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"Development of a flexible, innovative and practical framework for Work-based Learning in higher education of Armenia and Russia" (FlexWBL)

Brusov State University
WBL Integrated Curricula

Components	Definition
1. Placement of the Programme	<p><i>Information needed: Code, title, qualification, duration, number of students, internal & external students, aim of WBL</i></p> <p>Code: 101801.00.7 Service;</p> <p>Title: Service</p> <p>Qualification: Master's degree</p> <p>Duration: 2 years</p> <p>Number of students, internal & external students: 19 students, 12 of them are studying and working simultaneously.</p> <p>The aim of WBL: to prepare professionals with knowledge and practical skills in the field of Service, taking into account the requirements of the field and economic development. The programme aims to prepare a professional workforce that is receptive to innovation, capable of doing scientific researches on different topics, able to apply his/her knowledge and skills for pedagogical purposes, able to solve management problems, possessing the teamwork skills, sense of responsibility and desire to create. Students receive theoretical and practical knowledge in the field of Service from the leading professionals of the field.</p>
2. Qualification for Access	<p><i>Degrees, entrance tests, accreditation of prior learning (practical/theoretical), Define the personal learning paths</i></p> <p>Admission:</p> <ol style="list-style-type: none"> 1. Bachelor or Specialist Higher Education Diploma. 2. The admission is competitive based on the student's GPA.
3. Leading Principles	<p><i>Define the leading principles for the programme.</i></p>

		<p>The uniqueness of this programme is that it gives an opportunity to combine both practical and academic components. The most important feature of this programme is the possibility for students to take the individual educational trajectory. This opportunity is realised through students' choice of subject-specific modules and variable disciplines.</p>
4. University Accompanying WBL	Courses	<p><i>Define the titles, credits and workload of the accompanying university courses.</i> <i>Define possibilities for distance-learning courses</i></p> <p>In the programme the logical sequence of in-class study and work-based learning is observed, ensuring the formation of the whole set of competencies.</p> <p>The curriculum indicates the workload per disciplines, modules, practices, etc. in credit units, as well as in hours.</p> <p>The Master's programme consists of the following blocks:</p> <p>Block 1 "Disciplines (modules)" – basic and variable ones (the latest imply the work-based learning component).</p> <p>Block 2 "Practicum and research work" – a variable part of the programme (implies the work-based learning component),</p> <p>Block 3 "State Final Attestation" - culminates in awarding the qualification after passing the Final project/work.</p> <p>Disciplines (modules) of the basic part of the programme are compulsory for students. The set of basic disciplines (modules) is determined independently by the university.</p> <p>Master students are given the opportunity to choose not less than 10 % of the variable part of Block 1.</p> <p>The number of lecturing hours is not more than 20 % of the total number of in-class hours. The rest workload is practice-oriented learning including work based learning.</p> <p>The implementation of the competence approach provides for the wide use of active and interactive forms of classes in the educational process (computer simulations, business and role-playing games, case studies, psychological and other trainings) in combination with work-based and extracurricular work in order to form and develop professional skills of students. The training sessions include meetings with representatives of transport companies, master classes given by experts and specialists from Hospitality and Tourism organizations and Tourism Committee of the Republic of Armenia.</p> <p>The following in-class courses are accompanying WBL:</p>

	<ul style="list-style-type: none"> • Food and Beverage Management • Structural and Organizational Management of Hotels
5. Contents/Syllabus of University Courses	<p><i>Define the contents/syllabus of the accompanying university courses.</i></p> <p>Subject specific disciplines (modules) of the variable part of the Master's programme are as follows:</p> <ul style="list-style-type: none"> • Tourism Policy • Cultural Policy of Tourism • Technologies of Organizing International Tourism • Professional Ethics and Intercultural Communication • Tourism Research Methods • Academic Correspondence • Sustainable Tourism and Destination Management • Analysis of the RA Tourism Sector • Wine Culture • Cuisine of the Peoples of the World • Advertising And Promotion Technologies In Tourism • Information Technologies In Tourism • Ecological Tourism Management • Professional Foreign Language • Tourism Management Marketing /Hospitality Management • Marketing • Tourism Business Planning and Organization / Structural and Hotel Management • Event Management / Structural and Organizational Management of Hotels • Food and Bevarage Management / Travel Services and Maintenance • Legal Tourism Management / Legal Hospitality Management • Financial Management of a Travel Company / Hotel Financial Management • Thematic Tourism Management / Hotel Reservation Systems • Human Resource Management (Tourism) / Human Resource Management (Service) • Excursion management • Consumer Behavior <p>The syllabuses of the subject specific courses have been developed in collaboration with industry representatives. Thus students' learning outcomes reflect the labour market demand.</p>

