

"Kazakh University of Technology and Business" named after K.Kulazhanov" JSC

EDUCATIONAL PROGRAM

7M04101 – Business and Management in Tourism and HoReCa
Code and title of the educational program

Level: Master's degree (research and teaching track)

Approved
by the Board of Directors of KazUTB
named after K. Kulazhanov JSC
on 18.03 2026, Minutes No. 4

Recommended
by the Academic Council
of K. Kulazhanov KazUTB JSC
on 22.02 2026, Minutes No. 4



Astana – 2026

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FOREWORD

The «7M04101 - Business and Management in Tourism and HoReCa» educational programme has been developed in accordance with the requirements of the State Compulsory Standard for Higher and Postgraduate Education, approved by order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated 20 July 2022 (amendments and additions dated 4 March 2025); Professional standards of the National Chamber of Entrepreneurs of the Republic of Kazakhstan «Atameken»: «Hotel Management» dated 6 December 2022, No. 224 (Appendix 63); «Tourism Enterprise Management» dated 6 December 2022, No. 224 (Appendix 64); «Educator (academic staff) in higher and/or postgraduate education institutions» dated 20 November 2023, No. 591., Atlas of New Professions and Competencies of the Republic of Kazakhstan (Innovation Manager in the Hospitality Industry).

The educational programme «7M04101 – Business and Management in Tourism and the HoReCa» was approved at the meeting of the Council on Academic Quality on "22" 01 2026, protocol No. 3

Chairman E.B. Askarbekov

Full name

Signature

The educational programme «7M04101 – Business and Management in Tourism and the HoReCa» was approved at the meeting of the Commission on Academic Quality of the Faculty on "17" 12 2025, protocol No. 4

Chairman M. Makysh

Full name

Signature

The educational program «7M04101 – Business and Management in Tourism and the HoReCa» was developed and discussed at the meeting of the department " Tourism and Services " dated "21" 11 2025, protocol No. 4

Head of Department

A. Zhunusova

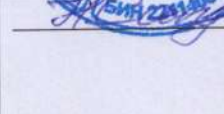
Full name

Signature

Approval sheet

«7M04101 – Business and Management in Tourism and HoReCa» educational program

AGREED:

Vice-Rector for Academic affairs		E. Askarbekov	"22" 01 2026 year
Head of Educational Programs Department	 PP	B. Bayadilova	"22" 01 2026 year
President of the Association of Tour Operators of the Republic of Kazakhstan, PhD	 PP	I. Rey	"21" 11 2025 year
Director of the corporate fund "Touristik Kamkor", Doctor Phd.	 PP	A. Yessilov	"21" 11 2025 year
Head of the Human Resources Department of the Rixos hotel and restaurant complex	 PP	A. Sultanova	" " May 2026 year
Director of the Zhumbaktas Hotel and Restaurant Complex, Viradelis LLP	 PP	S. Zhaksylykova	"21" 11 2025 year
General Director of DS Travel LLP	 PP	D. Alimbekova	"21" 11 2025 year
Student 4th year, Restaurant and Hotel Business	 PP	N. Saparzhan	"21" 11 2025 year
Student 4th year, Tourism	 PP	D. Kenzhegalieva	"21" 11 2025 year

1 Educational Programme Specification

Level according to the International Standard Classification of Education (ISCED)	7
Level under the National Qualifications Framework (NQF)	7
Level within the Sectoral Qualifications Framework (SQF)	7
Code and name of the field of education	7M04 Business, Management and Law
Field of study	7M041 Business and Management
Number and name of the group of study programmes	M072 Management
Code and name of the business entity	7M04101 Business and Management in Tourism and HoReCa
Project Profile	Academic and educational
Project Objective	To prepare highly qualified master's graduates in tourism and hospitality who are ready for research, management, and teaching services and who have mastered scientific methodologies and strategic management tools.
Project Completion Criteria	At least 120 academic credits, covering all aspects of the Master's student's academic work
Language of instruction for the programme	Kazakh, Russian, English
Key features of the OP	-
Partner university	Antalya Bilim University

2 Qualification profile of a graduate of the educational programme

Degree awarded	Master of Science in the 7M04101 programme Business and Management in Tourism and HoReCa
Field (area) of professional activity	Management, social, economic, industrial, research and educational activities.
Types of professional activity	-organisational and managerial; -communication; -research; -educational (teaching); -project-based; -service-oriented; -expert

Field of professional activity	– government bodies involved in the organisation of the hospitality industry (ministries, regional administrations, and their regional departments and agencies); – public and private companies; – the service sector, including businesses involved in catering (restaurants, hotels and other establishments); – research organisations in the HoReCa sector; – education in the hospitality sector - management processes in the hospitality industry (strategic planning and business development, marketing and promotion of hospitality services, financial analysis and organisational budget management)
Professional duties (job responsibilities)	- management functions (strategic planning and management, operational management, financial management, human resources management); - marketing functions (sales marketing, market analysis and competitor assessment); - analytical and research functions (research and analytical activities, working with large datasets); - innovation functions (implementation of new technologies and management methods, development and implementation of innovative projects).

