

MINISTRY OF EDUCATION AND SCIENCE OF THE REPUBLIC OF
KAZAKHSTAN

JSC «KAZAKH ABLAI KHAN UNIVERSITY OF INTERNATIONAL RELATIONS
AND WORLD LANGUAGES»

“Approved”

Chairman of the Board - Rector of
Kazakh Abylai Khan UIRandWL

26.08.2022
academician of NAS RK S.S. Kumanbaeva
Minute No. dated 2022



SPECIFICATION OF EDUCATIONAL PROGRAM
“6B11102 RESTAURANT AND HOTEL BUSINESS”
BACHELOR TRAINING DIRECTION
“6B111 – Service sphere”

ALMATY 2022

The specification of the educational program “6B11102 Restaurant and hotel business” was prepared and reviewed at a meeting of the vocational department of Hospitality Management

Minutes No. 5 dated 27 01 2022

Approved at a meeting of the academic council of FMIC

Minutes No. 2 dated 17 02 2022

Chairperson of the AC кады N. A. Kalganbayev

Dean of the faculty Жеңіс M.H. Zhubanova

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

Agreed by:

Employer:

Director of LLP “Qazaq Eli Travel”



G. Abylasan

**JSC "KAZAKH ABLAI KHAN UNIVERSITY
OF INTERNATIONAL RELATIONS AND WORLD LANGUAGES"
Specification of the educational program - Graduate model of the EP "6B11102
Restaurant and Hotel Business"**

1. CODE AND NAME OF THE FIELD OF STUDY	093- Restaurant and Hotel Business
2. CODE AND NAME OF THE EDUCATIONAL PROGRAM	6B11102 Restaurant and Hotel Business
3. DEGREE AWARDED	Bachelor
4. LEVEL OF TRAINING	NQF level 6
5. ASSIGNED QUALIFICATION	Bachelor in service sector EP "6B11102- Restaurant and Hotel Business "
6. PROGRAM ACCREDITATION	IAAR 2020
7. TRAINING DURATION	2022-2026
8. LANGUAGE OF INSTRUCTION	Kazakh, Russian, English
9. FACULTY	Faculty of management and international communication
10. DEPARTMENT	Hospitality management
11. EDUCATIONAL GOALS AND OBJECTIVES OF THE PROGRAM	
<p><i>Goals of the Program</i></p> <p>The program is designed to train a qualified specialist in the hospitality sector who is able to interact in the international environment (<i>S</i>), is ready to independently set and fulfill tasks in the field of hospitality, adequately responding to the conditions of the dynamically developing hotel and restaurant market and having practical skills in services sector, is able to develop students' competencies and skills of the effective use of modern technologies in hospitality industry, to develop their ability to strategically plan and make informed decisions in order to ensure comfortable and innovative travel that meets modern standards and market requirements (<i>M</i>). The aims set in the program are realized through the analysis of the employers' requirements, professional standards in the field of tourism and hospitality highly demanded in the market (<i>A</i>), as well as through the analysis of requests from recruiting agencies (<i>R</i>). This program is usually designed for 4 years (<i>T</i>).</p> <p><i>Objectives of the Program:</i></p> <ul style="list-style-type: none"> - ensuring high-quality training of future service sector professionals with specialization in accordance with the requirements of welfare society, professional standards, the Atlas of new professions, national and industry-related qualification frameworks and global education standards; - developing a system of key competencies, general scientific and special knowledge, skills and abilities of future service sector specialists; raising highly educated young generation capable of acquiring new knowledge and adapting to changing conditions in hospitality sector; - acquiring knowledge, skills and abilities in the field of social, humanities and natural sciences required to understand the processes occurring in the Republic of Kazakhstan; developing responsibility for their professional activities in a free, democratic and legal state and being competitive in the labor market; forming psychological literacy, culture of thinking and behavior; - improving the conditions for obtaining a full-fledged, high-quality vocational education, taking into account modern realities of the widespread use of IT technologies and artificial intelligence; - involving employers in the process of improving the educational programs, determining the graduate's professional competencies, preparing educational and methodological support for the disciplines proposed by employers; - extending and strengthening contacts with foreign partners for the implementation joint scientific research and publishing educational and methodological literature, enhancing academic mobility; - involving employers and scientists in choosing relevant and practically significant topics for graduation projects. 	

