



## 610072-EPP-1-2019-1-LV-EPPKA2-CBHE-JP

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

## REPORT

### On «101801.00.7- Service» Curriculum Analysis

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#### Introduction

"101801.00.7- Service" Curriculum analysis was carried out by the BSU Educational Department staff and Head of "Service and Tourism" Chair Emil Cherkezyan within the framework of FlexWBL Erasmus+ project. The analysis allowed to reveal, within the project mentioned, the appropriate possibilities that would enable the functioning curriculum turn into an integrated curriculum (i.e. using work-based learning principles).

#### 1. Curriculum analysis methodology and results

"101801.00.7- Service" Master Degree curriculum analysis has been carried out with the use of a number of indicators which have been developed, discussed and confirmed within the FlexWBL Erasmus+ project WP2.2 working package framework on the initiative of Klaipeda University. The results of the analysis are presented in Table 1 below.

(Table 1).

**Table 1.** "101801.00.7- Service" Curriculum Analysis

##	Indicators	Description
1	The code of the study program	101801.00.7
2	The title of the study program	Service
3	Qualification	Master
4	Students	
4.1	Total number of the students involved in the study program	21 students
4.2	Number of working students	13 students

4.3	Number of the students working in profession	1 student
5	Curriculum development process	
5.1	Curriculum developers (name of the department)	“Service and Tourism” Chair
6	Curriculum approval process	<p>The curriculum development process is coordinated by the Service and Tourism Chair. The Chair forms a working group that develops/updates the curriculum in cooperation with the stakeholders.</p> <p>The final version of the curriculum is discussed within the Faculty of the Social Sciences and Service and in case of approval the Chair passes the adopted curriculum to the Scientific Council of the University. Any new program should be licensed by the Ministry of Education, Science, Culture and Sport.</p>
6.1	The curriculum approving body	Scientific Council
6.2	Stages of Approval	<ol style="list-style-type: none"> <li>1. Curriculum draft development.</li> <li>2. Discussion among the Faculty Council.</li> <li>3. Recommendation by the Center for Quality Assurance and Reforms.</li> <li>4. Recommendation by the Methodological Council.</li> <li>5. Discussion and approval by the Scientific Council.</li> </ol>
7	Study program goal and learning outcomes	<p>The graduate of the program should:</p> <ul style="list-style-type: none"> <li>• Have a clear idea of the tourism sector, its economic entities, structures, infrastructures, resources management principles, its essence, and realize the importance of human resource management, its potential, features and the level of efficiency in order to provide quality service and competitive advantage in the field,</li> <li>• Study the international experience in the field of management and service, to evaluate the existing prospects and advantages and to have the skills of applying modern technologies in the field of hospitality,</li> <li>• Have the ability to compile tour packages for booking and automation, manage the optimal combination of services in the package, having practical competences to apply acquired methods and principles of organizing and conducting tours, the existence of practical work skills, and the capability to find solutions relevant to professional ethics.</li> </ul>
8	Assessment of knowledge and competences	Examination, tests, course project, paper presentations, practical work, internship and Master’s Thesis

9	Possibilities for the students to find a job	Based on the results of the research conducted in this field 3 main types of medium-sized and large employers are presented. These include government bodies and departments, hotels, resorts, holding apartments, travel agencies, airlines, theme parks, restaurants, museums, etc.
10	What percentage of the study program graduates start work immediately (average data)?	80%
11	Study program duration (note how many years/months/terms)	Master degree 2 years ( 4 semesters)
12	Study program workload	
12.1	Student's work volume in hours	3600
12.2	Sum total of credits (ECTS)	120
12.3	Classroom hours	1120
12.4	Individual work	2480
12.5	Number of lectures (percentage in the total)	31%
12.6	Number of practical classes (% within the total hours)	69%
13	Duration of the internship /credits acquirable	6 weeks / 8 credits
13.1	Period of the field study	February - March
14	Curriculum Structure	Annex 1
14.1	The ratio of specializing subjects in total (in %)	88% (out of 24 subjects 21 are of narrow specialization)
14.2	The important subjects for the students who work in their profession	"Hospitality Management Marketing", "Human Resource Management", "Hotel financial management", "Tourism Business Planning and Organization"
15	Syllabus elaboration	The Syllabus of specializing subjects is developed in accordance with the learning outcomes of these subjects which, in their turn, correspond to <b>the</b> study program learning outcomes. Currently during the semester no classes are foreseen in the workplace of enterprises / organizations due to the COVID-19. Previously, classes in "Hotel management" and "Restaurant management" were conducted on the workplace.
16	Strategy implemented under the study program	The students' attendance at the lessons planned by the university is compulsory. The faculty's and students' responsibilities and rights are regulated by a number of relevant regulations.
17	Student's work load per week	Student's work load per week makes 24 academic hours on average (80% theoretical and 20% practical classes).

## 2. How to make the curriculum integrated (based on WBL principles)

As a result of FlexWBL Erasmus+ Project realization it is envisaged to make some structural amendments in the Syllabus of some subjects in “101801.01.7- Service” curriculum, including the hours to be spent in the workplace of the companies or industrial organizations.

Annex 1. “101801.01.7- Service” Master Degree Curriculum Structure

##	Subjects	Credits	Student's work volume in hours		
			Total	Lectures	Individual Work
<b>Compulsory Disciplines</b>					
1	Tourism policy	3	90	32	58
2	Cultural policy of tourism	3	90	32	58
3	Technologies of organizing international tourism	5	150	64	86
4	Professional ethics and intercultural communication	3	90	32	58
5	Tourism Research Methods	3	90	32	58
6	Academic Correspondence	3	90	32	58
7	Sustainable Tourism and Destination Management	3	90	32	58
8	Analysis of the RA tourism sector	4	120	64	56
9	Wine culture	3	90	32	58
10	Cuisine of the peoples of the world	3	90	32	58
11	Advertising and promotion technologies in tourism	4	120	32	88
12	Information technologies in tourism	3	90	32	58
13	Ecological Tourism Management	3	90	32	58
14	Professional foreign language	18	540	288	252
<b>Total</b>		<b>61</b>			
<b>Mandatory Elective Disciplines</b>					
1.	Tourism Management Marketing /Hospitality Management Marketing	4	120	64	56
2.	Tourism Business Planning and Organization / Structural and Hotel Management	3	90	64	26
3.	Event Management / Management of additional hospitality services	2	60	32	28
4.	Restaurant and Food Services Management / Travel services and maintenance	3	90	32	58
5.	Legal Tourism Management / Legal Hospitality Management	3	90	32	58

6.	Financial management of a travel company / Hotel financial management	4	120	32	88
7.	Thematic Tourism Management / Hotel Reservation Systems	3	90	32	58
8.	(tourism) / Human Resource Management(service)	4	120	32	88
<b>Total</b>		26			
15	<b>Electives*</b>				
15a	Excursion management	3	90	32	58
15b	Consumer Behavior				
<b>Total</b>		3			
	<b>Research Disciplines</b>				
16	Theory of Science and Research Work Methodology	3			90
17	Internship	12			360
18	Master's Thesis Defence	15			450
<b>Total</b>		30			
<b>Sum of Hours</b>			<b>3600</b>	<b>1120</b>	<b>2480</b>
<b>Sum of Credits</b>		<b>120</b>			