



**MINISTRY OF SCIENCE AND HIGHER EDUCATION
REPUBLIC OF KAZAKHSTAN
NJSC KAZAKH ACADEMY OF SPORT AND TOURISM**

Approved

at the meeting of the Academic Council
NJSC Kazakh Academy of Sport and Tourism
Protocol no. 10 from "26" 05 20 10 year
Chairman of the US, President, Professor



K.K. Zakiryanov

EDUCATIONAL PROGRAM

Code and name: 6B11102 - «Restaurant and hotel business»

Level of training: Bachelor's degree

Code and classification of the field of education	6B11 - Services
Code and classification of training areas	6B111 - Service sector
Group of educational programs	B093 - Restaurant and hotel business
Educational program	6B11102 - Restaurant and hotel business



ҚАЗАҚ СПОРТ ЖӘНЕ ТУРИЗМ АКАДЕМИЯСЫ
КАЗАХСКАЯ АКАДЕМИЯ СПОРТА И ТУРИЗМА
KAZAKH ACADEMY OF SPORT AND TOURISM

**КЕҢЕСШІ - ЖҰМЫС БЕРУШІЛЕР / КОНСУЛЬТАНТЫ – РАБОТОДАТЕЛИ
/ CONSULTANTS - EMPLOYERS**

"MURA" мейрамханасы ("Омаржан" ЖК) / Ресторан "MURA"
(ИП "Омаржан") / Restourant "MURA" ("Omarzhan" IE)

Кириллова З. Н.

"Academic Apartments" қонақ үйі ("Тайшинов А." ЖК) /
Гостиница "Academic Apartments" (ИП "Тайшинов А.") / Hotel
"Academic Apartments" ("A. Tayshinov " IE)

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Scientific Research institute of tourism (SRI of Tourism)

Еспенбетов Н.С.





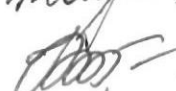







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КАЗАХСКАЯ АКАДЕМИЯ СПОРТА И ТУРИЗМА
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ӘЗІРЛЕУШІЛЕР/ РАЗРАБОТЧИКИ / DEVELOPERS

ОӘЖ жөніндегі проректоры / Проректор по УМР / Vice-
rector for educational and methodical work
ТФ декан / Декан ФТ / Dean of FT
Туризм және сервис кафедрасының м.а. / И.о. зав.
кафедрой туризма и сервиса / And about. head Department
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Ассоц. проф. м.а. / И.о. ассоц. проф. / And about. assoc.
prof.
Ассоц. проф. м.а. / И.о. ассоц. проф. / And about. assoc.
prof.
Ассоц. проф. м.а. / И.о. ассоц. проф. / And about. assoc.
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master's student
4 курс студенті / студентка 4-го курса / 4th year student

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 Тульбаева А.Т.
 Жаксыбекова Д.К.
 Кадырбекова Д.С.
 Токтиева А.О.
 Цымбалова З.И.









**СТУДЕНТТЕРДІҢ ӨКІЛДЕРІ/ПРЕДСТАВИТЕЛИ СТУДЕНЧЕСТВА /
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ОБ жетекшісі/ Руководитель УУ/Head of educational department
ОР жетекшісі /Руководитель ОР / Head of registry Department
Әлеуметтік-гуманитарлық пәндер кафедрасы/Кафедра
социально-гуманитарных дисциплин/ Department of Social and
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Анатомия, физиология және спорт медицина кафедрасы/
Кафедра анатомии, физиологии и спортивной медицины/
Department of Anatomy, Physiology and Sports Medicine
ДШЖС теориялық негіздері кафедрасы /Кафедра теоретических
основ ФКиС/ Department of Theoretical Foundations of Physical
Culture and Sports
Гимнастика және жүзу кафедрасы/ Кафедра гимнастики и
плаванья/ Department of gymnastics and swimming
Қазақ, орыс және шет тілдер кафедрасы/Кафедра казахского,
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and Foreign Languages
Спорттық ойындар кафедрасы/ Кафедра спортивных игр/
Department of Sports Games

 Тулеугалиева С.С.
 Калабаева А.К.
 Ибраимова А.А.
 Кисебаев Ж.С.
 Белегова А.А.
 Ермаханова А.Б.
 Болтаева Г.А.
 Кефер Н.Э.



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ЭКСПЕРТТЕР/ЭКСПЕРТЫ/EXPERTS

Қазақстан туристік қауымдастығы (ҚТА) /
Казакстанская туристская ассоциация (КТА) /
Kazakhstan tourism association (KTA)



Шайкенова Р.Р.

Қазақстан қонақ үйлері мен мейрамханалары
қауымдастығы (ҚҚЖМҚ) / Казакстанская
ассоциация гостиниц и ресторанов (КАГиР) /
Kazakhstan Association of Hotels and Restaurants
(KAGiR)



Ходоровская Т.Г.



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The educational program was reviewed and recommended at the meetings of the EMB faculties:

Protocol no. 4 of "14" 03 2023 years

Chairman of the EMB and TF

Session EMA KazAST

Protocol № 6 from "26" 04 2023 goda

Агелеуова А.Т.

APPROVED by the decision of EA KazAST

Protocol no. 10 of "26" 05 2023 years



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REGULATORY AND LEGAL DOCUMENTS:

Law of the Republic of Kazakhstan No. 319-III of July 27, 2007	«On Education»
Order of the Ministry of Education and Science of the Republic of Kazakhstan dated April 20, 2011 No. 152, as amended by the order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated April 4, 2023 No. 145	On approval of the Rules for organizing the educational process on credit technology of education in organizations of higher and (or) postgraduate education.
Order of the Minister of Education and Science of the Republic of Kazakhstan dated October 13, 2018 No. 569	On the approval of the Classifier of training areas with higher and postgraduate education
Order of the Minister of Education and Science of the Republic of Kazakhstan dated October 30, 2018 No. 595 as amended by the order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated 02.08.2023 No. 379	On approval of the Standard Rules for the activities of organizations of higher and postgraduate education
Order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022 N 2., as amended by the order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated January 19, 2023 No. 21	On approval of state compulsory standards of higher and postgraduate education
Order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated October 12, 2022 No. 106.	On approval of the Rules for maintaining the register of educational programs implemented by organizations of higher and (or) postgraduate education, as well as the grounds for inclusion in the register of educational programs and exclusion from it
Appendix 1 to the order of the Director of the National Center for the Development of Higher Education of the Ministry of Education and Science of the Republic of Kazakhstan dated May 4, 2023 No. 601 n/k	Guidelines for the development of EP of higher and postgraduate education of the Ministry of Education and Science of the Republic of Kazakhstan.
Appendix 1 to the order of the Director of the National Center for the Development of Higher Education of the Ministry of Education and Science of the Republic of Kazakhstan dated April 10, 2023 No. 467 n/k	Appendix 1 to the order of the Director of the National Center for the Development of Higher Education of the Ministry of Education and Science of the Republic of Kazakhstan dated April 10, 2023 No. 467 n/k
Appendix 2 to the order of the Director of the National Center for the Development of Higher Education of the Ministry of Education and Science of the Republic of Kazakhstan dated April 10, 2023 No. 467 n/k	User's GUIDE for submitting applications for updating educational programs in the Registry
Order of the Minister of Education and Science of the Republic of Kazakhstan dated March 20, 2015 No. 137	On approval of requirements for educational organizations to provide distance learning and rules for organizing the educational process for distance learning and in the form of online training in educational programs of higher and (or) postgraduate education
Order of the Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" No. 3 dated January 17, 2017 and No. 262 dated December 26 twothousandnineteen	Professional standard "Tourism" and "RDGB"