Prospects for the EP according to the Atlas of New Professions: Skills, including professional knowledge, entrepreneurial and managerial capabilities, can provide the graduate with long-term career security, high earning potential and interesting, varied jobs in the following areas: Innovation manager (in the hotel industry); BigData analyst (in the tourism industry); Internet manager for promoting tourism products.

12. FIELD OF STUDY

- tourism industry - hotels and other accommodation facilities; means of transport; catering and entertainment facilities; educational, business, recreational, sports and other facilities;
- hospitality industry - a field of entrepreneurship involving types of services based on the principles of hospitality;
- organization of cultural, leisure and recreational activities;
- economics of hospitality - issues of dynamics and conditions of the hotel and restaurant market, industry statistics, service standards, etc., program and financial activities, including management system in the service sector;
- management and marketing in the hospitality and tourism industry;
- tourist infrastructure - a complex of existing structures and networks for industrial, social and recreational purposes, intended for the functioning of the tourism sector, ensuring easy access of tourists to accommodation and catering facilities and their proper use for recreational purposes, as well as ensuring the functioning of the hospitality enterprises;
- legal support for hotel and restaurant activities;
- other areas of human activity, directly or indirectly related to the hotel and restaurant business;
- latest digital technologies in tourism and hospitality.

13. TYPES OF PROFESSIONAL ACTIVITIES:

- manager of the hotel and restaurant business with a focus on entrepreneurial and management activities (hotels, catering establishments, airlines);
- manager of hotel and restaurant enterprises of various forms of ownership;
- event planner;
- managers of various departments of a hotel and restaurant complex;
- specialists of republican and international organizations regulating the hospitality industry (ministries, city councils, their regional divisions and bodies);
- specialists for advertising agencies engaged in the promotion of hotel and restaurant services to the domestic and foreign markets.

14. REQUIREMENTS FOR APPLICATION TO THE EDUCATIONAL PROGRAM

Applications for the EP “6B11102-Restaurant and Hotel Business” are accepted by the university admissions committee from June 20 to August 25.

For applicants to the EP “6B11102-Restaurant and Hotel Business” on the basis of general secondary education, the major subjects are geography and a foreign language.

For applicants to the EP “6B11102-Restaurant and Hotel Business” on the basis of technical and vocational education, the major subjects are “Geography” and “Organization of Tourism Activities”.

Enrollment in the university is issued by the order of the university rector between August 10 and August 25. The following are enrolled on a paid basis for bachelor's degree programs:

- graduates of general and secondary education organizations of the current year who have passed the UNT and received at least 50 points;
- graduates of previous years of general and secondary education organizations and graduates of technical and vocational education organizations who have passed the CTA and received at least 35 points.

15. EXPECTED LEARNING OUTCOMES	
15.1 GC–GENERAL COMPETENCES OF GRADUATES	
GC1	Able to assess the surrounding reality from ideological positions based on the fundamentals of philosophy, which provide scientific understanding and study of the natural and social world through methods of scientific and philosophical cognition.
GC2	Able to reason their own assessment of everything that happens in the social and industrial spheres, to demonstrate a civic position based on a deep understanding and scientific analysis of the main stages, patterns and originality of the historical development of Kazakhstan.
GC3	Able to assess situations in various areas of interpersonal, social and professional communication, taking into account basic knowledge of sociology, political science, cultural studies and psychology, synthesize knowledge of these sciences as a modern product of integrative processes and possesses the skills of quantitative and qualitative analysis of social phenomena, processes and problems.
GC4	Able to apply scientific methods and research techniques for a specific science and the entire socio-political cluster, to operate with social, business, cultural, legal and ethical norms of Kazakhstan’s society, demonstrate personal and professional competitiveness.
GC5	Able to speak and write in Kazakh, Russian and foreign languages to solve problems of interpersonal, intercultural and professional communication, use linguistic means and knowledge of grammar, analyze and evaluate information in accordance with the communicative situation.
GC6	Able to use various types of information and communication technologies in personal activities: Internet resources, cloud and mobile services for searching, storing, processing, protecting and distributing information.
GC7	Able to build a personal educational trajectory throughout life for self-development and career growth, focus on a healthy lifestyle to ensure full-fledged social and professional activity through methods and means of physical culture.
15.2 PC – PROFESSIONAL COMPETENCES	
PC1	Able to apply the tools for forming modern functioning processes in the hospitality industry, develop the main structural elements of hotel infrastructure using modern technologies, predict trends in the hospitality industry development, using resort resources in organizing the hotel business.
PC2	Able to use patterns of entrepreneurship development in the hotel and restaurant business, forms and methods of business organization and justify the economic feasibility of opening enterprises in the hospitality industry
PC3	Able to apply the patterns of influence of factors of the external and internal environment of the organization, forms and methods of operational, strategic and personnel management for the effective management of hospitality enterprises, apply the basic concepts and categories of marketing in the restaurant and hotel business to satisfy the demand of consumers of various market segments.
PC4	Able to critically evaluate the role and purpose of various events in the tourism industry and apply the techniques and strategies required to plan and realize successful events
PC5	Able to analyze macroeconomic indicators and forecast economic events in international tourism and hotel business, identify the main macroeconomic problems of the Republic of Kazakhstan in the national tourism and hotel industry.

