


«K.Kulazhanov Kazakh University of Technology and Business» JSC	EP 26/03-19-2025	
Educational program	Edition 4	

EDUCATIONAL PROGRAM

6B1128 IT technology in the field of service
code and name of the educational program


Level: Bachelor's

Approved
 by the Board of Directors of JSC
 «K.Kulazhanov KazUTB» " 02 " 04 2025
 protocol No. 3

Recommended
 by the Academic Council of JSC
 «K.Kulazhanov KazUTB» " 28 " 03 2025,
 protocol No. 8




Astana-2025

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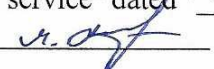
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Preface

The educational program "6B11128 IT technology in the field of service" was developed in accordance with the State Compulsory Standard of Higher Education / Postgraduate Education, approved by the order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022 No. 2, as well as on the basis of professional standards: "Reception and accommodation of guests" from No. 224 of 06/12/2022, "Banquet and conference services" from No. 224 of 06/12/2022, "System and network administration" from No. №222 of 05/12/2022

The educational program "6B11128 IT technology in the field of service" was approved at the meeting of the Council on Academic Quality on "27" 03 2025, protocol No. 9
Chairman Baibolova L.K. 

Educational program ""6B11128 IT technology in the field of service" " is approved at the meeting of the Commission on Quality of Education of the Faculty of "Economics and Service" from "20" 12 2024, protocol number 3
Chairman Mustafaev K.S. 

The educational program "6B11128 IT technology in the field of service" was developed and discussed at the meeting of the department "Tourism and service" dated "20" 12 2024, protocol No. 5
Head of the department Zhunussova A.A. 

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Approval sheet

Educational program “6B11128 IT technologies in the service sector”

AGREED:

Vice-Rector for
Administrative Affairs



E. Askarbekov

" 27 " 03 2025 year

Head of Educational
Programs Department



B. Bayadilova

" 27 " 03 2025 year

Director of KF
"Kamkor"



A.B. Yesilov

" 20 " 12 2024 year

LLP "SAYAT-TRAVEL"
Director



K.V. Kelisova

" 20 " 12 2024 year

Director of the restaurant
'TB Technologies Atlas' LLP



A.B. Batyrov

" 20 " 12 2024 year

Director of the tourist
company «Aruzhan»LLP



M.B. Tsoi

" 20 " 12 2024 year

Business General
Manager «Viradels»
Hotel



B.A. Dosanova


" 20 " 12 2024 year

Student of group
ITtehSS-222



Z. Vakhobova

" 20 " 12 2024 year


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1 Passport of the educational program


International Standard Classification of Education (ISCED) level	6
National Qualification Framework (NQF) level	6
Sectoral Qualifications Framework (SQF) level	6
Code and name of the field of education	6B11 Services
Direction of training	6B111 Service industry
Number and name of the group of educational programs	B093 Restaurant business and hotel management
Code and name of the educational program (EP)	6B11128 IT technology in the field of service
Educational program profile	"Services" higher education in the field of services
Goal of the educational program	Training of qualified specialists with knowledge and skills in the field of application of information technologies in the service sector.
Completion criterion of an educational program	240 academic credits
language of instruction of the educational program	russian, kazakh
Distinctive features of the educational program	-
Partner University	-

2 Qualification characteristics of a graduate of an educational program

Degree awarded	Bachelor's Degree in Services in the educational program "6B11128 IT technology in the field of service"
Field of professional activity	Formation, promotion, development and implementation of the tourism product, as well as planning, organisation of activities of hospitality enterprises.
Types of professional activities	<ul style="list-style-type: none"> - organisational and managerial; - production-technological; - service; - research; - educational (pedagogical); - entrepreneurial;
Object of professional activity	<p>Information systems and technologies used in restaurant and hospitality organisations;</p> <ul style="list-style-type: none"> - Software products and digital platforms designed to automate hotel and restaurant processes (e.g. PMS, POS, CRM, ERP systems); - Information resources, including customer databases, booking, HR and accounting systems; - Websites and mobile applications that provide online booking, service ordering, customer feedback;

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	<ul style="list-style-type: none"> - E-commerce and online payment services used in the restaurant and hospitality industry; -Hardware and software systems, including cash register equipment, video surveillance systems, electronic keys and touchpads; Info-communication technologies supporting interaction with clients and between the enterprise's divisions. -Information security technologies aimed at protecting customers' personal and payment data; Information resources and data: <ul style="list-style-type: none"> -Customer databases, orders, bookings, logistics, feedback and analytics; -Working with Big Data, means of storing, processing and visualising information; - user interfaces and UX/UI in digital services; - support and maintenance of IT infrastructure of service organisations; - specialised software for hotel, restaurant and tourism enterprises; - universal business planning packages; - statistical data analysis and forecasting; - office software; - Internet and WEB-technologies at the enterprises of hospitality and tourism industry; - automation of business planning and evaluation of business projects efficiency at the enterprises of hospitality and tourism industry; - electronic commerce at the enterprises of hospitality and tourism; - Statistical processing and data analysis on the basis of SPSS, STATISTICA, STATGRAPHICS PLUS, STATISTICA NEURAL NETWORKS packages; - hotels and other accommodation facilities, health resort and recreation facilities, public catering, leisure and other facilities related to the formation and implementation of the hotel product; - hotel product, including basic, additional and accompanying hotel services; - machinery and equipment providing technological processes of hotel and restaurant activities, life safety; - normative documentation and production and technological.
Functions of professional activity	<ul style="list-style-type: none"> - Organise highly efficient service for consumers of services; participate in solving organisational and strategic tasks; create comfortable conditions of stay in hotels and tourist restaurant complexes; advise consumers on the services provided; control the quality of services provided; control the accommodation of consumers; manage conflicts and stresses in professional activities; consider claims and take measures to prevent them; control the work of personnel; -know the basics of the Constitution of the Republic of Kazakhstan, ethical and legal norms regulating human relations with man, society and nature, to be able to take them into account when solving professional tasks; -develop and implement effective programmes of restaurant service of social and commercial orientation, capable to satisfy the needs of clients and provide real profit to the structure in which the manager works; -know the basics of entrepreneurial activity and the peculiarities of entrepreneurship in the professional sphere; - have a scientific understanding of a healthy lifestyle, possess the skills and skills of physical improvement;