3 Requirements for the content of the curriculum

Name of cycles and disciplines	Workload in academic credits
Cycle of basic disciplines (BD)	35
University component	20
Component of choice	15
Cycle of major disciplines (MD)	53
University component	25
Component of choice	15
Research Practicum	13
Scientific Research Work of a Master's Student	24
The Scientific Research Work of a Master's Student, Including the Completion of an Internship and the Preparation of a Master's Thesis	24
Final certification (Preparation and Defense of a Master's Thesis (PDMT))	8
Preparation and Defense of a Master's Thesis	8
Total	120

4 Competency Map for the Educational Program

Competency type	Learning Outcomes Code	Learning outcome (according to Bloom's taxonomy)

Soft Skills	LO1	Analyzes scientific knowledge and philosophical concepts based on research into the influence of historical and cultural factors on the formation of science.
	LO2	Uses professional vocabulary and specialized language structures to analyze, interpret, and present professional information in the fields of tourism, hospitality, and scientific activity.
	LO3	Performs managerial and scientific-pedagogical functions based on a synthesis of psychological methods and pedagogical principles.
Digital skills	LO4	Designs innovative customer-centric models for business processes, marketing, and reputation management in tourism and HoReCa
	LO 5	Manages business efficiency in a digital environment, using software solutions for financial modeling, risk assessment, and optimization of outsourced business processes.
Hardskills	LO6	Designs technological cycles for public catering based on quality standards, product safety, and waste minimization principle.
	PO7	Applies legal norms and international standards to protect consumer rights and ensure effective personnel management in the tourism and hospitality industry.
	PO8	Designs scientific research on tourism and HoReCa trends based on the integration of data analysis methods with competitiveness management tools..

5 Learning Outcomes of the Educational Program and Modules

Learning Outcomes (LO) for the educational program	Module Name	Learning outcomes for the module	Name of disciplines that form learning outcomes
Key competencies	Module Modern problems of science and education	Demonstrates the ability to critically evaluate scientific information and defend one's position with sound reasoning, based on the principles of objectivity and scientific analysis	History and Philosophy of Science
		Promotes academic ethics and openness to international experience, demonstrating a willingness to engage in constructive dialogue within the global scientific community	Foreign Language (Professional)
		Coordinates professional collaboration, demonstrating emotional intelligence and responsibility in resolving conflicts and addressing current scientific challenges	Management Psychology
Soft skills		Fosters productive communication while demonstrating a commitment to creating a supportive learning environment	Higher Education Pedagogy

Информационные компетенции (Digital skills)	LO7. Applies legal norms and international standards to protect consumer rights and effectively manage personnel in the tourism and hospitality industry.			
	LO4. Designs innovative, customer-centric models for business processes, marketing, and reputation management in the tourism and HoReCa sectors.	Module Digital Strategies, Business, and Corporate Governance	Integrates cutting-edge digital tools into the marketing strategy, using data analysis to build brand trust and protect the company's online reputation.	Digital Marketing and Reputation Management (E-Reputation)
			Implements modern IT platforms and digital solutions to automate business processes and improve service management efficiency	Modern Business Technologies
			Utilizes digital communication channels to promote the brand's values, ensuring the company's visibility in a competitive market.	Brand Management in the Service Sector
			Designs innovative business management models based on end-to-end technologies, ensuring service automation and high-quality customer service.	Innovative Business process models
		Module: Innovative Approaches to	Uses digital tools to calculate financial indicators and monitor profits and manage the company's	Financial Management in the Hospitality Industry

	Hard skills	Service, Security, and Finance Management	budget	Outsourcing in the tourism and hospitality sector
		Module: Competitiveness and sustainability of business	Organizes interaction with partners through cloud services and electronic document management systems. Guided by international standards and regulations when designing service processes in HoReCa and tourism. Conducts a comprehensive analysis of global tourism market development trends, using modern research methods to forecast demand for tourism products. Applies international and national laws to protect the interests of tourists. Substantiates the company's competitive advantages based on efficiency calculations and the specifics of the tourism and hospitality market.	Theory and practice of risk management in service activities
		Module: Law, human capital and research strategies in tourism	Applies international and national laws to protect the interests of tourists. Substantiates the company's competitive advantages based on efficiency calculations and the specifics of the tourism and hospitality market.	Modern Tourism: Theory, Practice, and Research
		Module: Law, Human Capital, and Research Strategies in Tourism	Applies international and national laws to protect the interests of tourists. Substantiates the company's competitive advantages based on efficiency calculations and the specifics of the tourism and hospitality market.	International systems for protecting tourists' rights
		LO 5. Manages business performance in a digital environment, using software solutions for financial modeling, risk assessment, and optimization of outsourced business processes. LO6. Designs food service process cycles based on quality standards, product safety, and waste minimization principles. LO7. Applies legal norms and international standards to protect consumer rights and effectively manage personnel in the tourism and hospitality industry.	Managing the competitiveness of tourism and hospitality enterprises	