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TERMS AND DEFINITIONS:

Classifier of areas of training of personnel with higher and postgraduate education (hereinafter-the Classifier of areas of training of personnel)	A document that establishes the classification and coding of areas of training of personnel with higher and postgraduate education and is used for the implementation of educational programs of higher and postgraduate education;
Register of educational programs	The information system "Unified Higher Education Management System" (hereinafter referred to as the information system) of the authorized body in the field of education, which includes a list of educational programs developed by organizations of higher and (or) postgraduate education
Educational program	A single set of basic characteristics of education, including the goals, results and content of training, the organization of the educational process, methods and methods of their implementation, criteria for evaluating learning outcomes
The main educational program (Major)	An educational program defined by the student for study in order to form key competencies
Additional educational program (Minor)	A set of disciplines and (or) modules and other types of academic work defined by the student for study in order to form additional competencies
Current educational program	The educational program of the university, according to which the training was carried out, and at least one graduation of specialists with higher and postgraduate education was carried out at the university
New educational program	An educational program, according to which, prior to its introduction into the Register, personnel training was not carried out at the university
Innovative educational program	The educational program of the university, which has no analogues in the Republic of Kazakhstan, is put into effect for the first time
Descriptors	Description of the level and scope of knowledge, skills, skills and competencies acquired by students upon completion of the study of the educational program of the corresponding level (stage) of higher and postgraduate education, based on the results of training, formed competencies and academic credits
Competencies	The ability to use the knowledge, skills and abilities acquired in the course of training in professional activities in practice
Learning outcomes	The amount of knowledge, skills, and skills acquired and demonstrated by students on the development of the educational program, as well as the values and attitudes formed, is confirmed by the assessment
Quality in higher education	Multidimensional characteristics of higher education, covering the correspondence of educational outcomes, training processes and institutional systems to the current goals and needs of society, the state and the individual
Interdisciplinary approach	A method of expanding the scientific worldview, which consists in considering a particular phenomenon, not limited to the framework of any one scientific discipline
Modular training	A method of organizing the educational process based on the modular construction of the educational program, curriculum and academic disciplines
The standard curriculum (further TSC)	An educational document developed by OVPO independently on the basis of the educational program and individual curricula of students
Individual curriculum	The curriculum formed for each academic year by students

	independently with the help of an adviser based on the educational program and the catalog of elective disciplines
Curriculum of the discipline (Syllabus)	A program that defines for each academic subject, each academic discipline and (or) module the content and scope of knowledge, skills, skills and competencies to be mastered
Required component	The list of academic disciplines and the corresponding minimum amounts of academic credits established by the SES, and studied by students on a mandatory basis in the program of study
University component	The list of academic disciplines and the corresponding minimum amounts of academic credits determined by the university independently for the development of the educational program
Component of choice	The list of academic disciplines and the corresponding minimum volumes of academic credits offered by the university, independently selected by students in any academic period, taking into account their prerequisites and post-prerequisites
Bachelor course	The level of higher education aimed at training personnel with the award of a bachelor's degree in an appropriate educational program with the mandatory acquisition of at least 240 academic credits;
Magistracy	The level of postgraduate education aimed at training personnel with the award of a master's degree in the relevant educational program with the mandatory development of at least 60-120 academic credits
Doctoral studies	Postgraduate education, the educational programs of which are aimed at training personnel for scientific, pedagogical and (or) professional activities, with the award of the degree of Doctor of Philosophy (PhD) (doctor in the profile) with the mandatory development of at least 180 academic credits
European Credit Transfer and Accumulation System (ECTS)	The method of transferring loans received by a student abroad into loans that are credited for obtaining a degree upon their return to their educational organization, as well as the accumulation of loans within the framework of educational programs
Dual training	OHPE, introducing elements of the dual training system, carry out planning and organization of educational activities based on a combination of theoretical training with practical training in the workplace. At the same time, it is necessary to master at least 30% of the discipline's teaching material directly at the workplace (technological process, creative activity process, financial and economic processes, psychological and pedagogical process).v
Graduate work	The final work, which is a generalization of the results of the student's independent study of an actual problem corresponding to the profile of the educational program
Graduation project	The final work of the student, which is an independent solution of applied problems corresponding to the profile of the educational program, performed using project approaches and (or) in the form of preparation of business projects, models, as well as creative projects and other projects
Final certification of students	The procedure carried out in order to determine the degree to which they master the scope of academic disciplines and (or) modules and other types of educational activities provided for by the educational program in accordance with the state mandatory standard of the appropriate level of education
Educational achievements of students	Knowledge, skills, skills and competencies of students acquired by them in the learning process and reflecting the achieved level of personal development



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SYMBOLS AND ABBREVIATIONS

MSHE RK	Ministry of Science and Higher Education of the Republic of Kazakhstan
HEI	Higher education institution
NJSC	Non-profit joint stock Company
KazAST	Kazakh Academy of Sports and Tourism
EP	Educational program
GES	General education subjects
BD	Basic disciplines
PD	Profile disciplines
RC	Required component
UC	University component
CC	Component of choice
OHPE	Organization of higher and postgraduate education

GENERAL INFORMATION ABOUT THE KAZAKH ACADEMY OF SPORTS AND TOURISM

Introduction

The history of the Kazakh Academy of Sports and Tourism (formerly the Kazakh Institute of Physical Culture) begins on November 14, 1944. Over the years, the university has trained more than 30,000 highly qualified specialists in physical culture and sports, including about 4,000 masters of sports and masters of sports of international class, more than 100 world champions, 550 honored coaches of the USSR and Kazakhstan, more than 200 doctors and candidates of sciences, honored teachers and excellent students of public education.

Many students, and now graduates of KazAST, took part in the Olympic Games of different years, won medals of various denominations. The pride of the Academy is its graduates – champions and prize-winners of the Olympic Games: Zhaksylyk Ushkempirov (Greco-Roman wrestling); Anatoly Kolesov (Greco-Roman wrestling); Dautlet Turlykhanov (Greco-Roman wrestling); Viktor Mineev (modern pentathlon); Valery Kravchenko (volleyball); Nina Smoleeva (volleyball); Valery Ryazantsev (Greco-Roman wrestling); Nelly Kim (gymnastics); Anatoly Bykov (Greco-Roman wrestling); Shamil Serikov (Greco-Roman wrestling); Elena Chebukina (volleyball); Olga Krivosheeva (volleyball); Valery Liukin (gymnastics); Vladimir Novikov (gymnastics); Valery Tikhonenko (basketball); Evgeny Yarovenko (football); Anatoly Khrapaty (weightlifting); Vitaly Savin (track and field); Irina Gerlits (basketball); Vladimir Smirnov (cross-country skiing); Alexander Parygin (modern pentathlon); Olga Shishigina (track and field); Ermakhan Ibraimov (boxing); Bakhtiyar Artayev (boxing); Bakhyt Sarsekbayev (boxing); Ilya Ilyin (weightlifting); Olga Rypakova (track and field); Denis Ten (figure skating), Nijat Rakhimov (weightlifting).