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3 Requirements for the content of the educational program

Name of cycles and disciplines	Workload in academic credits
Cycle of general education disciplines (GED)	56
Required component	51
University component	5
Cycle of basic disciplines (BD)	76
University component	30
Component of choice	44
Professional practice	2
Cycle of major disciplines (MD)	100
University component	10
Component of choice	73
Professional practice	17
Final assessment	8
Total	240


4 Additional educational programs (minor)

4.1 Minor «Modern aspects of the application of artificial intelligence»


Name of disciplines	Workload in academic credits
Introduction to Artificial Intelligence (Minor)	5
Development of artificial neural networks (Minor)	5
Artificial intelligence in the management of object (Minor)	5
Total	15

5 Competency map of the educational program "6B11128 IT technology in the field of service"

Competence map of the educational program	Learning outcome code	Learning Outcome (according to Bloom's Taxonomy)
Behavioral skills and personality traits (Softskills)	LOGED1	Forms a system of general competencies that ensure the socio-cultural development of the future specialist's personality, based on the formation of their worldview, civic, and moral stance, oriented towards a healthy lifestyle.
	LOGED2	Capable of communication in both oral and written forms in Kazakh, Russian, and foreign languages to solve tasks related to interpersonal, intercultural, and professional communication
	LOGED3	Promotes the development of information literacy through the mastery and use of modern information and communication technologies in all areas of activity.
Digital competencies (Digital skills)	LO6	Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards.
	LO12	Manages customer information using modern digital technologies and smart devices.


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Professional skills (Hardskills)	LO1	Organizes the activities of hotels, restaurants, tourist facilities and household services using effective methods of resource management and planning.
	LO2	Manages the production cycle in food and consumer service establishments with safety aspects.
	LO3	Applies the principles of sustainable development, environmental issues and ways to solve them.
	LO4	Organizes consumer service in accordance with standard requirements.
	LO5	Owens the techniques and methods of making optimal decisions for organizing and running your own business in the hospitality industry
	LO7	Solves economic and scientific problems taking into account legal, entrepreneurial and financial aspects
	LO8	Possesses communication skills for interpersonal, intercultural interaction, carries out speech activity in a foreign language
	LO9	Carries out quality control of the services provided and advises consumers on the issues of the services provided
	LO10	Evaluates the effectiveness of the branding process, functional management and marketing strategies.
	LO11	Applies laws and other normative legal acts of the Republic of Kazakhstan in the sphere of professional activity.
	LO12	Manages customer information using modern digital technologies and smart devices.


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6 Learning outcomes of the educational program and modules

Key competencies	Learning Outcomes (LO) for the educational program	Name of module	Learning outcomes for the module	Name of disciplines that form learning outcomes
Behavioral skills and personality traits (Softskills)	<p>LOGEC1 Forms a system of general competencies that ensure the socio-cultural development of the future specialist's personality, based on the formation of their worldview, civic, and moral stance, oriented towards a healthy lifestyle.</p>	<p>Man and Society – the foundation of worldview and socio-political knowledge.</p>	<p>Applies the fundamental laws of Kazakhstan's history, philosophy, and socio-political knowledge for effective socialization and adaptation in changing socio-cultural conditions, shaping a personality capable of mobility in the modern world, critical thinking, and physical self-improvement.</p>	<p>History of Kazakhstan Physical Education Philosophy Module on Socio-Political Knowledge (Political Science, Sociology, Cultural Studies, Psychology) Module of economics, entrepreneurship, law and financial literacy (fundamentals of economics and entrepreneurship, basics of law and anti-corruption culture, basics of financial literacy)</p>
	<p>LO7 Solves economic and scientific problems taking into account legal, entrepreneurial and financial aspects</p>	<p>Information and Communication Module</p>	<p>Capable of interpersonal social and professional communication in Kazakh, Russian, and foreign languages</p>	<p>Foreign Language Kazakh/Russian Language</p>
	<p>LOGEC2 Capable of communication in both oral and written forms in Kazakh, Russian, and foreign languages to solve tasks related to interpersonal, intercultural, and professional communication</p>		<p>Possesses various types of information and communication technologies for searching, storing, processing, protecting, and disseminating information.</p>	<p>Information and communication technologies</p>
	<p>LOGEC3 Promotes the development of information literacy through the mastery and use of modern information and communication technologies in all areas of activity.</p>			