		Module: Innovative approaches to service, security, and financial management	Designs food service processes to ensure compliance with safety standards and efficient use of raw materials	Technologies and organization of public catering
			Manages product safety and raw material processing efficiency, minimizing waste and operational risks in food production.	Food safety management and waste minimization
			Ensures consistent service quality based on expert assessments and the implementation of modern service standards.	Modern approaches to service quality management

6 The relationship between the attainability of the formed learning outcomes according to the educational program and academic disciplines

5. The relationship between the attainability of the formed learning outcomes according to the educational program and the formed learning outcomes											
№	Name of the discipline	Brief description of the discipline	Number of credits	Formed learning outcomes (codes)							
				LO 1	LO 2	LO 3	LO 4	LO 5	LO 6	LO 7	LO 8
Cycle of general education disciplines											
University component/Elective component											
1	Foreign Language (professional)	This course is aimed at developing academic interaction and scientific writing skills. While studying this course, master's students systematize international information relevant to their specialty and conduct their professional activities in a foreign language. This allows them to effectively present their research findings in an international environment, prepare articles for highly ranked journals, and teach specialized courses, enhancing the overall competitiveness of future researchers.	4		+						
2	History and Philosophy of Science	This course aims to foster a culture of scientific thinking and develop skills in methodological analysis. The learning process is focused on a deep understanding of the specifics of knowledge, which ensures high-quality dissertation work and a high level of academic integrity in the preparation of scientific publications. During the course, master's students	4		+						

		promotion, online reputation management, and the application of marketing research to optimize a company's digital presence and create a sustainable competitive advantage.																	
6	Corporate Governance Theory	The aim of the discipline is to provide students with a system of knowledge about the principles, mechanisms, and practices of effective corporate governance. Completing the course allows students to master the skills of analysis, decision-making, ensuring transparency, and protecting the rights of corporate participants. The discipline develops competencies in the field of risk assessment and the ability to make informed decisions in interaction with stakeholders	5																
7	Brand Management in the Service Industry	The aim of the discipline is to master the tools for creating unique value and emotional customer loyalty through reputation management and service design. The course develops skills in brand platform development, customer experience management, and service standards. Students use loyalty analytics to create intangible brand value, ensuring long-term competitiveness and high market demand for the company.	5																
8	Imageology of Restaurants and Hotels	The aim of the course is to develop students' key competencies in designing, creating, and managing a positive corporate image. The course focuses on acquiring skills in audience analysis and	5																

[illegible]

	Minimization	models. The discipline develops skills in identifying potential hazards in production and implementing international quality standards. Students learn methods for minimizing raw material losses and waste management to improve the environmental and economic efficiency of enterprises.																	
22	Outsourcing in the Tourism and Hospitality Sector	The aim of the discipline is to develop skills in selecting business processes that are suitable for outsourcing in order to increase efficiency and reduce costs. The discipline develops the ability to assess the risks and benefits of outsourcing in the hospitality industry. Students learn how to build relationships with contractors and develop specialized contracts to optimize operations.	5															+	
23	Financial Management in the Hospitality Industry	The aim of the discipline is to develop a system of knowledge on managing financial flows and capital in hospitality enterprises to ensure their sustainability and maximize profits. The course develops skills in assessing financial condition and planning methods. Students master the budgeting and investment management tools necessary for making effective strategic decisions in a dynamic market.	5															+	

7 Alignment of planned learning outcomes with assessment technologies and teaching methods within the module

Learning Outcomes (LO) Number	Planned learning outcomes for the module	Assessment technologies (tools)	Methods of learning and teaching
LO 1	Studies contemporary issues in science and education	Abstract. Problem solving. Presentation, survey, colloquium, test assignments, research paper. Creative work, independent work, test.	Interactive lectures, discussions, group work, and situational games
LO 2		Project defense. Abstract. Problem solving, presentation. Survey, colloquium, test assignments. Submission of calculation and graphic work, research paper. Creative work, independent work, test.	Brainstorming. Case study. Project, roundtable, discussion, debate. Business and/or role-playing game. Multi-level tasks and assignments. SMART goals.
PO 3		Colloquium. Business and/or role-playing game, case study, submission of calculation and graphic work. Research work. Creative work, independent work.	Problem-solving method. discussion, work in small groups, brainstorming method. question and answer method.
LO 4		Presentation, survey, test, colloquium, assignments in test form. Research work, creative work, Independent work, test.	Interactive lectures. Discussions. Role-playing games, situational games. Association method, group work, brainstorming, video, project method.
LO 5	Implements digital technologies, branding strategies and corporate management based on scientific research approaches	Roundtable discussion, colloquium, case study, research, creative work	Interactive practical sessions (problem-solving topics, business and role-playing games, case studies (analysis of specific circumstances), brainstorming, Questions, answers, and discussions).
LO 8		Roundtable colloquium, case study, research, discussion	Interactive lectures and discussions. Group work, game-based methods. Situational tasks.