KazAST is a recognized center for training scientific and pedagogical personnel in physical culture and sports. During the Soviet era, KazIFK hosted major all-Union scientific conferences and symposiums. The Academy is the founder and the leading university among the CIS countries in the development of problems related to the use of mountain conditions in the system of training athletes. Today, the academy is a modern university in the country, where all conditions are created for high-quality training of specialists and professional growth of the teaching staff. The Academy has a system of continuing education: type-bachelor's degree – master's degree-doctoral degree. The educational process is carried out according to the credit technology of training.

The Academy is a developer of state educational standards for the OP "Physical Culture and Sport". On the basis of KazAST, the Republican educational and Methodological section of the educational programs "Physical Culture and Sport" functions. In 2005, the Kazakh Academy of Sports and Tourism established a research institute of sports. In recent years, the international reputation of KazAST has grown significantly. The Academy hosts international scientific congresses "Modern

Olympic Sports and sports for all".

At the initiative of the Academy in 2009, the International Association of Universities of Physical Culture was established, whose members are 46 leading foreign universities, and its first head was elected President KazAST Zakiryanov K. K., Honored Worker of the Republic of Kazakhstan, Candidate of Physical and Mathematical Sciences, Doctor of Pedagogical Sciences, Professor of Mathematics, Academician of the Petrovsky Academy of Sciences and Arts (St. Petersburg), the International Academy of Sciences of Higher Education.

Kazakhstan's student sports, headed by the academy, has been raised to a high international level. Graduates of the academy are Olympic champions (57 medals, 29 of them gold). Student-athletes of the academy form the basis of the national student team of Kazakhstan. During the period of Independence of the state, students at the World University Games won 28 gold, 45 silver and 47 bronze medals.

2019 was the anniversary year for the Academy of Sports and Tourism. The Academy is 75 years old.

Dissertation councils were opened on the educational program (OP) 6D010800–«Physical culture and sports» by order No. 393 of April 12, 2019 and on the educational program 6D090200 – «Tourism» by order No. 520 of July 2, 2019.

On July 2, 2015, in the South Korean city of Gwangju, the International University Sports Federation (FISU) presented KazAST with the "BEST UNIVERSITY" award.

In 2019, the Academy successfully passed specialized and institutional accreditation for a period of 5 years (24.05.2019-23.05.2024) of the Independent Accreditation and Rating Agency (IARA). Integration into the global educational space, training of competitive specialists, strengthening of international relations are priority areas in the activities of the Academy.

GENERAL CHARACTERISTICS OF THE EDUCATIONAL PROGRAM

1.1 Goals and objectives of the educational program 6B11102 - "Restaurant business and hotel business"

The educational program (OP) of the bachelor's degree 6B11102 "Restaurant business and hotel business" correlates with the mission, goals and objectives of the Academy for integration into the world educational space and trends of industrial and innovative development of the Republic of Kazakhstan. It is formulated taking into account the content of the State mandatory standard of Higher Education, the requirements and requests of potential consumers.

The purpose of the educational program "Restaurant business and hotel business" in accordance with the requirements of the State Educational Standard OP "Restaurant business and hotel business" is that the graduate should be ready for professional activity in organizing services in hotels and restaurants as a manager in restaurant and hotel business organizations, taking into account national and regional characteristics, employers' requests, the demand for graduates.

The objectives of the educational program 6B11102 - "Restaurant business and hotel business" are to prepare a manager for successful work in the field of hotel and restaurant business on the basis of a harmonious combination of scientific, fundamental and professional training of personnel; to create conditions for mastering universal and subject-specialized competencies that contribute to his social mobility and stability in the labor market; to form the social and personal qualities of graduates: purposefulness, organization, diligence, sociability, ability to work in a team, responsibility for the final result of their professional activities, citizenship, tolerance; increasing their general culture, the ability to independently acquire and apply new knowledge and skills. The main strategic direction of the EP is determined by competencies, implemented by graduates in the course of their work and give consumers receive information about the areas of professional training, program profiles and types of professional activities for which graduates of the bachelor's degree are preparing.

The formation of the goals of educational programs taking into account the development of the economy and the needs of the labor market is provided in two directions:

- fulfillment of the requirements of standard curricula of GEP disciplines and the implementation of the university component, which is formed taking into account the modern requirements of the SES and the demand of employers.
- KazAST is aimed at implementing a set of measures to improve the quality of training of tourist personnel, allowing him to effectively implement his professional knowledge and practical skills in accordance with the strategic goals of the state in the field of tourism activities.

The main indicators of EP. The standard period for mastering the bachelor's degree program "Restaurant business and hotel business" is 4 years / 3 years (for full-time). The program is based on a budget and fee-based basis, is practice-oriented, is taught in the state, Russian languages with the inclusion of subjects taught in English in the basic curriculum. Qualification awarded: Bachelor in the field of services in the educational program 6B11102 "Restaurant business and hotel business".

1.1 Description of the content, scope, object, subject and functions of the professional activity of the graduate of the OP "Restaurant business and hotel business"

The sphere of professional activity of the Bachelor of OP 6B11102 "Restaurant business and hotel business" is the hospitality and tourism industry, as well as science, education, government regulation and other spheres of human activity directly or indirectly related to the hotel business and restaurant business.

Objects of professional activity of a bachelor in EP 6B11102 - "Restaurant business and hotel business" are:

- public administration bodies related to the organization of the hotel business (ministries, their regional divisions and structures);
- public and private companies engaged in the restaurant and hotel business;
- service sector, enterprises related to catering (restaurants, hotels and other structures);
- property, property complexes (enterprises, institutions, organizations) and other objects of the hotel industry;
- research organizations that study the problems of nutrition development, marketing in food organizations;
- educational institutions that train middle-level specialists in hotel management;
- advertising agencies engaged in the promotion of services in the restaurant and hotel business to the domestic and foreign markets;
- information resources and systems, means of providing automated information systems and their technologies, etc.;
- other organizations and companies whose activities are related to specializations established by the councils of universities.

Subjects of professional activity

- organization of restaurant business and hotel business;
- planning and implementation of restaurant and hotel activities;
- organization of work on reception, distribution, service and catering of guests;
- rational control and management of the activities of employees and hotel and restaurant enterprises;
- innovative activity in the field of restaurant and hotel business management;
- organization and planning of preventive maintenance;
- consulting, methodological, educational work with employees.