PC6	Able to master the basics of marketing management in the field of international tourism and hospitality, develop approaches to the development and adoption of strategic decisions on the marketing policies of hotel companies and catering establishments.
PC7	Able to master comparative analysis techniques and select the most effective management decisions to increase financial stability and reduce financial risks of hospitality enterprises.
PC8	Able to analyze and formulate the value proposition of information solutions for various enterprises, possesses the skills of conducting advertising campaigns on the Internet for the restaurant and hotel business.
PC9	Able to identify and analyze progressive, competitive forms of sales in the hotel business, develop a program for introducing innovation into the sales practices of enterprises and promoting hotel and restaurant services, in accordance with consumer requirements based on the latest information and communication technologies.
PC10	Able to apply financial instruments to make effective management decisions in order to increase financial stability and reduce financial risks.
PC11	Able to navigate in a foreign language environment, using linguistic and information means in general cultural and professional communication within the topics under study.
PC12	Able to analyze technological processes in hotels and other accommodation facilities, apply, adapt and develop modern technologies in professional activities.
PC13	Able to analyze risks and errors in organizing events, independently manage the process of organizing an event and work with specialized web applications that allow to effectively manage an event, design an event (be able to design an event concept, a strategic plan for the event, and a number of other plans, including a promotion plan).
PC14	Able to evaluate and apply various models and methods of tourism and hotel business management systems, elements and principles of marketing management and marketing research in a competitive environment.
PC15	Able to find organizational and managerial solutions in non-standard situations and readiness to bear responsibility for them, apply basic provisions and tools (methods) in personnel management, analyze business processes and mechanisms of work of departments from the point of view of personnel management, taking into account socio-psychological and economic characteristics.
15.3 PC - PERSONAL COMPETENCES OF GRADUATES	
PC1	Able to organize and plan, work effectively with sources of information and modification means.
PC2	Able to acquire new knowledge using modern educational technologies.
PC3	Able to earn the trust of people, has leadership qualities for organizing team activities and providing professional leadership, able to apply civil and criminal legislation in the field of economics, law, health and safety and anti-corruption activities and research methods.
PC4	Able to think critically and work effectively both individually and as a team member.
PC5	Able to conduct a systematic analysis of information and set strategic, tactical and operational goals, formulate and solve professional problems and establish cooperation with partners.
PC6	Able to solve non-standard problems using original techniques and means, being pressure resistant and perseverant when performing complex tasks.
PC7	Able to determine trajectories of self-development and self-education, to comprehend their own professional and personal capabilities.