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Digital competencies (Digital skills) Professional skills (Hardskills)	<p>LO1 Organizes the activities of hotels, restaurants, tourist facilities and household services using effective methods of resource management and planning.</p> <p>LO2 Manages the production cycle in food and consumer service establishments with safety aspects.</p> <p>LO2 Manages the production cycle in food and consumer service establishments with safety aspects.</p> <p>LO4 Organizes consumer service in accordance with standard requirements.</p> <p>LO10 Evaluates the effectiveness of the branding process, functional management and marketing strategies.</p> <p>LO12 Manages customer information using modern digital technologies and smart devices.</p> <p>LO10 Evaluates the effectiveness of the branding process, functional management and marketing strategies.</p> <p>LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards.</p> <p>LO12 Manages customer information using modern digital technologies and smart devices.</p> <p>LO10 Evaluates the effectiveness of the branding process, functional management and marketing strategies.</p> <p>LO12 Manages customer information using modern digital technologies and smart devices.</p> <p>LO5 Owns the techniques and methods of making optimal decisions for organizing and running your own business in the hospitality industry</p> <p>LO11 Applies laws and other normative legal acts of the Republic of Kazakhstan in the sphere of professional activity.</p>	Organisation and planning of the activity of the service enterprise	Applies modern technologies, including internet marketing, IoT and Blockchain, to the hospitality industry; analyses the effectiveness of branding, functional management and marketing strategies; evaluates organisational solutions to improve the competitiveness of the hospitality industry.	Hospitality industry basics Organization and planning in RDHS Internet marketing Strategic marketing Blockchain technology Internet of Things (IoT) in the hotel and restaurant industry
	LO12 Manages customer information using modern digital technologies and smart devices. LO12 Manages customer information using modern digital technologies and smart devices.	Service technology in the service sector	Demonstrates the application of digital and information technology in the restaurant and hospitality industry; analyses HR and commercial management	Digital technologies in RDGB HR management

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<p>LO5 Owns the techniques and methods of making optimal decisions for organizing and running your own business in the hospitality industry</p> <p>LO7 Solves economic and scientific problems taking into account legal, entrepreneurial and financial aspects</p> <p>LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards.</p> <p>LO12 Manages customer information using modern digital technologies and smart devices.</p> <p>LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards.</p> <p>LO12 Manages customer information using modern digital technologies and smart devices.</p> <p>LO8 Possesses communication skills for interpersonal, intercultural interaction, carries out speech activity in a foreign language</p> <p>LO8 Possesses communication skills for interpersonal, intercultural interaction, carries out speech activity in a foreign language</p> <p>LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards.</p> <p>LO12 Manages customer information using modern digital technologies and smart devices.</p> <p>LO10 Evaluates the effectiveness of the branding process, functional management and marketing strategies.</p> <p>LO4 Organizes consumer service in accordance with standard requirements.</p> <p>LO2 Manages the production cycle in food and consumer service establishments with safety aspects.</p> <p>LO4 Organizes consumer service in accordance with standard</p>	<p>principles; evaluates the effectiveness of information assurance and AI solutions; speaks a professionally oriented foreign language to communicate in an international environment.</p>	<p>Commercial management</p> <p>Information support of the enterprises of restaurant business</p> <p>New information technologies in industries</p> <p>Foreign language (advanced)</p> <p>Professionally-oriented foreign language</p> <p>Introduction to Artificial Intelligence (Minor)</p> <p>Brand Management</p> <p>Culture of restaurant and hotel service</p> <p>Service technology in restaurants and hotels</p>
Professional skills	Intelligent technologies in the service sector	Applies service and automation technologies in the restaurant and hospitality industry; analyses the principles of brand management,




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<p>requirements.</p> <p>LO2 Manages the production cycle in food and consumer service establishments with safety aspects.</p> <p>LO9 Carries out quality control of the services provided and advises consumers on the issues of the services provided</p> <p>LO3 Applies the principles of sustainable development, environmental issues and ways to solve them.</p> <p>LO7 Solves economic and scientific problems taking into account legal, entrepreneurial and financial aspects</p> <p>LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards.</p> <p>LO12 Manages customer information using modern digital technologies and smart devices.</p> <p>LO1 Organizes the activities of hotels, restaurants, tourist facilities and household services using effective methods of resource management and planning.</p> <p>LO12 Manages customer information using modern digital technologies and smart devices.</p> <p>LO8 Possesses communication skills for interpersonal, intercultural interaction, carries out speech activity in a foreign language</p> <p>LO4 Organizes consumer service in accordance with standard requirements.</p> <p>LO1 Organizes the activities of hotels, restaurants, tourist facilities and household services using effective methods of resource management and planning.</p> <p>LO4 Organizes consumer service in accordance with standard requirements.</p> <p>LO1 Organizes the activities of hotels, restaurants, tourist facilities and household services using effective methods of resource management and planning.</p>	<p>service culture, sustainability and safety; evaluates the effectiveness of IC:Enterprise and digital solutions; demonstrates skills in innovative design of hotel and restaurant complexes; develops flow charts and catering solutions taking into account modern quality standards and environmental requirements. Brand Management</p>	<p>Food production technology</p> <p>Sustainable development, ecology and life safety</p> <p>IC-enterprise</p> <p>Automation and digitalization</p> <p>Innovative design of hotel complexes and restaurants</p> <p>Educational practice</p> <p>Organization of works of administrative and economic services</p> <p>Basics of calculation in the restaurant business</p>	
Professional skills (Hardskills)	Management in the service sector	<p>Applies IT technology, robotics and artificial neural networks to optimise the restaurant and hospitality business; analyses the basics of costing and modern</p>	<p>Organization of works of administrative and economic services</p> <p>Basics of calculation in the restaurant business</p>