Functions of professional activity

A graduate majoring in OP 6B11102 - "Restaurant business and hotel business" should be prepared to perform the following functional duties:

- to organize highly efficient service to consumers of services;
- participate in solving organizational and strategic tasks;
- create comfortable conditions for staying in hotels and tourist, restaurant complexes;
- to advise consumers on the issues of services provided;
- to control the quality of services provided;
- to monitor the placement of consumers; to manage conflicts and stresses in professional activities;
- consider claims and take measures to prevent them;
- to monitor the work of personnel, to ensure cleanliness and order in the premises of restaurants, hotels and tourist complexes, to comply with the rules and norms of labor protection and the requirements of industrial sanitation and hygiene; to use in modern society.
- environmental processes and phenomena;
- the necessary concepts in the performance of professional activity to solve meaningful natural-scientific problems;
- fundamentals of the Constitution of the Republic of Kazakhstan, ethical and legal norms regulating human relations to man, society and nature; be able to take them into account when solving professional tasks;
- possess ecological, legal, informational and communicative culture, elementary communication skills in a foreign language;
- compliance with the laws of the market economy, public, democratic state structure;
- be ready to show responsibility for the work performed, able to independently and effectively solve problems in the field of professional activity;
- be able to organize your work scientifically, ready for the use of computer technology in the field of professional activity;
- be ready for positive interaction and cooperation with colleagues;
- be ready for continuous professional growth, acquisition of new knowledge;
- to know the basics of entrepreneurship and the specifics of entrepreneurship in the professional sphere;
- have a scientific understanding of a healthy lifestyle, possess the skills and abilities of physical improvement;
- know the state language and maintain documents in the state language.

The goals and objectives of the educational program are coordinated with the mission and strategy of the Academy. The educational program 6B11102 - "Catering and hotel business" meets the requirements for the level of training of students determined on the basis of the Dublin descriptors of the first level of higher education (bachelor's degree) and reflects the acquired competencies expressed in the achieved learning results.

The results of training are formed both at the level of the entire educational program 6B11102 - "Restaurant business and hotel business", and at the level of individual modules and academic discipline.

Descriptors of the educational program 6B11102 - "Restaurant business and hotel business" reflect the learning outcomes that characterize the abilities of students:

1) demonstrate knowledge and understanding in the field being studied, based on advanced knowledge in the field of restaurant and hotel business;

2) apply knowledge and understanding at a professional level, formulate arguments and solve problems in the field of tourism;

3) to collect and interpret information for the formation of judgments taking into account social, ethical and scientific considerations;

4) apply theoretical and practical knowledge to solve educational, practical and professional tasks in the field of restaurant business and hotel business;

5) training skills necessary for independent continuation of further training in the field of restaurant business and hotel business;

6) know the methods of scientific research and academic writing and apply them in the field of restaurant and hotel business;

7) apply knowledge and understanding of facts, phenomena, theories and complex dependencies between them in the field of restaurant and hotel business;

8) understand the importance of the principles and culture of academic integrity.

Theoretical training, including the study of general education, basic and profile disciplines–

- the objectives of the block of general education disciplines (GED) are: mastering the humanitarian culture, ethical and legal norms regulating relations to man, society, the environment, the culture of thinking and a healthy lifestyle.

Upon completion of the study of the compulsory disciplines of the GED cycle, the student will be able to:

1) evaluate the surrounding reality on the basis of worldview positions formed by knowledge of the fundamentals of philosophy, which provide scientific understanding and study of the natural and social world by methods of scientific and philosophical cognition;

2) interpret the content and specific features of the mythological, religious and scientific worldview;

3) to argue their own assessment of everything that is happening in the social and industrial spheres;

4) to show a civic position based on a deep understanding and scientific analysis of the main stages, patterns and peculiarities of the historical development of Kazakhstan;

5) use methods and techniques of historical description to analyze the causes and consequences of events in the modern history of Kazakhstan;

6) assess situations in various areas of interpersonal, social and professional communication, taking into account basic knowledge of sociology, political science, cultural studies and psychology;

7) synthesize knowledge of these sciences as a modern product of integrative processes;

8) use scientific methods and techniques of research of a specific science, as well as the entire socio-political cluster;

9) develop their own moral and civic position;

10) to operate with social, business, cultural, legal and ethical norms of the Kazakh society;

11) demonstrate personal and professional competitiveness;

12) apply in practice knowledge in the field of social sciences and humanities, which has worldwide recognition;

13) to make the choice of methodology and analysis;

14) summarize the results of the study;

15) synthesize new knowledge and present it in the form of humanitarian socially significant products;

16) to engage in communication in oral and written forms in Kazakh, Russian and foreign languages to solve the problems of interpersonal, intercultural and industrial (professional) communication;

17) implement the use of language and speech means based on the system of grammatical knowledge; analyze information in accordance with the communication situation;

18) evaluate the actions and actions of communication participants.

19) use various types of information and communication technologies in personal activities: Internet resources, cloud and mobile services for the search, storage, processing, protection and dissemination of information;

20) build a personal educational trajectory throughout life for self-development and career growth, focus on a healthy lifestyle to ensure full-fledged social and professional activities through methods and means of physical culture.

The disciplines of the OOD cycle are interdisciplinary in nature.

The objectives of the block of basic disciplines (BD) are: obtaining a full-fledged and high-quality higher basic education, professional competence in organizational and managerial, experimental research, research areas in the profile of the OP.

The objectives of the block of profile disciplines (PD) are: possession of creative skills of productive activity, the ability to self-realize creative potentials on the way to higher achievements, possession of skills of self-education, self-organization and self-control and competence in the professional field.

The realization of the goals is achieved by studying the disciplines, the list of which is indicated in the modular educational program and disclosed in the catalog of elective disciplines.

The programs of disciplines and modules of the BD and PD cycles are interdisciplinary and multidisciplinary in nature, providing training at the junction of a number of fields of knowledge.

The formed learning outcomes of the educational program are formulated by the graduating departments together with employers in accordance with professional standards and reflect the graduate model, which are given in the educational program. Graduates who have mastered the educational program 6B11102 – "Restaurant business and hotel business" in full, have the opportunity to continue their studies under the educational program of postgraduate (master's degree) and additional professional education

II STRUCTURE OF THE EDUCATIONAL PROGRAM

2.1 Results of the educational program

Lear. outc. (LO)	Results of the educational program	Descriptors
LO1	To determine the main stages and patterns of the historical development of Kazakhstan, to apply philosophical, socio-political, psychological knowledge in the understanding of socio-political processes and the formation of one's worldview positions providing scientific understanding of the natural and social world by methods of scientific and philosophical cognition.	D8
LO2	To use the principles of interpersonal, intercultural and industrial (professional) communication and academic writing based on the possession of information and communication technologies using language and speech means of the system of grammatical knowledge of the state, Russian and foreign languages.	D1
LO3	To implement the principles of comprehensive personal development by improving physical, spiritual, cultural, psychological, aesthetic and other qualities necessary for a specialist in the field of hospitality in the conditions of modern society, state policy, national unity, intercultural harmony in order to counter illegal and corrupt actions by means of methods of physical culture, environmental education and research activities.	D4
LO4	Apply the principles of strategic planning, economic control, accounting and business management in the organization, coordination, administrative and economic management and the process of accounting for the material and technical base of the hospitality sector using new information technologies, regulatory documentation, the legislative framework of the Republic of Kazakhstan and the global Code of Ethics in order to create effective activities and a favorable atmosphere for hospitality enterprises.	D4
LO5	Prepare programs for animation, cultural events, business meetings, celebrations, banquets, holidays and conferences in the hospitality industry, taking into account service quality standards and food safety principles based on risk analysis and critical accepted at the international and state level for a comfortable and pleasant time at events.	D3
LO6	To use fundamental theoretical knowledge and practical skills necessary for the implementation, planning and control of the activities of the Food and Beverage department (F&B), taking into account the basics of food production process management and guest service technology, marketing analysis and promotion of services provided in the field of restaurant business.	D5