15.4 ICC – INTERCULTURAL-COMMUNICATIVE COMPETENCES	
ICC1	Able to work in an international context, taking into account ethical differences and multiculturalism.
ICC2	Able to adapt to new situations and be creative and innovative.
ICC3	Able to plan and carry out necessary experiments, interpret data and draw conclusions.
ICC4	Able to apply theoretical knowledge, research skills in practice, and learn to analyze the results obtained.
ICC5	Able to apply types, principles and methods of time management for more successful implementation of professional and educational activities.
ICC6	Able to demonstrate proficiency in logical and grammatically correct formatting of documents in the state language and analyze information contained in scientific texts in the field of preparing and conducting business communication in the state language.
ICC7	Able to analyze situations in the workplace, business production sites with all its communication tasks, and justify them with an evidence base for solving various problems in professional activities.
16. LEARNING OUTCOMES	
LO 1	The ability to apply leadership skills and ways of developing them in organizing team activities, to develop a strategy for personal development and personal growth in professional activities, to demonstrate 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	The ability to master the tools of formation of modern processes of functioning of the hospitality industry, to develop the main structural elements of the infrastructure of a hotel enterprise based on the use of modern innovative technologies, to predict trends in the development of the hospitality industry and rational use of resort resources in the organization of the sanatorium and resort business
LO 3	Uses business patterns in hotel and restaurant business, forms and methods of business organization, and justifies the economic viability of establishing enterprises in the hospitality industry
LO 4	The ability to master the methodology for calculating the main technical and economic indicators and costs for the production of goods and services of hospitality industry enterprises, the ability to analyze the economic efficiency of hotels and restaurants, summarise economic activity, to compile accounting and statistical reports and tax returns.
LO 5	Applies methodological approaches to the study of modern technologies of catering of the peoples of the world, service technologies, implementation of innovations and changes in the management of the activities of the network of food enterprises and hotels.
LO 6	The ability to predict external and internal factors affecting the activities of enterprises in the hospitality industry, to master the methods of designing and planning business processes and providing services in the international, regional, local markets
LO7	The ability to analyze progressive, competitive forms of sales in the field of hotel and restaurant services, develop programs for introducing sales innovations and promotion in the hotel and restaurant services, in accordance with consumer requirements, based on the latest marketing, information and communication technologies, effective advertising strategies and methods.
LO8	The ability to use regional tourism resources in the development of tourism products to meet the needs of tourists, forming effective strategies for introducing a tourism product to the domestic and inbound tourism market

LO9	The ability to form an effective organization of the functioning of hotel and restaurant services and regulate production and technological processes in accordance with the standards for the provision of services and the organization of a service quality control system.
LO10	Communicates effectively in English, both orally and in writing, on business and profession related topics, to analyze social, professional and communicative issues in their professional activities.
LO11	Uses regularities of the impact of factors of external and internal environment of the organization, forms and methods of operational, strategic, personnel and innovation management for effective management of enterprises of the hospitality industry, applying the basic concepts and categories of marketing in the field of restaurant and hotel business for the most complete satisfaction of consumer demand of different market segments.
LO12	Critically evaluates the role and importance, the effectiveness of holding events in the tourism and hospitality industry, applying the methods and strategies necessary for planning, organizing and managing events of local and international importance, analyzes successful experience in the development of event management in the country and abroad
LO13	The ability to master marketing management tools in the field of international tourism and hospitality and to develop approaches to the strategic decision making on the marketing policy of tourism and hotel enterprises
LO14	The ability to master marketing management tools in the field of international tourism and hospitality and to develop approaches to the strategic decision making on the marketing policy of tourism and hotel enterprises
LO15	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 a hotel and restaurant enterprise
LO16	Uses practical skills in various types of speech activity, record keeping, demonstrates the ability to draw up documents in the state language using the skills of business correspondence, business communication and etiquette

17. THE CONTENT OF THE EDUCATIONAL PROGRAM

17.1 THE GENERAL STRUCTURE OF THE PROGRAM

The educational program is designed, as a rule, for four academic years of study. The academic year is divided into 2 semesters, each lasting 15 weeks. Training within the program is carried out on a modular basis: 1 module usually consists of 10-15 credits. During one semester, the student's academic load is at least 30 credits. The final certification of students is carried out in the form of presenting a professionally applied project for students with a GPA of 3.5 and comprehensive final exams.

17.2 MODULES OF THE EDUCATIONAL PROGRAM

17.2.1 BASIC MODULES

MODULE NAME	CONTENT	NUMBER OF CREDITS
PROFESSION-ORIENTED TRAINING BLOCK - 59 credits		
	Modern history of Kazakhstan	5