<p>LO2 Manages the production cycle in food and consumer service establishments with safety aspects.</p>	<p>methods of personnel management; develops business plans and IT interior design; organises the work of administrative and economic services; evaluates the efficiency of IT management; demonstrates practical work skills in production practice, providing high quality service and innovative solutions.</p>	<p>IT-technologies in the service sector</p>
<p>LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards.</p>		<p>Robotization in the restore business</p>
<p>LO12 Manages customer information using modern digital technologies and smart devices.</p>		<p>IT -interior design in RDGB</p>
<p>LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards.</p>		<p>Catering trade</p>
<p>LO12 Manages customer information using modern digital technologies and smart devices.</p>		<p>Development of artificial neural networks (Minor)</p>
<p>LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards.</p>		<p>Management inservice sector</p>
<p>LO1 Organizes the activities of hotels, restaurants, tourist facilities and household services using effective methods of resource management and planning.</p>		<p>Personal management</p>
<p>LO2 Manages the production cycle in food and consumer service establishments with safety aspects.</p>		
<p>LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards.</p>		
<p>LO12 Manages customer information using modern digital technologies and smart devices.</p>		
<p>LO1 Organizes the activities of hotels, restaurants, tourist facilities and household services using effective methods of resource management and planning.</p>		
<p>LO12 Manages customer information using modern digital technologies and smart devices.</p>		
<p>LO1 Organizes the activities of hotels, restaurants, tourist facilities</p>		



<p>Professional skills (Hardskills)</p>	<p>and household services using effective methods of resource management and planning. LO8 Possesses communication skills for interpersonal, intercultural interaction, carries out speech activity in a foreign language LO7 Solves economic and scientific problems taking into account legal, entrepreneurial and financial aspects LO10 Evaluates the effectiveness of the branding process, functional management and marketing strategies. LO1 Organizes the activities of hotels, restaurants, tourist facilities and household services using effective methods of resource management and planning. LO4 Organizes consumer service in accordance with standard requirements. LO1 Organizes the activities of hotels, restaurants, tourist facilities and household services using effective methods of resource management and planning. LO4 Organizes consumer service in accordance with standard requirements. LO5 Owns the techniques and methods of making optimal decisions for organizing and running your own business in the hospitality industry LO7 Solves economic and scientific problems taking into account legal, entrepreneurial and financial aspects LO4 Organizes consumer service in accordance with standard requirements. LO12 Manages customer information using modern digital technologies and smart devices. LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards. LO12 Manages customer information using modern digital</p>	<p>Organization of restaurant and hotel business</p>	<p>Analyses risks and consumer behaviour in the service industry; applies knowledge of computer networking and administration to ensure efficient operation of service systems; provides professional service to bar business and official diplomatic receptions, taking into account protocol and quality</p>	<p>Business planning in servis Organization of restaurant and hotel business Industrial practice 1</p>
<p>Professional skills (Hardskills)</p>	<p>LO5 Owns the techniques and methods of making optimal decisions for organizing and running your own business in the hospitality industry LO7 Solves economic and scientific problems taking into account legal, entrepreneurial and financial aspects LO4 Organizes consumer service in accordance with standard requirements. LO12 Manages customer information using modern digital technologies and smart devices. LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards. LO12 Manages customer information using modern digital</p>	<p>Organization of restaurant and hotel business</p>	<p>Analyses risks and consumer behaviour in the service industry; applies knowledge of computer networking and administration to ensure efficient operation of service systems; provides professional service to bar business and official diplomatic receptions, taking into account protocol and quality</p>	<p>Risks in the service sector Consumer behavior of services Computer networking and computer network administration</p>

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<p>technologies and smart devices.</p> <p>LO9 Carries out quality control of the services provided and advises consumers on the issues of the services provided</p> <p>LO11 Applies laws and other normative legal acts of the Republic of Kazakhstan in the sphere of professional activity.</p> <p>LO1 Organizes the activities of hotels, restaurants, tourist facilities and household services using effective methods of resource management and planning.</p> <p>LO2 Manages the production cycle in food and consumer service establishments with safety aspects.</p> <p>LO1 Organizes the activities of hotels, restaurants, tourist facilities and household services using effective methods of resource management and planning.</p> <p>LO4 Organizes consumer service in accordance with standard requirements.</p> <p>LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards.</p> <p>LO12 Manages customer information using modern digital technologies and smart devices.</p> <p>LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards.</p> <p>LO12 Manages customer information using modern digital technologies and smart devices.</p> <p>LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards.</p> <p>LO1 Organizes the activities of hotels, restaurants, tourist facilities and household services using effective methods of resource management and planning.</p>	<p>standards; implements electronic booking and reservation systems to streamline processes; uses artificial intelligence techniques in the management of service facilities; complies with the tourism formalities and regulations; demonstrates practical skills in industrial practice to improve service quality and efficiency.</p>	<p>Tourist formalities</p> <p>Bar business</p> <p>Service of official and diplomatic receptions</p> <p>Electronic booking and reservation systems in the service</p> <p>Artificial intelligence in the management of object (Minor)</p> <p>Industrial practice 2</p> <p>Transports in the service sector</p>
	<p>Researches processes infrastructure in the logistics and the</p>	