		creative work.	brainstorming, SWOT analysis.
		Case study, research, creative work.	Brainstorming. SWOT analysis. Case studies. Debates, discussions, business and/or role-playing games. Calculation and graphic work. Multi-level tasks and assignments. SMART goals.
LO 7	Implements legal protection mechanisms, personnel development, and research approaches to improve the effectiveness of modern tourism.	Abstract. Problem solving. Presentation, survey, test assignments, research paper. Creative work, independent work, test.	Interactive lectures. Trainings. Discussions. Role-playing games, situational games, group work, brainstorming, project-based methods.
LO 8		Project defense. Essay. Problem solving. presentation. Survey, colloquium. test assignments, research paper. Creative work, independent work.	Interactive practical sessions (problem-solving topics, business and role-playing games, case studies (analysis of specific circumstances), brainstorming. Questions-answers-discussion. SMART goals, project-based learning.
LO 9		Presentation, survey, test assignments. Research paper, creative work. Independent work.	Interactive lectures. Trainings. Discussions. Project-based learning.
LO 6	Assesses the risks and competitive advantages of tourism and hospitality businesses to inform their sustainable development strategies based on research data.	Roundtable discussion, colloquium, case study, research, creative work.	Interactive lectures and discussions. Group work, game-based methods. Situational tasks, brainstorming, SWOT analysis.
LO 7		case study, research, creative work	Brainstorming. SWOT analysis. Case studies. Debates, discussions, business and/or role-playing games. Calculation and graphic work. Multi-level tasks and assignments. SMART goals.
		Abstract. Problem solving. Presentation, survey, test assignments, research paper. Creative work, independent work, test.	Interactive lectures. Training sessions. Discussions. Role-playing games, situational games, group work, brainstorming, project-based methods.
LO 7	Designs innovative quality, safety, and financial management systems to ensure the efficiency of tourism and hospitality	case study, research paper, creative work	Brainstorming. SWOT analysis. Case study. Debates, discussions, business and/or role-playing games. Calculation and graphic work. Multi-level

LO 8	enterprises.	tasks and assignments. SMART goals.	
		Abstract. Problem solving. Presentation, survey, test assignments, research paper. Creative work, independent work, test.	Interactive lectures. Training sessions. Discussions. Role-playing games, situational games, group work, brainstorming, project-based methods.
LO 6	Prepares and defends a master's thesis. Conducts an analytical review of scientific literature, defines the purpose and objectives of the study, utilizes scientific methods of inquiry, conducts an analysis of the research topic, and develops recommendations for problem solving.	Project defense. Abstract. Problem solving, presentation. Survey, colloquium, test assignments, research paper. Creative work, independent work.	Interactive practical lesson (problem topics, business and role-playing games, case studies (analysis of specific circumstances), brainstorming. "Questions-answers-discussion". SMART goals, project
		Roundtable colloquium, case study, research, creative work.	Interactive practical sessions (problem-solving topics, business and role-playing games, case studies (analysis of specific circumstances), brainstorming. Questions, answers, and discussions).
LO 8		Roundtable discussion, colloquium, case study, research, creative work.	Interactive lectures and discussions. Group work, game-based methods. Situational tasks, brainstorming, SWOT analysis.
		Research, creative work.	Brainstorming. SWOT analysis. Case study. Debates, discussions, business and/or role-playing games. Calculation and graphic work. Multi-level tasks and assignments. SMART goals.

8 Correlation of learning outcomes of the educational program with the labor functions of professional standards (if any)

Name of the professional standards used	Professions at level 7 of the SQF	Labor functions	Tasks	Learning outcomes for the educational program
Professional standard: "Hotel Management" dated 06.12.22	Executive Director of a hotel establishment	Job Function 1: Management of the day-to-day activities of employees of the hotel complex's departments and services	Task 1: Managing the day-to-day operations of reception and accommodation service staff	LO5. Manages business performance in a digital environment using software solutions for financial modeling, risk assessment, and the optimization of outsourced business processes.
			Task 2: Managing the day-to-day operations of food service staff	PO7. Applies legal provisions and international standards to protect consumer rights and ensure effective human resources management in the tourism and hospitality industry
			Task 3: Managing the current activities of hotel staff	PO5. Manages business performance in a digital environment using software solutions for financial modeling, risk assessment, and the optimization of outsourced business processes.
		Job Function 2: Managing the day-to-day operations of departments (services, divisions) of a hotel complex	Task 1: Resource management for departments (services, divisions) of a hotel complex Task 2: Engaging with consumers and stakeholders	PO 6. Designs food service workflows based on quality standards, product safety, and waste minimization principles.