Module 1.1. Social and ideological module	Philosophy	5
	The basics of personal development	6
Module 1.2. Physical education	Physical Education	8
Module 1.3. Socio-political knowledge	Sociology and Political Science, Psychology, Cultural Studies	8
Module 1.4. General language module	Kazakh (Russian) language	10
Module 1.5. Digitalization	Information and communication technologies	5
Module 1.6. Foreign language	Foreign language	12
	Total	59
PROFESSION-BASED TRAINING BLOCK - 106 credits		
Module 2.1. Hospitality Basics	Hospitality Industry Basics	6
	Infrastructure in RDiGB	6
Module 2.2. Entrepreneurship and Design at the RHB	Entrepreneurship and Innovation in the Hospitality Industry / Planning and Organization in the Hospitality Industry / Innovation in the Hospitality Industry	12
Module 2.3. Economics of enterprise and accounting policy in the RHB	Economics of hospitality enterprises / Business and Economic Foundations of the Tourism Industry and Hotel Business in International Practice / Economics of Catering Enterprises	4
	Accounting and audit in RHB / Revenue Management in RHB / Cost Accounting and Management in the Hospitality Sector	4
Professionally Oriented Language Module 2.4	Professionally-oriented foreign language	12
	Profino-Communicative-Situational Practicum	3
	Business correspondence and business communication in the state language	3
Module 2.5. Modern technologies of food and service in RHB	Culture, Traditions and Modern Food Technologies of the Peoples of the World/ Organization of Banquets and Receptions/ Technologies of Restaurant Business Organization	5
	Restaurant & Hotel Service Technology/ Food & Beverage Management/ Hospitality Catering	5
	Internship	3
	Professional Foreign Language	12

Professional-communicative-language module	Professional Communicative and Situational Practicum	6
Module 2.7. Strategic Marketing and Specialized Management at RHB	Strategic Marketing in International Tourism and Hotel Business Management / Project Management in RHB / Risk Management	6
	Innovative management in the R&HB/Image Management of Hotel Service/Practical and Business Skills of Managers in the Hotel Business	5
	HR management in the hospitality industry/Human Resources in the Hospitality Industry/Conflict Management	5
	Financial management in the RHB/Modern Financial and Legal Management in Ensuring Effective Tour-and-Hotel Business/International Finance and Trade	6
	Internship	3
Total		110 cr
BLOCK OF PROFESSIONALLY IDENTIFYING MODULES - 64 cr.		
Module 3.1. Management and Marketing in the RHB	Hospitality Management	5
	Hospitality Marketing	4
MINOR (optional)	Organization and management of tourism (minor)/ Sustainable Tourism Development/ Inbound tourism technology & management	9
	Event management (minor) (Planning and technology of organizing events, Event tourism promotion)	9
	International tourism (minor) (Sustainable tourism, Destination management, legal aspects of tourism)	9
Module 3.2. Process Management in Restaurants and Hotels	Room Management/ Hotel Management/ Front Office Management	6
	Catering Management/ Practical and Business Skills of Cultural Leisure Organizers/ Restaurant Management	6
Module 3.3. Resort activities and standardization of hotel and restaurant services	Standardization and Quality Control of Hotel and Restaurant Services / Etiquette and Culture of Restaurant and Hotel Service / Service in the Field of Maintenance	5
	Organization of sanatorium-and- resort business/ Fundamentals of balneology/ resort business	4

	Digitalization of professional activities	3
Intercultural Communicative and Language Module	Foreign language for specific purposes	6
	Intercultural Communicative and Situational Practicum	
Module 3.4. Sales technologies and promotion of services in the hospitality industry	Sales management of restaurant and hotel services and advertising/ Advertising in the RHB/ PR in the RHB	6
	Marketing Research in RHB/ Research Methods/ Marketing Communications in RHB	5
Межкультурный коммуникативно-языковой модуль	Специализированный иностранный язык	6
	Межкультурный коммуникативно-ситуационный практикум	3
	Pre-diploma/industrial practice	6
	Total	68
Final attestation	Final attestation: Writing and defending a thesis (project) or preparing and passing a comprehensive exam	8
	Total	241

17. LEARNING OUTCOME FORMATION SCHEME

GENERAL COMPETENCES

MODULE NAME	GC 1	GC 2	GC 3	GC 4	GC 5	GC 6	GC 7
Module 1.1. Social and ideological module	X	X	X	X	X	X	X
Module 1.2. Physical Education		X	X	X	X	X	X
Module 1.3. Socio-political knowledge	X	X	X	X	X	X	X
Module 1.4. General language module		X	X	X	X	X	X
Module 1.5. Digitalization		X	X	X	X	X	X
Module 1.6. Language module		X	X	X	X	X	X