LO7	To design new directions in the field of hospitality, to create catering and accommodation enterprises through the use of franchising methods, new information technologies in the field of services, the basics of entrepreneurship, management and marketing in the conditions of the international market economy of the restaurant and hotel business in Kazakhstan.	D4
LO8	Organize and coordinate the work of the department of booking, registration, accommodation and calculation of guests, through the use of innovative programs and information systems to automate services in compliance with service standards, professional ethics and etiquette of service activities of all services of the hotel complex or other accommodation facilities.	D1
LO9	Plan and organize the work of the hotel's wellness center, manage the internal and external motivation of employees with their competence and knowledge in the field of theoretical foundations of climatology and climatotherapy, balneology, mud therapy, hydrotherapy and other means that have a healing effect on the human body in a hotel complex.	D4
LO10	To develop the design of infrastructure facilities and spatial complexes intended for recreation, using innovative ideas, modern technologies and materials that attract guests with their novelty, architecture and gastronomic features of the regions, by means of improving logistics systems and the quality of services provided by the staff of the hotel and restaurant business.	D3
LO11	Choose the most effective methods of providing information, consulting, accounting and related services to guests when providing assistance related to tourist navigation, sightseeing services, animation events, visits to recreation areas, museums, theaters and other leisure complexes using booking systems, travel (air, railway, auto, cruise) tickets, car rental, with the provision of necessary documentation.	D1 D2 D4 D6
LO12	To assess the prospects for the creation and implementation of hospitality enterprises, taking into account the formation of tourist flows and centers for various types of tourism (business, gastronomic, resort, cultural, sports, etc.) and the impact on them of scientific and technical development of tourism infrastructure, restaurant and hotel business.	D2 D4

2.1 Information about the disciplines

Module name	Module learning outcomes	Name of the discipline	Brief description of the discipline	Number of credits	Academic hours	Learning result (LR)
CYCLE OF GENERAL EDUCATION DISCIPLINES						
Language Training module level -A	To quote, to engage in communication in oral and written forms in Kazakh, Russian and foreign languages to solve interpersonal, intercultural and industrial (professional) tasks	Kazakh (Russian) language	The discipline is aimed at developing the ability to interpersonal social and professional communication in the state and Russian languages	5	150	2
		Foreign language	The discipline is aimed at developing the ability to interpersonal social and professional communication in a foreign language	5	150	2
Module language training level -B	Implement the use of language and speech tools based on the system grammatical knowledge; analyze information according to the communication situation	Kazakh (Russian) language	The discipline is aimed at forming the ideological, civil and moral positions of the future specialist, competitive on the basis of building communication programs in the state and	5	150	2
		Foreign language	Russian languages. The discipline is aimed at forming the ideological, civil and moral positions of the future specialist, competitive on the basis of building communication programs in a foreign language	5	150	2
Socio-political knowledge module	Be able to apply socio-political, cultural, psychological knowledge in the understanding of personal, as well as socio-political processes taking place in Kazakhstan and beyond Be able to apply	Social and political knowledge module (Social Studies, Political Studies)	The discipline is aimed at mastering by students the basic socio-political concepts, theories and approaches to the study of society and its subsystems, the formation of ideas about the basic principles of the functioning of modern society and its socio-political institutions; formation of critical thinking skills; political outlook and political culture aimed at active participation in solving the tasks facing the Republic of Kazakhstan	4	120	1
		Social and political knowledge module (Cultural Studies, Psychology)	The discipline is aimed at forming the socio-humanitarian worldview of students based on the study of scientific theories of cultural studies and psychology in the context of solving the problems of modernization of public consciousness, defined by the state program "Looking into the future: modernization of public consciousness"; on the development of the main sources and methods of obtaining cultural and historical information	4	120	1,3

Module of socio-cultural competencies 1	Demonstrate knowledge of the biomedical fundamentals of life safety, interpret the knowledge of ecology and life safety for their successful application in professional activities Apply legal and economic knowledge to carry out entrepreneurial activities, understand modern legislation, including anti-corruption, in professional activities, apply various types of information and communication technologies in the search, storage, processing, protection and dissemination of information in professional activities	Fundamentals of life safety and ecology	The discipline is aimed at familiarizing students with the basic concepts, principles and laws of ecology and life safety. Reveals the basic laws and principles in ecology for the sustainable development of society and the country, as well as the protection, preservation and promotion of human health and safety	5	150	1,3
		Legal regulation and anti-corruption legislation	The discipline is aimed at forming students' basic knowledge about legislation aimed at regulating legal relations in the education system, as well as about corruption offenses and corruption prevention measures in the context of professional activity education of integrity and honesty.	5	150	3
		Scientific research methods	This discipline examines the concept of the ways of development of science and the nature of scientific research, fundamental and applied problems in the field of methodology of scientific research, the role of argumentation, criticism, logic and analysis in scientific research, the application of general scientific, philosophical and special methods of scientific research at the theoretical and empirical level of knowledge.	5	150	3
Module of socio-cultural competencies 2	Be able to analyze the main patterns of the historical development of Kazakhstan, apply historical and philosophical knowledge in understanding the personal and socio-political processes taking place in the world and Kazakhstan	History of Kazakhstan	The discipline is aimed at forming a holistic view of philosophy as a special form of cognition of the world, its main sections, problems and methods of studying them in the context of future professional activity; openness of consciousness, independent critical thinking, assimilation of key ideological concepts of justice, dignity and freedom, development and strengthening of values of tolerance, intercultural dialogue and culture of peace	5	150	1
		Philosophy	The discipline is aimed at the formation of objective historical knowledge about the main stages of the history of modern Kazakhstan, the problems of the formation and development of statehood and historical and cultural processes	5	150	1,3
		Information and communication technology	The discipline is aimed at the formation of the ability to critically understand the role and importance of modern information and communication technologies in the era of digital globalization, the formation of new "digital" thinking, the acquisition of knowledge and skills in the use of modern information and communication technologies in various types of activities;	5	150	2