		Task 3: Monitoring and evaluating the performance of departments (services, divisions) of the hotel complex		PO5. Manages business performance in a digital environment using software solutions for financial modeling, risk assessment, and the optimization of outsourced business processes. PO6. Designs food service workflows based on quality standards, product safety, and waste minimization principles. PO7. Applies legal provisions and international standards to protect consumer rights and ensure effective human resources management in the tourism and hospitality industry
	Task 2: Engaging consumers stakeholders	Task 1. Analysis and evaluation of the hotel complex's activities		
		Task 2. Developing and implementing a hotel complex development strategy.		
		Task 3. Managing projects and changes in the hotel complex development.		
	Job Function 4: Strategic Management of Hotel Network Development	Task 1. Development of a concept and strategy for the development of a hotel chain		PO4. Designs innovative, customer-centric models for business processes, marketing, and reputation management in the tourism and HoReCa sectors
		Task 2. Interacting with owners and business partners		PO7. Applies legal provisions and international standards to protect consumer rights and ensure effective human resources management in the tourism and hospitality industry.
		Task 3: Implementation of innovative technologies and changes in hotel chain management		

Requirements for personal competencies		Possess external and internal charm, the ability to think quickly, be well-mannered, honest, decent, polite, tolerant, sociable, stress-resistant, patient, diligent, hardworking, and know the basics of ethics and etiquette.		
Professional standard: "Management of a tourism enterprise" dated 06.12.22.	Deputy First Director of a tourism enterprise	Job Function 1: Setting tasks for heads of departments and divisions of a tourism organization	Task 1. Managing the activities of a tourism organization	PO4. Designs innovative, customer-centric models for business processes, marketing, and reputation management in the tourism and HoReCa sectors
		Job Function 2: Planning performance indicators for work and regulating processes and departmental interactions	Task 1. Determining the policy and strategy for the development of a tourism organization.	PO7. Applies legal provisions and international standards to protect consumer rights and ensure effective human resources management in the tourism and hospitality industry PO4. Designs innovative, customer-centric models for business processes, marketing, and reputation management in the tourism and HoReCa sectors
Requirements for personal competencies		Analytical thinking Stress resistance Ability to make quick decisions		
Professional Standard: "Teacher (Faculty) of a Higher and/or Postgraduate Education Organization" dated November 20, 2023.	Teacher, Senior Lecturer/Senior Lecturer in Education, OPE	Job Function 1: Interacting with stakeholders in higher and postgraduate education.	Task 1. Interaction with internal stakeholders	PO4. Designs innovative, customer-centric models for business processes, marketing, and reputation management in the tourism and HoReCa sectors PO5. Manages business performance in a digital environment using software solutions for financial modeling, risk assessment, and the optimization of outsourced business processes.
		Job Function 2: Conducting Scientific Research.	Task 1. Ensuring the integration of science, education and the labor market	PO1. Analyzes scientific knowledge and philosophical concepts by examining the influence of historical and cultural factors on the development of science

		Task 2. Developing the required level of research skills in students	PO8. Conducts research on trends in tourism and the HoReCa sector by integrating data analysis methods with competitiveness management tools PO3. Performs administrative and educational functions based on a synthesis of psychological methods and pedagogical principles PO2. Uses professional vocabulary and specialized language structures to analyze, interpret, and present professional information in the fields of tourism, hospitality, and academic research. PO1. Analyzes scientific knowledge and philosophical concepts by examining the influence of historical and cultural factors on the development of science PO3. Performs administrative and educational functions based on a synthesis of psychological methods and pedagogical principles
	Job Function 3: Training	Objective 1. Ensuring the required level of academic competencies of students	
		Task 2. Ensuring the required level of professional competencies of students	
Requirements for personal competencies		Friendliness, communication skills, empathy, stress resistance, emotional balance, professional and social responsibility, ability to develop teaching and research skills	

9 Graduate model

GRADUATE MODEL			
Professional Standards "Hotel Management" and "Tourism Enterprise Management", Atlas of New Professions and Competencies of the Republic of Kazakhstan (Innovation Manager in the Hospitality Industry)	Competencies (soft skills, digital skills)		
	Attributes of a graduate	Knowledge	Skills
	1. Ability to systematically analyze and strategically plan the activities of HoReCa enterprises and the tourism sector.	1. Theoretical foundations of the economics of the hotel and tourism business, business planning methodology and management approaches	1. Develop comprehensive business plans, forecast operational indicators (RevPAR, ADR, Occupancy) and optimize the enterprise cost structure.
	2. Ability to innovate and manage digital transformation processes in service businesses.	2. Digitalization trends in the hospitality industry, including the use of Big Data and artificial intelligence to personalize services and automate business processes.	2. Operate modern PMS (Property Management Systems), CRM systems, global booking systems (GDS) and analytical digital platforms.
	3. Ability to conduct research and educational activities in the field of service and hospitality	3. Methodologies of scientific research, didactic principles of higher education, requirements for updating educational and methodological complexes (EMC) and modern assessment methods.	3. Conducts independent applied research in the HoReCa sector, disseminates academic knowledge, designs educational content, and updates methodological materials for academic disciplines.
	Professional skills (hard skills)		
	Management of operational processes for key hotel services (Front Office, Housekeeping, F&B) and tour operator departments. Financial and economic analysis, budgeting, and audit of commercial activities of service industry enterprises. Identifying the need for new technologies and planning the company's innovation development strategy; Market analysis, design, costing, and promotion of tourism products and hotel services. Organizing procurement, logistics, and interactions with contractors based on principles of cost efficiency. Ensuring legal and environmental safety of businesses in accordance with legislation and international standards. Developing curricula, syllabi, and methodological support for specialized disciplines (UMCD) in accordance with academic quality requirements and accreditation standards.		