PROFESSIONAL COMPETENCES

MODULE NAME	PC1	PC 2	PC 3	PC 4	PC 5	PC 6	PC 7	PC 8	PC 9	PC 10	PC 11	PC 12	PC 13	PC 14	PC 15	PC 16
Module 2.1. Basics of hospitality	X															X
Module 2.2. Entrepreneurship and design in the R&HB		X														
Module 2.3. Economics of enterprise and accounting policy in the RHB							X									
Module 2.4 Professionally oriented language			X								X					
Module 2.5. Modern technologies of food supply and service in R&HB				X	X									X		
Professional-communicative-language module 2.6.								X	X	X	X					

Module 2.7. Strategic Marketing and Specialized Management at RHB			X		X	X	X			X					X	
Module 3.1. Management and Marketing in the RHB			X									X		X		
Module 3.2. Process management in restaurants and hotels		X		X		X	X						X	X		
Digitalization of professional activities			X	X	X	X	X	X	X	X	X	X	X	X	X	X
Module 3.3. Resort activities and standardization of hotel and restaurant services		X										X				
Module 3.4. Sales technologies and promotion of services in the hospitality industry						X			X			X		X		
Intercultural communication and language module				X							X					
Event management (minor)				X							X		X			
Organization and management of tourism (minor)											X				X	
Final attestation																

PERSONAL COMPETENCES							
MODULE NAME	PC1	PC2	PC3	PC4	PC5	PC6	PC7
Module 2.1. Basics of hospitality	X	X	X	X	X	X	X
Module 2.2. Entrepreneurship and design in the R&HB	X	X	X	X	X	X	X
Module 2.3. Economics of enterprise and accounting policy in the RHB	X	X	X	X	X	X	X
Module 2.4 Professionally oriented language	X	X	X	X	X	X	X
Module 2.5. Modern technologies of food supply and service in R&HB	X	X	X	X	X	X	X

Professional-communicative-language module 2.6.	X	X	X	X	X	X	X
Module 2.7. Strategic Marketing and Specialized Management at RHB	X	X	X	X	X	X	X
Module 3.1. Management and Marketing in the RHB	X	X	X	X	X	X	X
Module 3.2. Process management in restaurants and hotels	X	X	X	X	X	X	X
Digitalization of professional activities	X	X	X	X	X	X	X
Module 3.3. Resort activities and standardization of hotel and restaurant services	X	X	X	X	X	X	X
Module 3.4. Sales technologies and promotion of services in the hospitality industry	X	X	X	X	X	X	X
Intercultural communication and language module	X	X	X	X	X	X	X
Event management (minor)	X	X	X	X	X	X	X
Organization and management of tourism (minor)	X	X	X	X	X	X	X

INTERCULTURAL-COMMUNICATIVE COMPETENCES							
	ICC1	ICC2	ICC3	ICC4	ICC5	ICC6	ICC7
Module 2.1. Basics of hospitality	X	X	X	X	X	X	X
Module 2.2. Entrepreneurship and design in the R&HB		X	X	X	X	X	
Module 2.3. Economics of enterprise and accounting policy in the RHB	X	X	X	X	X	X	X
Module 2.4 Professionally oriented language	X	X	X	X	X	X	X
Module 2.5. Modern technologies of food supply and service in R&HB	X	X	X	X	X	X	X
Professional-communicative-language module 2.6.	X	X	X	X	X	X	X

Module 2.7. Strategic Marketing and Specialized Management at RHB	X	X	X	X	X	X	X
Module 3.1. Management and Marketing in the RHB	X	X	X	X	X	X	X
Module 3.2. Process management in restaurants and hotels	X	X	X	X	X	X	X
Digitalization of professional activities	X	X	X	X	X	X	X
Module 3.3. Resort activities and standardization of hotel and restaurant services	X	X	X	X	X	X	X
Module 3.4. Sales technologies and promotion of services in the hospitality industry	X	X	X	X	X	X	X
Intercultural communication and language module	X	X	X	X	X	X	X
Event management (minor)	X	X	X	X	X	X	X
Organization and management of tourism (minor)	X	X	X	X	X	X	X

18. DIRECTIONS OF RESEARCH WORK (for master's and doctoral studies)

19. INTERNATIONAL ACADEMIC MOBILITY WITHIN THE EDUCATIONAL PROGRAM

1. Inholland University of Applied Science /Нидерланды/
2. Hanze University of Applied Sciences /Нидерланды/
3. Information Systems Management Institute /Латвия/
4. Baltic International Academy /Латвия/
5. Kastamonu University /Турция/
6. Академия Туризма в Анталии /Турция/
7. Management Development Institute of Singapore in Tashkent /Узбекистан/