GFP Module 1	Fulfill program standards for sports; To use the means of physical culture for carrying out recreational activities in long-term sports training; To use in life practical skills and abilities that ensure the preservation and strengthening of health, development and improvement of psychophysical abilities and qualities; To apply the rules for the safe conduct of physical exercises and sports	Physical culture	It is aimed at studying teaching methods, mastering the technique of the main types of athletics and elements of strength training, acquiring the necessary skills and abilities for independent pedagogical work at school	2	60	3
		Physicalculture	Able to conduct physical education lessons and training sessions, having mastered the methods of teaching technical and tactical actions in competitive activities in sports and evaluating the results of achievements, using modern educational and information and communication technologies	2	60	3
GFP Module 2	To determine the role of physical culture in the formation of professionally important physical qualities and mental properties of a person; Understand the importance of maintaining a high level of physical and mental health; manage your physical health and apply highly effective wellness and sports technologies; Be able to independently engage in various sports, modern motor and wellness systems, and apply your skills to organize collective classes and competitions	Physical Culture	In practical classes, students master the techniques and basic tactics of various sports in physical culture (outdoor games, volleyball, basketball, swimming). Practical sections are aimed at a wide range of general and special physical training, wellness exercises and their complexes by sports	2	60	3
		Physical Culture	In practical classes, it is aimed at studying mastering techniques and tactical actions, acquiring the necessary knowledge and skills for independent work of a teacher-coach in football and sports tourism with a different contingent of students; forming the ability to teach and correctly build the learning process; correcting errors and inaccuracies in the process of performing certain parts of special exercises	2	60	3

THE CYCLE OF BASIC DISCIPLINES

Hospitality basics and front office activities in practice module	Analyze the theoretical and methodological foundations of the hospitality industry, implementing the principles of international and regional standards in the field of tourism and hospitality, as well as organize and coordinate the work of the department of booking, registration, accommodation and the calculation of guests in practical activities.	Basics of the hospitality industry	The discipline is aimed at studying the hospitality industry as a special sphere of the country's economy, by mastering the professional terminology, organizational structure, technological cycle of service and the basics of management of restaurant and hotel business enterprises. The course reveals the principles of the psychological culture of service, ensuring the quality of service provision when assessing the real position of a service sector enterprise in market conditions and the prospects for their functioning.	5	150	7,9
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		Front Office activities	The discipline reveals the role of the front office in the activities of the hotel, ways to raise the profitability of the hotel, dynamic pricing and computer programs at the service of the reception and accommodation department in the organization of various types of restaurant and hotel business. The course includes the development of professionalism of front office employees, as well as the formation of the corporate culture of the enterprise.	5	150	7,9
		Training practice	The educational practice is aimed at familiarizing with the activities of the enterprise, its structure, management system and organizational and legal form, as well as with the functions of the company's divisions and regulatory documents, legislative acts concerning the management of regulation of the activities of service enterprises. Practice forms the initial professional skills and work organization skills at the enterprises of the hospitality industry.	4	120	10
Hospitality Organization Economics Module	To implement in practice the principles of entrepreneurial and economic activity in the process of creation, management, control and reporting of restaurant and hotel business enterprises.	Basics of entrepreneurship in the restaurant and hotel business	The discipline contains the theoretical basics about entrepreneurship activities, the process of creating their own business in various organizational and legal forms, from the emergence of ideas and ending with the mechanism of functioning of the enterprise, as well as considers entrepreneurship as a form of manifestation of social relations, contributing to the material and spiritual development of society, creates a favorable platform for the professional realization of a specialist in the hospitality industry.	4	120	7,12
		Hospitality economics	Discipline reveals the basics of economic calculations in accordance with the legal framework of the Republic of Kazakhstan. The course forms a scientific justification for the idea of using economic data to manage information on assets, capital, cash flow income and expenses, financial performance of enterprises and hospitality organizations.	4	120	4,7

		Training and production practice	The training and production practice is aimed at improving the skills in the technology of guest service and organizational work in the team, as well as consolidating the skills of working at the workplace of the hospitality industry enterprise and independently solving the tasks facing the full-time employees of the organization. Practice allows you to apply professional competencies in the management of structural divisions of the enterprise at the middle level.	3	90	10
Module of language training - 2	To use the principles of interpersonal, intercultural and industrial (professional) communication based on the technologies of using linguistic and written means of the system of grammatical knowledge of the state, Russian and foreign languages in the professional activity of the service sector.	Foreign language in the service sector	Discipline provides an opportunity to expand and deepen their knowledge of foreign language in the service sector. It contributes to the development and memorization of the necessary special terms, tasks for the folding and deployment of information, compilation of annotations in foreign language and other educational tools for the formation of language competence in the service sector	3	90	2
		Practice of speaking and writing a foreign language in the service sector	The discipline is aimed at acquiring communication skills in oral and written form in a foreign language, taking into account intercultural and professional characteristics, obtaining the necessary amount of grammatical material in the process of communicative competence.	3	90	2
		Business foreign language for the service sector	The discipline is aimed at teaching students the basics of business communication in a foreign language in the service sector, whether it is consulting clients or talking with colleagues, conducting oral and telephone conversations with customers or conducting correspondence.	3	90	2
		Business correspondence in the service sector	The discipline is aimed at studying the structures and rules of organizing business correspondence, observing the rules of organizing a foreign language written text. Lexical richness, grammatical correctness (following spelling and punctuation rules). The statement of the thesis, its substantial and lexical aspect. Consistent writing of facts, events, read, heard or viewed materials. Writing a business letter	3	90	2

International industry and service marketing module	Apply the system of international and domestic management, coordination and promotion of restaurant and hotel business entities, as well as the goods and services they sell, taking into account the basics of modern marketing activities.	International restaurant and hotel industry	The discipline reveals the content of the international hospitality industry at the present stage of its development, analyzing the main patterns of historical and socio-political development of the service sector in conditions of acute competition for customer segments at the level of local, regional and international markets. The course includes the principles of creating classification systems and global chains of service enterprises.	4	120	5,7,9
		Management of the domestic hospitality industry	The discipline is aimed at studying the current state and development of the sphere of domestic tourism and hospitality, forming a mechanism of consumer preferences and improving the activities of hotel and restaurant complexes in the region on the basis of marketing research of the service sector market. The course is aimed at obtaining practical skills in the development, implementation and management of effective programs in the domestic hospitality industry.	4	120	4,7
		Marketing in the service sector	The discipline reveals the essence, principles and functions of marketing in the activities of hospitality enterprises. The course includes not only the marketing features of individual segments, but also innovative areas of marketing in the service sector. In the course of mastering the course, methods and methods of conducting marketing research, product positioning, development of pricing strategy and processes of formation of communication policy in the restaurant and hotel business.	4	120	6,7
Service Management and Accounting Module	Apply the principles of strategic planning, economic control, accounting and business management in the organization, coordination and promotion of the subjects of the hospitality market and their services, taking into account global trends in professional management and regional characteristics of individual countries and systems.	Service sector management	The discipline deals with the essence and interrelation of management functions, organizational structures, principles, methods and features of management in the hospitality industry. The questions of planning of activity of the organizations of tourism and hospitality, management of consumer motivation and the organization of control of staff, and also ways of movement of competitive advantages and strategy of economically safe activity of the enterprises of the hospitality industry are revealed.	4	120	4,7