Typical curriculum
Code and Name of the educational gram: 7M04101 - Business and Management in Tourism and HoReCa

Модуль/Module № / № модуля / Module №		Пәндік/Module № / № дисциплины / Discipline №	Оқу пәнінің атауы НАИМЕНОВАНИЕ УЧЕБНЫХ ДИСЦИПЛИН NAME OF TEACHING DISCIPLINES	Оқу пәнінің циклы (міндетті компоненті / таңдау компоненті) / Цикл учебных дисциплин (обязательный / факультативный компонент по выбору)	Оқу пәнінің коды Key educational discipline code	Семестр / semester	Кредиттер саны Number of credits	Курстық жұмыс (жоба) Course work (project)	Барлық сағат / Всего часов / Total hours	Барлық аудит. сағ. Total classroom hours	Д / ЛК / Lec	СПС / СТЗ / SPL	оның ішінде / в том числе / including	ОБЖ / СРОП / IWS	БАӨЖ / СРО / IWS	Семестр бойынша бөлу Распределение по семестрам Distribution by semesters												Оқыту тілі (үш тілде білім беру бағдарламасы бойынша: оқыту тілінде, екінші тілде, ағылшын тілінде) / Язык обучения (для программы трехязычного образования: на языке обучения, на втором языке, на английском языке) Language of education (for trilingual education programs: in the language learning, in the second language, in English)
1	2	3	4	5	6	7	8	9	10	11	12	13	1	15	16	17	18	19	20	21	22	23	26					
Ғылым мен білім берудің замануи мәселелері / Современные проблемы науки и образования / Modern problems of science and education																												
1		Жоғары мектептің педагогикасы Педагогика высшей школы Higher education pedagogy	БП (ЖК) БД (БК) BS (UC)	PVSh 5202-26 PVSh 5202-26 PVSh 5202-26	1	4		120	45	30	15	15	1	15	1									Білім алушының таңдауы бойынша/ По выбору обучающегося/ By student's option				
2		Басқару психологиясы Психология управления Management psychology	БП (ЖК) БД (БК) BS (UC)	PU 5203-26 PU 5203-26 PU 5203-26	1	4		120	45	30	15	15		15	1									Білім алушының таңдауы бойынша/ По выбору обучающегося/ By student's option				
3		Ғылым тарихы мен философиясы История и философия науки History and philosophy of science	БП (ЖК) БД (БК) BS (UC)	IFN 5204-26 IFN 5204-26 IFN 5204-26	1	4		120	45	30	15	15		15	1									Білім алушының таңдауы бойынша/ По выбору обучающегося/ By student's option				
4		Шет тілі (кәсіби) Иностранный язык (профессиональный) Foreign language (professional)	БП (ЖК) БД (БК) BS (UC)	IYa (P) 5201-26 IYa (P) 5201-26 IYa (P) 5201-26	1	4		120	45		45			15	1									Білім алушының таңдауы бойынша/ По выбору обучающегося/ By student's option				

Барлығы модуль бойынша / Итого по модулю / Total for module												
5	Матрицанттың ғылыми-зерттеу жұмысы / Научно-исследовательская работа / Scientific-research work of a master student	ҒЗЖ (ЖК) / НИР (БК) / RW (UC)	NIRM 1-26 (BU) / NIRM 1-26 (BU) / NIRM 1-26 (BU)	1	4	120	0	180	90	90	0	60
6					20	600						
1	Цифрлық маркетинг және беделді басқару (E-Reputation) / Digital-marketing и управление репутацией (E-Reputation) / Digital marketing and reputation management (E-Reputation)	БП (ТК) / БД (КВ) / BS (ES)	5207-26 DMUR / 5207-26 DMUR / 5207-26 DMUR	1	5	150	45	30	15	15	90	1
2	Корпоративтік басқару теориясы / Теория корпоративного управления / Corporate governance theory	5207-26 TKU / 5207-26 TKU / 5207-26 TKU										
3	Қызмет көрсету саласындағы брендті басқару / Бренд - менеджмент в сфере обслуживания / Brand Management in the Service Industry	БП (ТК) / БД (КВ) / BS (ES)	5206-26 BMSO / 5206-26 BMSO / 5206-26 BMSO	2	5	150	45	30	15	15	90	2
4	Мейрамханалар мен қонақүйлердің имиджологиясы / Имиджология ресторанов и гостиниц / Imageology of restaurants and hotels	5206-26 IRG / 5206-26 IRG / 5206-26 IRG										
5	Ғылыми зерттеулер әдістемесі / Методика научных исследований / Methods of scientific research	БелП (ЖК) / ПД (БК) / AS (UC)	5303-26 MNI / 5303-26 MNI / 5303-26 MNI	1	5	150	45	30	15	15	90	1