20. The undergraduate educational program includes the following types of internships:

- educational internship - 3 credits
- industrial internship - 3 credits
- industrial (pre-graduation) internship – 6 credits

20.1 EDUCATIONAL INTERNSHIP

Aim of internship:

The aim of educational internship (2nd year) is to acquire and consolidate professional skills and includes mastery of practical skills in organizing active travel, techniques and tactics of movement on difficult lay, working with tourist equipment, familiarization with the travel area, ensuring safety on tourist trips, and also consolidation of the knowledge acquired by students during the learning process and acquisition of work skills at enterprises of the tourism industry in the territory of the Republic of Kazakhstan.

Internship objectives:

- to consolidate and deepen the theoretical knowledge, abilities and skills of students acquired during training;
- to instill skills in organizing the work of a tourism industry worker, including organizing active tours and working with a tourist group on the route;
- to study the system of work of the practice base, the specifics of management (features of organizational and functional processes), the content of the activities of a specialist in the field of tourism;
- to bring the quality of professional skills to a level that allows you to independently develop tourist routes;
- to draw up optimal options for active travel programs for their implementation as an independent tourism product;
- acquiring the necessary skills in the technique of movement on the main forms of relief, methods of insurance and self-insurance, organization of bivouacs;
- compliance with safety measures when conducting hiking and mountain hiking trips (first aid, organization of search and rescue operations, transportation of the victim);
- the ability to choose tactics for overcoming the main types of natural obstacles when moving along the route;
- to study the infrastructure of the tourism industry and the components of tourist sites.

Internship venues (list of Agreements):

1. IE Your Gift. Lounge bar Miata
2. LLP «Viar» company Shera Inn
3. LLP «Zharat» hotel Royal Tulip
4. LLP «Mildom»
5. LLP Restaurant «Del Papa»

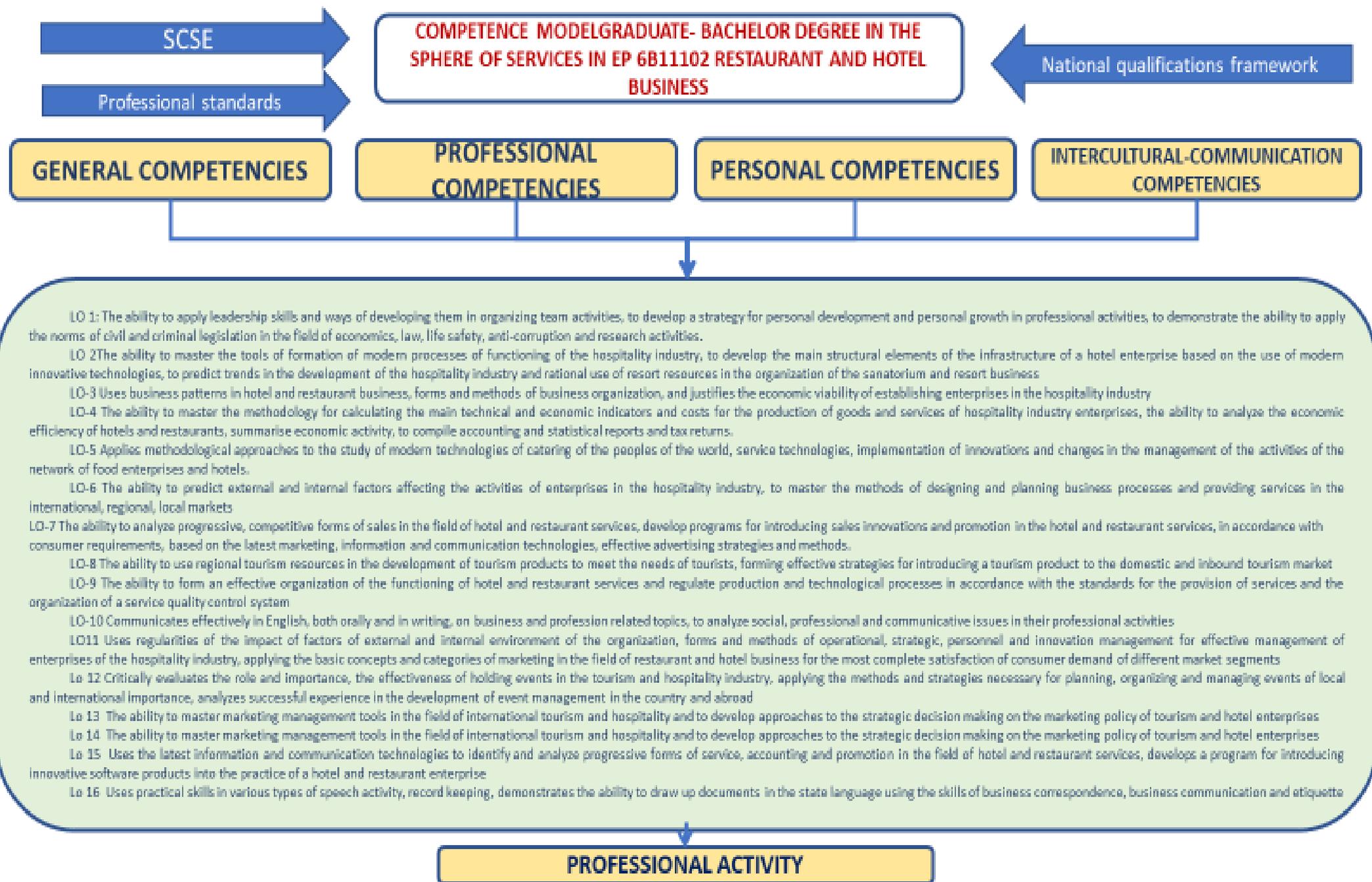
6. LLP «Solis Ltd» «Rixos Almaty» hotel
7. Отель «Renion Park»
8. LLP «Restaurant KZ» «Тюбетейка»
9. LLP «SANDYK WORLD», Restaurant Sandyk
10. LLP «Central City Properties», hotel Rahat Palace
11. LLP "Test of India", Restaurant Spice Mantra
12. LLP «Tlepov & company»
13. Restaurant «Monroe»
14. «Salem Hotel Management» LLP «Oi-QaragaiLesnayaSkazka»
15. LLP «Alshaya Kazakhstan»
16. LLP «Crown Star»