		Accounting in the restaurant and hotel business	The discipline studies the role and place of accounting in the in the management system of the hospitality industry enterprise, considers the concepts and principles of accounting in tourism, elements of financial reporting, the structure and content of the balance sheet, methods of accounting and reporting in the service sectors. The course contains the basics and features of accounting for income and expenses of enterprises using various tax regimes.	5	150	4,11
Module of Academic Writing and Language Training -2	To use the principles of multicultural communication in professional activities, as well as to possess the skills of academic writing and business correspondence based on the possession of information and communication technologies using language and speech means of the system of grammatical knowledge of the state, Russian and foreign languages.	Academic writing	The discipline is aimed at developing the ability to express and justify one's thoughts through a concise, yet sufficiently convincing scientific text, readiness and ability to implement one's own research projects and present their results in writing in accordance with the norms of the international academic community, skills to formulate a productive research question and develop methodological tools for the implementation of a scientific project	3	90	2
		English for international tourism	The discipline is aimed at improving language and interpersonal communication skills, which are currently a prerequisite for work in the hotel and tourist sectors, and at the same time contributes to the development of their language awareness. Students practice these skills in real-life case studies that reflect relevant tourism issues.	3	90	2
		Foreign language for academic purposes	The discipline is aimed at developing skills for the correct use of grammatical constructions of the scientific style of speech, as well as mastering the methodology of writing annotations, abstracts, scientific articles in a foreign language.	3	90	2
		Communicative foreign language in service sector	The discipline is aimed at mastering the communicative skills of a foreign language in the service sector. Be able to use knowledge of a foreign language for communication purposes, social relationships and conditions for their implementation in professional activity, the ability and willingness to assess the communication situation, make adequate decisions in various situations.	3	90	2
		Professional foreign language in the service sector	The discipline is aimed at improving the competence of proficiency in a professional foreign language, which gives	3	90	2

			the opportunity for students, using the stock of specialized vocabulary of the service sector, to use the language for communication in professional activities.			
Module of geography and professional communication in the service sector	To evaluate international and regional principles of the formation of tourist flows in accordance with modern trends in the service sector, as well as to apply the basics of psychology, business communication and professional ethics and etiquette in the management, organization, control, motivation and development of human resources in the context of personnel of hospitality enterprises.	Production practice	The production practice is aimed at improving the skills of organizing the work of a specialist in the hospitality industry and contributing to the development of competence in the field of social and professional contacts, taking into account the age and individual characteristics of guests, as well as the principles of effective calculation of services, financial documentation, analysis of the activities of the service sector and strategic planning, as well as making forecasts for the development of the entire industry and a specific firm.	4	120	10
		Professional ethics and etiquette in the field of hospitality	The discipline is aimed at developing theoretical and practical skills in the field of professional ethics and etiquette at hospitality enterprises, and also reveals general moral issues and the moral foundations of the activities of managers and employees of the organization involved in the hospitality industry. The course reveals the main priorities of the sphere of internal and external contacts of the enterprise, the mechanisms for organizing effective inter-subject interaction.	4	120	3,8
		Business etiquette	The discipline is aimed at studying the moral qualities of a specialist's personality, interpersonal communication, professional ethics, principles and rules of business etiquette that are necessary in the profession of relationships within professional teams. The course reveals the basics of the formation of corporate spirit, by means of creating a favorable moral and psychological climate in the team, in accordance with the standards prescribed by business etiquette.	4	120	3,8
		Staff management in the service sector	The discipline reveals the basics of a competent approach in the search, selection, training, professional activity, development and evaluation of personnel. The course includes theoretical and practical fundamentals of personnel management, development of organizational mechanism and planning of personnel needs, psychological and professional training of personnel, management of their motivation in the conditions of the modern service industry in order to gain a competitive advantage.	4	120	4,11

		Human resource management	The discipline is aimed at studying the theoretical foundations and the formation of practical skills in the field of human development and determining its role in the organization and society. The course studies the role of human capital as a factor of competitiveness of a modern organization; the basics of organizing the work of an economic entity in the modern labor market, the study of foreign and domestic experience in personnel management.	4	120	4,11
		Psychology of hotels restaurants and bars	The discipline reveals the theoretical and methodological foundations of the general psychology of accommodation and nutrition, as well as the processes of perception, cognition, learning, motivation of the individual in the conditions of the social and communicative sphere of services. The course includes work psychology and organizational elements of clinical, biological and social psychology of hotels and bars in order to form a favorable, professional climate of the hospitality industry.	5	150	3,9
Module of the projects and services in the service sector	To develop the design of infrastructure facilities and spatial complexes intended for the hospitality industry, using innovative ideas, modern technologies and materials that attract guests with their novelty, architecture and gastronomic features of the regions, by means of qualitative assessment of the level of service and provision of services by the staff of the hotel and restaurant business.	Design of the infrastructure of the hospitality industry	The discipline studies the peculiarities of creating the design and corporate identity of infrastructure facilities and enterprises of the hospitality industry using modern architectural styles, innovative materials and technologies for creating projects on adapted platforms. The course reveals the main methods of designing hospitality infrastructure enterprises, using the experience of international and domestic experience in planning commercial space.	4	120	7,10
		Design and simulation of enterprises in the sphere of hospitality	The discipline contains the basics of design activity and modeling, as well as reveals and forms the skills of the basics of architectural design and design art by means of modern technologies. The course allows you to create innovative models and programs for hospitality enterprises in order to create competitive advantages and improve the quality of commercial spaces.	4	120	7,10
		Servicology	Discipline includes the basic concepts of the formation of socio-psychological needs of a person as a subject and object of service activity. The course reveals the principles of the impact of serviceology on the guest, by means of types, forms and methods of effective service activities in order to create high-quality models, criteria and indicators of the level of service for enterprises in the hospitality industry.	5	150	11,12

		Evaluation of service level in the service sector	The discipline includes the basics of assessing the service level in hospitality, the analysis of the service potential of the region, the growth of the quality of life of society caused by an increase in the employment rate and average salary in the service sector. The course is aimed at forming criteria for assessing the quality of service provision.	5	150	11,12
Module of research, communication and information technology in the service sector	To implement innovative directions in the organization and management of research activities, using modern information technologies of the service sector in the state, Russian and foreign languages in the process of professional communication.	Research activities in the service sector	The discipline deals with the organization of scientific research in the service sectors. The course reveals various approaches to solving research tasks by means of application of modern technologies for search, systematization, storage, processing and analysis of information to solve the research goals and objectives. During the study of the discipline formed the notions of the prospects of modern science in the service sectors	5	150	3,7
		Foreign language for professional communication in the service sector	The discipline provides for professionally-oriented learning of a foreign language, reflects current trends and requirements for learning and practical command of English in everyday communication and professional activity, is aimed at improving the general and communicative culture of specialists in the service sector, improving communication skills.	3	90	2
		Advanced Foreign Language in the service sector	The discipline is aimed at mastering the knowledge and skills of a foreign language for use in the working environment in accordance with the high level, the ability to freely use vocabulary, which is used in daily work situations, working with clients, to exchange information and perform official duties in the service sector	3	90	2
		New information technologies in the service sector	The discipline reveals the features of the development, implementation and functioning of new information technologies in the service sector, as well as studies their impact on the development of the hospitality industry in the world and Kazakhstan market. The course is aimed at the application of information technologies in the service sector, the development of technical equipment of enterprises, through the development and implementation of new information technologies in the system of development, promotion, sales, automation, booking, provision of information and related services.	5	150	4,7