6	Педагогикалық практика Педагогическая практика Teaching practice	БП (ЖС) БД (БК) BS (UC)	5205-26 PP (UA) 5205-26 PP (UA) 5205-26 PP (UA)	2	4	120	0													Білім алушының таңдауы бойынша/ По выбору обучающегося/ By student's option
7	Туризм және HoReCa саласындағы инновациялық бизнес-процестер модельдері/ Инновационные модели бизнес-процессов в туризме и HoReCa/innovative business process models in the tourism and HoReCa sector	БП (ТК) ПД (КВ) AS (ES)	6304-26 IMVRTH 6304-26 IMVRTH 6304-26 IMVRTH	2	5	150	45	30	15	15	90									Білім алушының таңдауы бойынша/ По выбору обучающегося/ By student's option
8	Қазіргі заманғы бизнес-технологиялар Современные технологии ведения бизнеса Modern Business Technologies		6304-26 STVB 6304-26 STVB 6304-26 STVB																	Білім алушының таңдауы бойынша/ По выбору обучающегося/ By student's option
9	Магистранттың ғылыми-зерттеу жұмысы Научно-исследовательская работа магистранта Scientific-research work of a master student	ҒЗЖ (ЖС) НІРР (БК) RW (UC)	NIRM 2-26 (BU) NIRM 2-26 (BU) NIRM 2-26 (BU)	2	6	180	0													Білім алушының таңдауы бойынша/ По выбору обучающегося/ By student's option
Туризмдегі құқық, адами капитал және зерттеу стратегиялары/ Право, человеческий капитал и исследовательские стратегии в туризме /Law, human capital and research strategies in tourism																				
1	HoReCa және туризмдегі құқықтық реттеу және халықаралық стандарттар/ Правовое регулирование и международные стандарты в HoReCa и туризме Legal Regulation and International Standards in HoReCa and Tourism	БП (ТК) БД (КВ) BS (ES)	5208-26 PRMSHT 5208-26 PRMSHT 5208-26 PRMSHT	2	5	150	45	30	15	15	90									Білім алушының таңдауы бойынша/ По выбору обучающегося/ By student's option

	Туристік және қонақжайлық кәсіпорындарының бәсекеге қабілеттілігін басқару/ Управление конкурентоспособ ностью предприятий туризма и гостепринства / Managing the competitiveness of tourism and hospitality enterprises	БөП (ЖЖ) ПД (БК) AS (UC)	6302-26 UKPTG 6302-26 UKPTG 6302-26 UKPTG	3	5	150	45	30	15	15	90	3						Білім алушының таңдауы бойынша/ По выбору обучающегося/ By student's option
2																		
3	Зерттеу практикасы/ Исследовательская практика/ Research practice	БөП (ЖЖ) ПД (БК) AS (UC)	6309-26 IP (UA) 6309-26 IP (UA) 6309-26 IP (UA)	4	13	390	0					4						Білім алушының таңдауы бойынша/ По выбору обучающегося/ By student's option
4	Магистранттың ғылыми-зерттеу жұмысы/ Научно-исследовательская работа магистранта / Scientific-research work of a master student	ҒЗЖ (ЖЖ) НИР (БК) RW (UC)	NIRM 3-26 (BU) NIRM 3-26 (BU) NIRM 3-26 (BU)	3	5	150	0					3						Білім алушының таңдауы бойынша/ По выбору обучающегося/ By student's option
	Барлығы модуль бойынша / Итого по модулю / Total for module			28		840	90	60	30	0	30	180						
Кызмет көрсетуге, қауіпсіздікке және қаржылық басқаруға инновациялық тәсілдер / Инновационные подходы к управлению сервисом, безопасностью и финансами / Innovative approaches to service, security, and financial management																		
	Кызмет сапасын басқарудың заманауи тәсілдері/ Современные подходы к управлению качеством услуг/ Modern approaches to service quality management	БөП (ЖЖ) ПД (БК) AS (UC)	5206-26 SPUKU 5206-26 SPUKU 5206-26 SPUKU	3	5	150	45	30	15	15	90							По выбору обучающегося/ By student's option
1																		
	Қоғамдық тамақтандыруды ұйымдастыру және технологиялары / Технологии и организация общественного питания Technologies and organization of public catering	БөП (ТК) ПД (КВ) AS (ES)	6307-26 TOOP 6307-26 TOOP 6307-26 TOOP	3	5	150	45	30	15	15	90							По выбору обучающегося/ By student's option
2																		
Модуль / Modul 5																		

[illegible]

Modul 6

EXPERT OPINION
for the educational program of JSC "Kazakh University of Technology and
Business named after K. Kulazhanov"
7M04101- Business and Management in Tourism and HoReCa
in the area of training
7M041-Business and Management

Name of the educational organization/enterprise partner in the development of the educational program: Viradelis LLC, Astana.