20.2 INDUSTRIAL INTERNSHIP

1. LLP “Meros” Hotel “GrandNurPlaza”
2. IP “Karlygash” cafe-restaurant “Qainar” Aktobe
3. LLP “Retail Group Kazakhstan”
4. LLP "GrownStar" hotel
5. LLP “ATC s.a.Kazakhstan”
6. LLP Kazakhstan Motor City “Park Resort “8 Lakes””
7. LLP “Tavros Irtysh Hoteldzhilik Tourism YonetimleriA.Sh” Hotel Dedeman
8. JSC CTSP “Ait-Hotel” Hotel “Intercontinental”
9. LLP “QAZAQ ELI TRAVEL”
10. Almaty Tourism Department
11. JSC Gtel “Almaty Golden Palace”
12. LLP medical and health center "Ayan"
13. LLP Zharat “RoyalTulip”
14. LLP “Hotel Sanatorium Altyn Kargaly”
15. LLP Restaurant “Khan Tengri”
16. LLP Bisam Central Asia
17. LLP “Rixos Water World Aktau”
18. LLP “Hotel “Bastau”
19. LLP “Oi-Qaragai Lesnaya Skazka”
20. LLP Grande Palace Caspian Riviera

20.3 PRE-GRADUATION/INDUSTRIAL INTERNSHIP

1. Kazakhstan Association of Hotels and Restaurants
2. LLP "Tourist Information Center of Almaty" (VisitAlmaty)
3. LLP "Kazakhstan Motor City" resort park 8 lakes
4. Individual Entrepreneur Dolce Vita, recreation center
5. IPhotel "Prio"
6. Almaty Tourism Department
7. Shymbulak Mountain Resort
8. Mountain resort "Oi-Qaragai"
9. LLP Food Supplies Megapolis Hotel Shymkent
10. IP "Merzaev A. A. "Restaurant Tarhun
11. State Scientific Enterprise "Kolsai kolderi"
12. LLP “Aqniетgroup”
13. LLP KazZhol Park Hotel “KBE-SERVICE”
14. Hotel "Rixos Almaty"



Expected final results of the development plan of the Educational Program

The expected final results of the educational program presuppose a clear orientation to the future, which is manifested in the ability of 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 deep theoretical knowledge and practical skills in the field of vocational education.

Head of the Department of HM



S.S. Rakymzhanova