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Professional skills (Hardskills)	LO4 Organizes consumer service in accordance with standard requirements. LO7 Solves economic and scientific problems taking into account legal, entrepreneurial and financial aspects LO11 Applies laws and other normative legal acts of the Republic of Kazakhstan in the sphere of professional activity. LO1 Organizes the activities of hotels, restaurants, tourist facilities and household services using effective methods of resource management and planning. LO7 Solves economic and scientific problems taking into account legal, entrepreneurial and financial aspects LO12 Manages customer information using modern digital technologies and smart devices. LO4 Organizes consumer service in accordance with standard requirements. LO5 Owns the techniques and methods of making optimal decisions for organizing and running your own business in the hospitality industry	Innovative restaurant business	restaurant and hotel business; applies the principles of regulation in the sphere of public procurement for catering enterprises; assesses the efficiency of service activities in the Republic of Kazakhstan; formulates scientific tasks and conducts research in the sphere of services; demonstrates understanding of organisational and economic mechanisms contributing to sustainable development and improvement of service quality in the industry.	State regulation of public procurement in the restaurant business Infrastructure in RDGB Fundamentals of scientific research in the service sector Customer information and inventory management in the service sector Service activities in the Republic of Kazakhstan	
	LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards. LO12 Manages customer information using modern digital technologies and smart devices. LO1 Organizes the activities of hotels, restaurants, tourist facilities and household services using effective methods of resource management and planning. LO2 Manages the production cycle in food and consumer service establishments with safety aspects. LO6 Monitors the operation of computer, server equipment and	Information systems and business analytics	Applies methods of information analysis of business processes using Python; evaluates the efficiency of accounting and auditing in the restaurant and hotel industry; analyses social network data and visualises it; uses Big Data tools to process and	Information analysis of business processes (Python) Domestic services Big Data Analytics	




	<p>peripherals for compliance with specifications and maintenance standards. LO12 Manages customer information using modern digital technologies and smart devices. LO7 Solves economic and scientific problems taking into account legal, entrepreneurial and financial aspects LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards. LO12 Manages customer information using modern digital technologies and smart devices. LO2 Manages the production cycle in food and consumer service establishments with safety aspects. LO4 Organizes consumer service in accordance with standard requirements.</p>		<p>interpret information; carries out activities in the field of consumer services with reference to professional standards; demonstrates practical skills within the framework of pre-diploma and industrial practice, confirming readiness to solve real professional tasks.</p>	<p>Accounting and auditing in the restaurant and hotel business Social network analysis and data visualization Pre-graduate practice / Industrial practice</p>
<p>Summing up the learning outcomes</p>		<p>Final assessment</p>	<p>Writing and defense of the diploma thesis or project, or preparation for and passing of the comprehensive examination</p>	<p>Final assessment</p>




4	Module of socio-political knowledge (political science, sociology, cultural studies, psychology)	<p>as justice, dignity and freedom, and It is also aimed at developing and strengthening the values of tolerance, intercultural dialogue and a culture of peace.</p> <p>This curriculum shall suggest the study of four scientific disciplines – sociology, political science, cultural studies, psychology, each of which has its own subject, terminology, and research methods. The interaction between these scientific disciplines shall be based on the principles of informational complementarity; integrity; methodological integrity of the research approaches of these disciplines; the result-oriented unity of education methodology; a single system perspective of the typology of learning outcomes as the formed abilities.</p>	8	+														
5	Foreign language	<p>This curriculum shall be designed to train students on general education discipline "Foreign language" as one of the compulsory subjects of general education course. The goal of the curriculum shall be the formation of intercultural communicative competence of students in the process of foreign language education at a sufficient level (A2, common European framework) and the level of basic sufficiency (B1, common European framework). Depending on the level of training, the student, at the time of completion of the course, shall reach the level B2 of common European framework of reference if the student, at the start, has the level of common European framework of reference above B1.</p>	10	+														
6	Kazakh (Russian) language	<p>This curriculum for general education discipline "Kazakh language" shall be aimed at a new format of study of language and formation of social and humanitarian outlook in the framework of the national idea of spiritual modernization. This curriculum shall be intended for development of language personality of a student capable to perform</p>	10	+														



		<p>cognitive and communicative activity in the Russian language in the spheres of interpersonal, social, professional and intercultural communication in the context of implementation of the state programs of trilingualism, and spiritual modernization of the national consciousness.</p>										
7	<p>Information and communication technologies</p>	<p>The program is aimed at studying the updated content of the general educational discipline "Information and Communication Technologies" (hereinafter referred to as the Discipline), developing the ability to critically understand the role and significance of modern information and communication technologies in the era of digital globalization, forming a new "digital" thinking, acquiring knowledge and skills use of modern information and communication technologies in various activities.</p>	5	+								
<p>Cycle of general education disciplines University component</p>												
8	<p>Module of economics, entrepreneurship, law and financial literacy (fundamentals of economics and entrepreneurship, basics of law and anti-corruption culture, basics of financial literacy)</p>	<p>Integrated discipline covers the fundamentals of economics, entrepreneurship, law and financial literacy. Examines key economic concepts, business principles, legal aspects of business and the basics of anti-corruption culture. Examines basic principles of financial planning, personal finance and investment management. Develops skills for effective economic decision-making, legal defense, building sustainable business competences and personal financial management</p>	5	+								
<p>Cycle of basic disciplines University component</p>												
9	<p>Hospitality</p>	<p>The purpose of the discipline is to prepare students for</p>	6	+								