	Final attestation assignments and projects are also elaborated and assessed with participation of the industry representatives.
6. Learning Outcomes of University Courses	<p><i>Define the learning outcomes considering the types, depth and fields of knowledge.</i></p> <p><i>Define competences students will gain through the courses.</i></p> <p>Upon completion of Subject specific disciplines (modules) the students will reach the following learning outcomes:</p> <p>1) ability to perform experimental and research activities:</p> <ul style="list-style-type: none"> - to participate in fundamental and applied research in the field of professional activity; - to analyse the quality indicators of objects of professional activity using the necessary methods and means of research; - to create the models to predict the properties of objects of professional activity; - to develop plans, programmes and methods of research for the professional activity objects; - to analyse, synthesize and optimize the quality of testing and certification of products and services with application of problem-oriented methods; <p>2) ability to fulfil organisational and managerial activities:</p> <ul style="list-style-type: none"> - to organize the work of a team of executors; - to select, justify, adopt and implement the managerial decisions in case of different opinions; - to determine the work order; - to improve the organisational and management structure of enterprises and objects of professional activity; - to organize the work with clients.
7. Contents of Workplace Learning	<p><i>Define the contents/syllabus of the WP learning.</i></p> <p>Forms of WBL training within the extramural curriculum:</p> <ul style="list-style-type: none"> • internships - an integral part of the educational programme, providing students with experience in applying the theoretical knowledge into practice and deeper understanding of the content of the profession under study. It may be paid or unpaid. Generally, provides credit towards a degree; • apprenticeship - a part of educational programme for young employees working at the enterprises and simultaneously studying at the university, which includes a combination of theoretical in-class studies (about 20-30 % of the total duration of training) and practical mastering of the profession at the workplace in the process of productive work. The duration of the training can vary from a few months to

	<p>several years. Trainees are paid for the duration of their training.</p> <ul style="list-style-type: none"> • practicum – students carry out applied, professionally oriented projects. The projects are implemented with the use of information resources and material base of enterprises, and allow students to get acquainted with modern production technologies and gain experience in solving applied tasks. This type of training promotes informed choice of profession. <p>Internships:</p> <p>The programme envisages five phases of internships: one academic, two industrial and one pre-graduation. Along with research work internships help student to prepare the final qualification project/work.</p> <p>The programme is implemented in collaboration with BSU long-term partners - the leading academic and non-academic institutions and industrial enterprises. Taking into account the current market situation, the educational programme aims to motivate graduates to establish and launch their own projects.</p> <p>Scientific research practice and practicum - 8 weeks.</p> <p>Total of 15 ETCS (credits)</p> <p>The members of the Committee are elected annually.</p>
8. Assessment and Recognition	<p><i>Define appropriate forms of assessment for the university courses and WP learning.</i></p> <p><i>Define an appropriate overarching assessment for the WBL programme.</i></p> <p>Assessment of university courses</p> <p>Funds of assessment tools and specific forms and procedures for current control and interim attestation are elaborated for each discipline. These funds include: control questions and sample tasks for laboratory and practical classes, tests, colloquiums, banks of test assignments, sample topics of course projects (works), essays and other forms of control, allowing to assess the knowledge, skills and level of acquired competence.</p> <p>Throughout the programme the level of knowledge and skills obtained by the students is measured by means of case studies, tests, public presentations of own projects. Students write a research essays, final tests containing about 3 open problematic issues. They prepare final work/project for public presentation.</p> <p>Students can choose the topic.</p> <p>Assessment of WBL</p>

	<p>List of topics for graduates' thesis and final projects:</p> <ul style="list-style-type: none"> • The Role of Social Media in the Promotion and Sales of Tourism Product • The Significance of a Tour-company Website: the Role of its Design and Content in the Promotion and Sales of Tourism Product • Advertising, Promotion and Sales of Incoming Tourism Product • Non-Price Competition Tools Implemented by Travel Companies • The Formation and the Development of Tourism Clusters as a Modern Form of Industry Development • The Opportunities of Tourism Product Diversification of Tavush Region in the Republic of Armenia • The Opportunities of Archaeological Tourism in the Republic of Armenia and the Conceptual Approaches • Ecotourism as a Tool of Conflict Mitigation between Specially Protected Nature Areas and Neighboring Communities • Factors Hindering the Travelling Needs of People with Disabilities in the Republic of Armenia • The Features of Customer Service for Different Generations in Hospitality • Caves of the Republic of Armenia in the Development of Tourism • Pilgrimage as a Driving Force for Religious Tourism • Dilijan as a Tourist Center • Opportunities for the Development and Organization of New Festivals Promoting the Tourism Sector of the Republic of Armenia • Application of Modern Digital Methods of Advertising and Promotion for the Realization of Tourism Products • Directions of Incoming and Domestic Tourism Development in the Republic of Armenia from the Point of View of Environmental Protection • Legal Difficulties in Organizing Tourism Activities in the Republic of Armenia in the Conditions of Coronavirus Restrictions • Opportunities for Tourism Development in the Republic of Artsakh • The Analysis of the Impact of Peace and Security Issues on the Development and Growth of Tourism in the Republic of Armenia • The Role of Destination Management Organizations in the Balanced Development and Promotion of Tourism in the Regions of RA
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<p>9. Else that can be Considered?</p>	<p><i>Define the terms of approval Define the guidelines from external persons/organisations/stakeholders concerning the curriculum</i> <i>Define the margin of development within the existing curriculum</i> <i>Define the possibility/margin of flexible study timetable</i> The work-based learning component of the study programme is ensured by the Faculty of Social Sciences and Service, Brusov State University.</p>
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