General characteristics of the educational program: Educational program 7M04101- "Business and Management in Tourism and HoReCa" was developed on the basis of the State Compulsory Standard of the Ministry of Science and Higher Education of the Republic of Kazakhstan, dated July 20, 2022, No. 2 taking into account the requirements of the labor market; has clearly defined goals consistent with the mission of the university.

The aim of the educational program is to train highly qualified specialists with knowledge and practical skills to carry out research and teaching activities in educational organizations and the hospitality industry.

Description and evaluation of the structure of the educational program:

The educational program 7M04101- "Business and Management in Tourism and HoReCa" is an in-depth study of the principles and methods of business management, adapted to the specifics of the hospitality and tourism industry.

The structure of the educational program is consistent with the content of the working curriculum and includes a series of core and core disciplines. The program logically links competencies, learning outcomes, and academic credits, facilitating the research, teaching, and academic preparation of master's students.

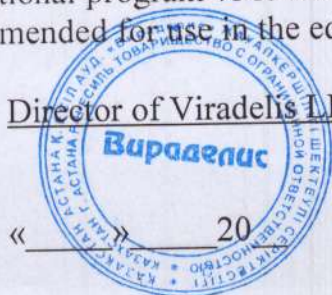
A distinctive feature of this educational program is its interdisciplinary approach, based on the integration of disciplines from the restaurant and hotel industry, tourism, management, economics, marketing, and law, combined with theoretical knowledge and practical skills (including research internships), as well as pedagogy and psychology. The inclusion of disciplines related to the organization of scientific research and project management aligns with modern trends in science and education.

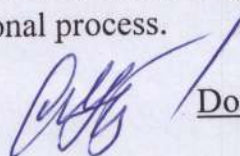
Elective courses such as Modern Tourism: Theory, Practice, and Research; Catering Technologies and Organization; and Legal Regulation and International Standards in HoReCa and Tourism will enhance the competitiveness and quality of graduate students' training.

General conclusion. Educational program 7M04101 - "Business and Management in Tourism and HoReCa" is in demand and promising, capable of training highly qualified specialists for carrying out research and teaching activities, both in the hospitality industry and in educational organizations.

Recommendations for the use (or improvement) of the educational program: Educational program 7M04101- "Business and Management in Tourism and HoReCa" is recommended for use in the educational process.

Director of Viradelis LLP:




PP

Dosanova B.A.

**International Academic Advisor Confirmation/ Шетелдік кеңесшінің қатысуы/
Участие зарубежного консультанта**

Educational Program/ Білім беру бағдарламасы/ Образовательная программа	7M04101 Business and Management in Tourism and HoReCa/ 7M04101 Туризм және HoReCa саласындағы бизнес және басқару/ 7M04101 Бизнес и управление в сфере туризма и HoReCa
Level/ Дәрежесі/ Уровень	Master's program (<i>research and teaching track</i>) /Магистратура (Ғылыми- педагогикалық)/Магистратура (научно- педагогический)
International Academic Advisor/ Шетелдік академиялық кеңесші/ Зарубежный консультант	Müjgan YEŞİL
Position/ Лауазымы/ Должность	Executive Assistant to COO
Company Name/ Компания атауы / Компания Country/ Ел/ Страна	Dedeman Turizm Yönetimi A.Ş. Turkey, Istanbul

Approved/ Келісілді/ Согласовано

The educational program has been reviewed and approved. The updated content of the educational program, the sequence of courses, and the revised learning outcomes (LO) have been developed in accordance with modern academic approaches.

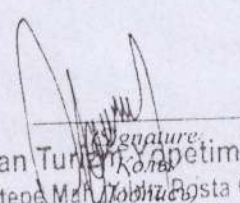
Білім беру бағдарламасы қарастырылып, келісілді. Білім беру бағдарламасының жаңартылған мазмұны, пәндерді оқу реттілігі және жаңартылған оқу нәтижелері (ОН) заманауи академиялық тәсілдерге сәйкес әзірленді.

Образовательная программа рассмотрена и согласована. Актуализированное содержание образовательной программы, последовательность изучения дисциплин и обновленные результаты обучения (РО) сформированы с учетом современных академических подходов.

International Academic Advisor/
Шетелдік академиялық кеңесші/
Зарубежный консультант

Seal/ MO/ МП

Müjgan Yeşil


Dedeman Turizm Yönetimi A.Ş.
Gayrettepe Mah. Jöniz Cad.
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Boğaziçi Kurumlar VD. 272 042 9078

30/June/2026