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			presentations
LO3	Applies the principles of sustainable development, environmental issues and ways to solve them.	Essays, creative assignments, press conferences, reports, communications, essays, presentation, case-studies, role-playing games	Oral questioning, brainstorming, problem lecture, flipped classroom, preparation of reports, communications, essays
LO4	Organizes consumer service in accordance with standard requirements.	Essays, creative assignments, press conferences, reports, messages, abstracts, presentation	Oral questioning, lecture with pre-planned errors, lectures, problem lecture, flipped classroom, lecture-visualisation
LO5	Owens the techniques and methods of making optimal decisions for organizing and running your own business in the hospitality industry	Business game, presentation, case-studies, press conferences	Brainstorming, role-playing, lectures, problem lecture, flipped classroom, case study
LO6	Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards.	Essays, creative assignments, reports, messages, essays, presentation, press conferences	Lectures, problem lecture, flipped classroom, visualisation lecture, defence of reports
LO7	Solves economic and scientific problems taking into account legal, entrepreneurial and financial aspects	Presentation, creative assignments, reports, communications, essays, case studies, role-plays	Preparation and defence of presentations, frontal questioning, problem lecture, inverted class, lecture-visualisation, writing reports, essays, preparation of reports
LO8	Possesses communication skills for interpersonal, intercultural interaction, carries out speech activity in a foreign language	Reports, communications, essays, presentation, multi-level assignments and tasks, press conferences	Lecture-discussion, problem lecture, inverted class, lecture-visualisation, writing reports, essays, preparation of presentation, group work.
LO9	Carries out quality control of the services provided and advises consumers on the issues of the services provided	Discussion, case studies, role-plays, press conferences	Brainstorming, problem lecture, inverted classroom, case study, frontal questioning, preparation and defence of presentations
LO10	Evaluates the effectiveness of the branding process, functional management and marketing strategies.	Essays, creative assignments, reports, communications, essays, presentation, press conferences	Problem lecture, inverted classroom, lecture-visualisation, writing reports, messages, essays, presentation preparation
LO11	Applies laws and other normative legal acts of the Republic of Kazakhstan in the sphere of professional activity.	Project activities, creative assignments	Lectures, problem lecture, inverted classroom, lecture-visualisation, defence of reports
LO12	Manages customer information using modern digital	Tests, essays, case studies	Preparing and defending presentations, frontal

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technologies and smart devices.	questioning, problem lecture, inverted classroom, lecture-visualisation, writing reports, essays, preparing messages
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9 Correlation of learning outcomes of the educational program with the labor functions of professional standards

Name of the professional standards used	Professions at level 6 and/or 7 of the SQF	Labor functions	Tasks	Learning outcomes for the educational program
«System and network administration» №222 from 05.12.2022	‘System administrator’ ‘Specialist in system and network administration (network administrator)’	LF1. Installation configuration and support of the organisation's network equipment.	Task 1: Designing and installation of cable routes, runs and ducts. Installation of network equipment and switching of corporate network nodes. Connection of local network to the Internet	LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards. LO12 Manages customer information using modern digital technologies and smart devices.
«Banquet and conference services» from No. 224 from 06/12/2022	“Banquet Sales Manager”	LF1. Making sales and working with the client	Task 1: Formation of own client base Task 2: Advising on banquets and conferences Task 3: Making a banquet request to the restaurant department	LO2 Manages the production cycle in food and consumer service establishments with safety aspects. LO9 Carries out quality control of the services provided and advises consumers on the issues of the services provided
		LF2. Ensuring fulfilment of the sales plan	Task 1: Attracting new and retaining old guests and corporate clients Task 2: Planning the fulfilment of the sales plan	LO1 Organizes the activities of hotels, restaurants, tourist facilities and household services using effective methods of resource management and planning. LO5 Owns the techniques and methods of making optimal decisions for organizing and running your own business in the hospitality industry

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«Reception and accommodation of guests» from No. 224 of 06/12/2022	«Reservations Manager»	LF3. Strategic planning of sales volumes, securing sales organisations	Task 1: Formation of sales development strategy	LO7 Solves economic and scientific problems taking into account legal, entrepreneurial and financial aspects	LO2 Manages the production cycle in food and consumer service establishments with safety aspects. LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards. LO10 Evaluates the effectiveness of the branding process, functional management and marketing strategies.
		LF4. Monitoring compliance with favourable working conditions and logistical resources	Task 1: Ensuring planning of sales volumes	LO2 Manages the production cycle in food and consumer service establishments with safety aspects.	
		LF1. Coordination of the work of the reservation and guest registration department	Task 1: Allocation of responsibilities among the employees of the department Task 2: Training and induction of new employees in the department Task 3: Report daily to management on the current status of the hotel	LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards.	
		LF2. Motivation of reservation and guest registration staff	Task 1: Организация и проведение тренингов, курсов повышения квалификации Task 2: Organisation and implementation of bonus programmes for the department's employees	LO10 Evaluates the effectiveness of the branding process, functional management and marketing strategies.	
		LF3. Control over the work of the reservation and guest registration department	Task 1: Daily control of compliance with the rules of uniform and appearance, labour discipline of the department Task 2: Ежедневный контроль соблюдения стандартов и процедур отдела Task 3: Daily control of bookings, check-ins and check-outs Task 4: Daily monitoring of the	LO4 Organizes consumer service in accordance with standard requirements.	


