

BUSINESS CARD
MAIN PROFESSIONAL EDUCATIONAL PROGRAM
HIGHER EDUCATION - BACHELOR'S PROGRAMS
DIRECTION OF TRAINING: 43.03.03 HOSPITALITY
PROFILE: HOTEL AND RESTAURANT ACTIVITIES
ENROLLMENT OF 2022

LEADERS
BASIC PROFESSIONAL EDUCATIONAL PROGRAM - BACHELOR LEVEL



Ergunova Olga Titovna

Position: Head of the Department of Tourism Business and Hospitality, President of the Ural Union of Tourism Industry, General Representative of the Agency for Strategic Initiatives for Tourism in the Sverdlovsk Region

Academic degree: Candidate of Economic Sciences

Academic title: Associate Professor

E-mail: ergunova-olga@yandex.ru



Starovoitova Yana Yurievna

Position: Associate Professor of the Department of Tourism Business and Hospitality, Development Director at the Association of Culinary Experts and Restaurateurs of the Sverdlovsk Region

Academic degree: Candidate of technical sciences

E-mail: lans-yana@yandex.ru

PROFILE CHARACTERISTIC

The profile "Hotel and Restaurant Activities" is focused on training highly qualified specialists with competencies that allow them to work successfully in the hotel business and at public catering establishments.

PROGRAM ADVANTAGES

- the competitiveness of graduates who have the knowledge and skills that allow the most effective way to provide a client-oriented approach to the management of enterprises in the hotel and restaurant business;
- in the real situation of the modern market of the hospitality industry and the restaurant business in accordance with professional standards;
- fundamental academic education, maximum practice, the study of 2 foreign languages and immersion in the profession from the very beginning of training are the main principles of training at the department, which has been graduating the best specialists in the hotel and restaurant business for 21 years;
- the opportunity to continue their studies in the magistracy in the direction of "Management", profile: "Management in the tourism, hospitality and restaurant business", as well as to receive double diplomas and exchange training at the universities of the CIS countries, Europe (business school of tourism and hotel management (Switzerland), Savonlin University (Finland), China).

COMPETENCES OF THE GRADUATE ARE FORMED IN ACCORDANCE WITH THE QUALIFICATION REQUIREMENTS FOR SPECIALISTS IN THE FIELD OF HOTEL AND RESTAURANT ACTIVITIES

As a result of mastering the program, the graduate:

- prepared to participate in the implementation of management decisions in the field of management in the hotel and restaurant business in accordance with modern standards and requests and key values of consumers of services;
- owns methods of management of departments of organizations in the sphere of hospitality and public catering;
- owns modern digital technologies;
- is able to apply innovative technologies and new forms of customer service in hotel and restaurant activities;
- is able to develop economically sound solutions that ensure high quality and efficiency of the functioning of hospitality organizations.

AREA OF PROFESSIONAL ACTIVITIES

Our graduates work in all types of accommodation facilities, facilities for sanatorium and resort activities and recreation, catering, and leisure. Graduates are prepared to work in the following positions: service manager, reception and accommodation service administrator, banquet manager, conference manager, department head (in catering establishments, in hotels (campsites, boarding houses)), catering manager (bar manager), hostess, etc.

STRATEGIC PARTNERS

- "Association of culinary specialists and restaurateurs of the Sverdlovsk region", Yekaterinburg; NP "Hoteliers Club";
- management companies in the hotel business - Arbat Hotel Management LLC, Krasnodar Territory, Anapa, OlimpPlus LLC, Sochi, Ural-Avro-Invest LLC (Atrium Palace Hotel), Hotel - entertainment complex "Eurasia" (LLC GRK "Eurasia"), LLC "AVS-Hotel"; LLC "Management Company" Hotels Yusta "; LLC "Yekaterinburg Center", LLC "Original hotels", LLC "Principle of taste" (Tenet hotel), Yekaterinburg;
- out-of-town recreation centers, sports centers (LLC "Sports complex" Kurganovo ", LLC" Treasure Island ");
- public catering enterprises (LLC "Keyterinburg", JSC "Khoreka Koltsovo", LLC "Restoracia", LLC "Restaurant Tsentralny", LLC "Barbecue", restaurants "BARBORIS", "MyasUglyas", "Grand Uryuk", "Plov Projects ", " COW ", cafe "1991 ", etc.).

FORMS OF INTERACTION

- Conducting lectures, master classes, seminars
- Harmonization of FQP topics, certification
- Excursions to the OGV and local government bodies
- Assistance in carrying out all types of practices
- Receiving feedback to improve the educational process
- Participation of employers in conferences and round tables organized by the department
- Expert opinions on applications of employers, development of draft documents, etc.
- Undertaking internships and internships at service enterprises in Russia and abroad (with a salary).