	Department of HM, Ed. According to research
Obtaining additional education for teaching staff	10	12	14	16	constantly	The teaching staff
An increase in the number of teachers who have qualified in well-known foreign centers	1	1	1	1	constantly	Department of HM
Increasing the number of students on academic mobility	1	1	2	3	constantly	Department of HM, EMS
An increase in the number of cooperation agreements with foreign educational institutions	1	2	2	2	constantly	Department of HM, EMS
Educational programs agreed with the employer and the adjustment of curricula with the involvement of employers and taking into account their requests for the quality of specialists %	1	1	1	1	constantly	Department of HM, ACEP
Expansion of additional services based on labor market monitoring	1	1	1	1	constantly	Department of HM
Involvement of leading practitioners in conducting classes, consultations, and management of master's theses	1	1	2	2	annually	Department of HM
The level of employment of graduates %	60	65	67	70	annually	Department of HM

Participation in the work of the scientific school and scientific centers of the University	constantly	constantly	constantly	constantly	constantly	Department of HM
Publication of textbooks	2	2	2	2	constantly	Department of HM
Conducting scientific and practical conferences, round tables, and seminars	during the year	during the year	during the year	during the year	Every year during the year	Department of HM

Monitoring the effectiveness of the EP				
I. Improving the content of the EP				
1.	Involvement of employers in the process of improving the educational system, determining the professional competencies of a graduate, preparing educational and methodological support for disciplines proposed by employers	January 2023 2024 2025 2026	When updating the content of the EP, include disciplines recommended by employers	ACEP FMIC
2.	Activation of relations with foreign partners in order to implement joint scientific research and publication of educational and methodological literature	April 2023 2024 2025 2026	Implementation of joint scientific research and publication of educational and methodological literature	Zamanbekova A.B. Candidate of Economics, Professor, Research Institute, Research Institute
3.	Organization of consultations of employers and scientists in the selection of relevant and practically significant topics of diploma projects and master's theses, conducting research of undergraduates in leading research institutes of the Republic of Kazakhstan	September 2022 2023 2024 2025 2026	Creation of a list of relevant and practically significant topics, taking into account the proposals of employers in the tourism and hospitality industry	Hand. EP Rakymzhanova S.S.
II. Educational and methodological support				
4.	Improving the assessment of learning outcomes.	Constantly	Improvement of the form of the tasks of the SRS, the format of the test tasks, the form of the exam	Rel. According to EMS according to theor. and the language. diss.
5.	Development/ use of methods for determining the level of students' formed competencies	June 2023 2024 2025 2026	Analysis of the results of the Final and intermediate control, the results of professional practice, feedback from employers	Rel. According to EMS according to theor. and the language. diss. Bekbenbetova B.B. Candidate of Economics, Associate Professor
6.	Survey of employers,	June	Discussion at the meetings of the	Department of

	Survey of teaching staff satisfaction with the program, etc.	2023 2024 2025 2026	department–discussion of the EP, Holding round tables with the invitation of practitioners, discussion and analysis of employer feedback	Practice and Employment at the Educational Department
7.	Improving the information environment	June 2023 2024 2025 2026	Constantly post information on EPA, research and educational activities on the pages of the university's website www.ablaikhan.kz Social networks (development of a new department page format)	Dildabek U.

In the future, it is necessary to increase the competence of the teaching staff through internships at universities of the far and near abroad and various forms of retraining, as well as participation in projects at international and national levels.

It is necessary to develop the organizational potential of FMIC, including management, new programs, new forms of education, effective forms of educational and scientific activities. Special attention will be paid to the development of innovative forms of education, to wide public recognition and certification of educational and scientific products of FMIC.

The expected final results of the educational program imply a clear orientation towards the future, which is manifested in the possibility for students to build their education, taking into account success in personal and professional activities that meet the requirements of employers. The educational program will allow students to gain in-depth theoretical knowledge and practical skills in the field of vocational education.

Head of the Department
of Hospitality Management



Rakymzhanova S.S.