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			<p>availability of numbers and tariffs on public sales sources Task 5: Daily monitoring of accruals, adjustments and cancellations Task 6: Control of income and expenditures of the department Task 1: Attracting new and retaining old guests and corporate clients Task 2: Writing, implementing, improving and adhering to department standards Task 3: Organising the work of porters, receptionists, senior receptionists, booking agent, guest relations manager and night managers</p>	
	<p>LF4. Organisation of the work of the reservation and registration department</p>			<p>LO6 Monitors the operation of computer, server equipment and peripherals for compliance with specifications and maintenance standards.</p>

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10 Graduate model

GRADUATE MODEL		
Competencies (soft skills, digital skills)		
Attributes of a graduate	Knowledge	Skills
ability to organise staff work, motivate the team using IT management tools and digital analytics; adaptation to technology and work with clients; willingness to be creative in developing and implementing new solutions in menus, interior design, marketing strategies using digital technologies; customer focus and teamwork using IT communication tools; flexibility of thinking, ability to make decisions in non-standard situations; stress tolerance and high communication skills;	- NPAs, labour legislation of the Republic of Kazakhstan; - State and two foreign languages in working volume; -organisational structure of the organisation; - rules and norms of business and telephone etiquette; - basics of psychology; -techniques of labour and fire safety; - basics of health protection, sanitation and hygiene; - professional knowledge and practical skills; - software for customer service; - methods of strategic planning.	- Develop offers, promotions for the restaurant; - place information on the halls in different sources, evaluate its effectiveness; -promote the service on the market, increase the image and brand recognition of the company; - ensure the maintenance of the company's image; - analyse and evaluate market conditions; - form an action plan and allocate resources to implement the strategic plan; - take into account and forecast the impact of various factors on the strategic development plan; - work with a database of regular guests and corporate clients of the hotel, identify physical and psychological needs of guests; - conduct market research to identify direct competitors and take timely measures to improve competitiveness; - apply modern IT solutions for customer service; - work with CRM systems and cloud services.
Professional standard Reception and accommodation of guests" from No. 224 of 06/12/2022, "Banquet and conference services" from No. 224 of 06/12/2022, "System and network administration" from No. №222 of 05/12/2022	Professional skills (hard skills) - installs and configures server and network equipment in hotel and restaurant systems; - administers specialised software for hotel and restaurant management (PMS, POS-systems); - ensures uninterrupted operation of local and wireless networks in service facilities - controls the security of information systems, including protection of client data; - ensures integration of various IT-services (telephony, reservation systems, video surveillance); - trains personnel in the rules of working with IT systems and services	

Письмо-согласование
по образовательную программу
6B11128-«IT технологии в сфере сервиса»
АО «Казахский университет технологии и бизнеса имени К.Кулажанова»

В соответствии с запросами обучающихся, требованиями работодателей и рынка труда содержание образовательных программ корректируется через каталог элективных дисциплин и обновление рабочих программ.

Создание новых, адаптированных к современным условиям, образовательных программ осуществляется на основе изучения опыта вузов развитых стран, новых достижений в науке, технике и технологиям, в тесном взаимодействии в работодателями.

Главной целью ОП является профессиональная подготовка квалифицированного и социально-ответственного бакалавра в соответствии с мировым уровнем развития информационных и цифровых технологий и актуальными задачами прикладной информатики в сфере бизнеса. образовательную программу и профессиональную подготовку на конкретную область профессиональной деятельности в сфере внедрения и эксплуатации информационных систем, управления их жизненным циклом и на решение профессиональных задач проектного и организационно-управленческого типов. Исходя из потребностей регионального рынка труда, программа предполагает подготовку выпускников к работе по следующим профессиональным стандартам:

Каталоги элективных дисциплин формируется с учетом современных требований общества, рынка труда, также посредством привлечения практических работников.

Предлагаем ввести следующие профессиональных дисциплин:
«Компьютерные сети и администрирование компьютерных сетей».

Каталоги элективных дисциплин регулярно обновляются и предоставляют обучающим индивидуального выбора и доступны как в бумажном, так и электронном виде.

Считаю, что представленный каталог элективных дисциплин охватывает комплекс необходимых дисциплин, изучение которых позволит обучающимся в полной мере освоит образовательную программу 6B11128 – «IT технологии в сфере сервиса» АО «Казахский университет технологии и бизнеса им.К.Кулажанова.

Бизнес генеральный директор
отель «ВИРАДЕЛС»

«20» 12 2024 г.

М.П



Досанова Б.А.

Письмо-согласование

на образовательную программу
6В11128 — «IT технологии в сфере сервиса» (бакалавриат)
АО «Казахского университета технологии и бизнеса им.К.Кулажанова»

Образовательная программа 6В11128 — «IT технологии в сфере сервиса» разработана с учетом обобщения современного отечественного и мирового опыта подготовки по данной специальности, авторских и коллективных научных достижений и учебно-методических разработок сферы услуг индустрии гостеприимства, требований работодателей и запросов рынка труда.

В соответствии с этим образовательная программа ориентирована на подготовку бакалавров сферы услуг индустрии гостеприимства. Общая характеристика образовательной программы представлена на официальном сайте вуза и содержит следующую информацию: миссия, цели и задачи программы; объекты и задачи профессиональной деятельности выпускника; виды профессиональной деятельности, к которым готовятся выпускники; планируемые результаты освоения образовательной программы. Предположительные результаты обучения в областях знаний и понимания, что использование современных технологий в гостиничном обслуживании является неотъемлемой частью развития гостиничного бизнеса в условиях конкуренции, проектирования, исследования и оценки, отражены в целях программы. Будущие выпускники должны обладать знаниями в области подключение гостиниц к мировым транснациональным компьютерным сетям универсального и специализированного назначения для осуществления функции постоянного и быстрого бронирования мест в гостинице из любой точки планеты; компьютерных систем для внутри гостиничного применения в качестве автоматизированной системы управленческих навыков, поиск неисправностей сложного компьютерного оборудования и причин их возникновения.

Разработанная образовательная программа в полной мере соответствует заявленному уровню — уровню бакалавриата. Предусмотренные дисциплины формируют высокий уровень компетенций.

В целом, представленная образовательная программа 6В11128 — «IT-технологии в сфере сервиса» (бакалавриат) АО «Казахский университет технологии и бизнеса им. К. Кулажанова» охватывает комплекс необходимых дисциплин, изучение которых позволит обучающимся в полной мере освоить образовательную траекторию, направленную на формирование профессиональных и цифровых компетенций, обеспечивающих успешную деятельность в индустрии сервиса.

Программа способствует подготовке конкурентоспособных специалистов, способных адаптироваться к изменениям цифровой экономики, применять современные IT-решения для оптимизации процессов обслуживания, анализа клиентского опыта и повышения качества предоставляемых услуг в гостинично-ресторанной, туристской, рекреационной и других сферах сервиса.

Директор ресторан ТОО «ТБ Технологиилары»

Ресторан «Atlas»

«2024» г.



Батыров А.Б.

Экспертное заключение
на образовательную программу
6В11128 - «IT технологии в сфере сервиса» (бакалавриат)
АО «Казахского университета технологии и бизнеса имени К.Кулажанова»

Основной задачей реализации образовательной программы 6В11128 – «IT-технологии в сфере сервиса» является подготовка высококвалифицированных и конкурентоспособных специалистов, обладающих современными профессиональными компетенциями в области информационных технологий и цифровых решений, ориентированных на применение в сфере сервиса. Реализация программы направлена на развитие у обучающихся навыков проектирования, внедрения и сопровождения IT-продуктов, автоматизации процессов обслуживания, анализа данных, а также эффективного использования цифровых платформ в гостиничном, ресторанном, туристском и других сегментах индустрии услуг.

Конечно! Вот продолжение текста в логичном и академическом стиле:

В соответствии с требованиями обучающихся, работодателей и рынка труда содержание образовательных программ корректируется с учётом современных тенденций в сфере цифровизации, развития сервисных технологий и информационных систем. Образовательная программа 6В11128 – «IT-технологии в сфере сервиса» регулярно обновляется на основе обратной связи от стейкхолдеров, анализа профессиональных стандартов, а также с учётом внедрения новых IT-решений и инструментов, востребованных в индустрии услуг.

Программа ориентирована на практическое применение знаний, гибкость учебных траекторий и формирование компетенций, соответствующих реальным условиям профессиональной деятельности. Такой подход обеспечивает подготовку специалистов, способных эффективно интегрироваться в профессиональную среду и оперативно реагировать на изменения рыночной конъюнктуры.

Основной задачей программы является формирование практикоориентированной и компетентностно-ориентированной системы подготовки кадров, способных разрабатывать, внедрять и сопровождать цифровые сервисы, автоматизировать процессы обслуживания, анализировать клиентские данные, а также управлять цифровыми проектами в индустрии услуг. Программа охватывает широкий спектр дисциплин, включая:

- основы программирования и баз данных;
- информационные системы и технологии в сфере сервиса;
- цифровой маркетинг и электронная коммерция;
- управление клиентским опытом;
- проектирование интерфейсов и пользовательских решений;
- кибербезопасность и защита данных;
- аналитика и визуализация данных.

Особое внимание уделяется прохождению практик, стажировок и участию в реальных проектах совместно с индустриальными партнёрами. В процессе обучения обучающиеся формируют навыки проектной, исследовательской и предпринимательской деятельности.

В соответствии с требованиями обучающихся, работодателей и рынка труда содержание образовательной программы регулярно корректируется, обновляется с учётом технологических трендов, цифровой трансформации сервисной индустрии и профессиональных стандартов.

Выпускники программы обладают широкими цифровыми и управленческими компетенциями, востребованными на рынке труда, и могут реализовать себя в качестве:

- системных аналитиков в сфере сервиса;
- IT-специалистов в гостинично-ресторанной и туристской отраслях;
- менеджеров по цифровым продуктам;
- специалистов по клиентским цифровым решениям;

- предпринимателей в сфере цифровых сервисов.

Считаю, что предлагаемая образовательную программу предметов включает в себя подбор необходимых предметов, которые позволят обучающихся в полной мере освоить данную образовательную программ 6В11128 - «IT технологии в сфере сервиса» по кафедре «Туризм и сервис» АО «Казахский университет технологии и бизнеса имени К.Кулажанова»

Директор туристской фирмы
ТОО «Аружан»

«до» 12 2022г.



Цой М.Б.