		Information technologies in the hospitality industry	The discipline is aimed at studying world experience in the development of modern information technologies used in the hospitality industry, their classification and the main directions of development in the field of the modern tourist market. The course allows to create sustainable practical skills in the field of creating and promoting of the project informational systems, pricing and promotion of services for the hospitality industry.	5	150	4,7
Module of advertising and SMM in the service sector	Possess mechanisms for managing operations performed in the process of forming services, bringing finished products to the consumer in accordance with the interests of the modern market and advertising and information technology techniques, as well as contribute to the development of the totality of all industries and transport enterprises that ensure the functioning and maintenance of the hospitality sector.	Advertising and information activities in hospitality	The discipline examines the most important aspects of the theory of advertising, the means of distributing advertising information, the relationship between the marketing and advertising strategy of the company, the organization and planning of an advertising campaign, modern concepts, methodological foundations and practical recommendations for the implementation of advertising activities in hospitality. The principles of effective organization of marketing research in the service sector are presented.	5	150	6,7
		SMM in the service sector	The discipline is aimed at studying the practical fundamentals of planning and developing advertising campaign strategies to promote a specific product for a specific target audience in social networks, developing and creating content, working with text, selecting graphic material, keywords, and communicating with subscribers in social networks.	4	120	6,10
		Service catering	The discipline is aimed at studying various types of catering services, the specifics of the work of catering organizations, studying the features of providing catering services for various offices, enterprises, organizations, when servicing mass events of various formats, as well as getting to know the production, serving, decorative and other equipment necessary for field service.	4	120	7,11,12
Module of enterprise management in the service sector		Accounting and reporting of the material and technical base of the service sector	The discipline forms knowledge about control over registration of commodity transactions, timely and correct accounting, supervision over commodity stocks, identification of unsuitable goods and financial indicators of material and technical base of the service sector. The course reveals theoretical and practical skills in the field of operation of engineering systems and equipment of hotel and restaurant complexes, as well as the introduction of innovative methods of service.	5	150	4,10

	Apply the principles of strategic planning, control, accounting and business management in the organization, coordination, administrative and economic management and the process of accounting for the material and technical base of the hospitality industry with their application in order to create organizations providing health and spa treatment services.					
		Service quality control	The discipline includes theoretical and practical aspects of quality control of services of the hospitality industry, service quality standards, as well as the principles of implementing professional standards at service enterprises. The course is aimed at studying methods of control, analysis of the level of service provision, modern approaches in the field of management and procedures for confirming the quality of services provided.	5	150	4,10

THE CYCLE OF THE PROFILING DISCIPLINES

Module of the animation and service technology in the service sector	To make programs of animation, cultural events, business meetings, celebrations, banquets, holidays and conferences in the hospitality industry, taking into account technological standards of service and principles of administrative and economic activity in the restaurant and hotel business.	Animation in the hospitality	The discipline is aimed at developing practical skills in the organization of animation services in the conditions of the material and technical base of hospitality enterprises. The course reveals the main terms and definitions, historical stages of development, principles of development, implementation and promotion of innovative animation programs, taking into account the individual characteristics of guests of various categories.	4	120	5,11
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		Service technology in the restaurant and hotel business	The discipline is aimed at a theoretical comprehending of the foundations of the formation of the technological cycle, the service process in accordance with modern international and national standards that satisfy consumer requirements. The course reveals the practical concepts of restaurants and hotels, the technology of work of services and departments, the organization of the production process and the implementation of the provision of basic and additional services in accordance with established standards and requirements adopted at the international, national and regional levels.	5	150	6,11
F&B и HAACP module	The use of international and regional standards of catering and quality management of the products provided, taking into account the basics of food safety, competent management of all production processes, storage and sale of products, in accordance with the regulatory framework of Kazakhstan and international standards of the service sector.	F&B	The discipline is aimed at studying the basics of the restaurant business, the organization of work of catering, bars and restaurants, meetings and seeing off guests, as well as the preparation of menus, wine maps, table setting for various events. The course reveals the principles necessary in the realization, planning and monitoring of the food and beverage sector (F&B), taking into account the fundamentals of food production process management and guest service technology.	5	150	6,7
		Introduction to HACCP	The discipline reveals the basics of food safety, competent management of all production processes, storage and sale of products. The course is based on the analysis of risks and critical control points, a detailed study of all stages of production: menu planning, procurement of ingredients, maintenance and cleaning, identification of specific risks and control methods to prevent them in accordance with the regulatory framework of Kazakhstan and international standards of the service sector.	5	150	5,11

Module of the Service, standardization and certification in the service sector	Plan and implement programs for servicing cultural and business events, taking into account international and regional quality standards and work with appropriate certification documentation of international and regional level.	Service of mass events in the service sector	The discipline reveals the basics of organizing mass events in the service sector, the development and implementation of innovative programs and events that can meet the needs of customers in organizing banquets, cultural events, receptions, conferences, etc., with a large number of participants, as well as proficiency in professional vocabulary, the basics of team building, safety and work organization skills.	4	120	5,11,12
		Standardization and certification in the service sector	The discipline is aimed at the study of standards and certification of services to ensure the quality of service, the key elements of state regulation of the economy of Kazakhstan, the quality control system of products. The course examines the methods of competent approach to the application of GOST standards of the Republic of Kazakhstan, work with legal documents in the field of standardization and certification of business services.	4	120	4,5,8
		Hospitality business meeting industry	The discipline is aimed at studying key concepts, historical lines of development, classification, forms and types of the modern business meetings industry. The course reveals such concepts as: the needs and interests of a person and society; lifestyle and its main components; its various types; service; features of the organization of the communication process; proficiency in professional vocabulary; negotiating and organizing business meetings in the service sector.	4	120	5,11
Module of gastronomic tourism and practice	To put into practice the basics of the territorial distribution of gastronomic tourism centers as points of concentration of service facilities, using professional technologies in the field of restaurant and hotel business.	Gastronomic tourism	The discipline is aimed at the formation of basic notions about the gastronomic diversity of the world, the history and traditions of cooking food of various peoples and ethnic groups, the creation of a gastronomic "map" of the world, as the basis for the development of the restaurant business. The course includes the study of world and regional trends in the development of world cuisines and innovative directions of gastronomic tourism.	5	150	10,12
		Production and undergraduate practice	The production practice is aimed at improving the skills of organizing the work of a specialist in the hospitality industry and contributing to the development of competence in the field of social and professional contacts, taking into account the age and individual characteristics of guests, as well as the principles of effective calculation of services, financial documentation, analysis of the activities of the service sector and strategic planning, as well as making forecasts for the development of the entire industry and a specific firm.	16	480	11

			The pre-graduate practice is aimed at applying the acquired skills in the field of marketing activities in the service sector; methods of analyzing and evaluating the effectiveness of personnel; the system of contractual and legal documentation; the procedure for organizing personnel work, methods of planning the reserve of personnel, as well as the complex of production operations and economic activities of the enterprise. The practice prepares for innovative research activities in the creation of theses and projects for the development of enterprises and the hospitality industry.			
Restaurant business and hotel business module	Organize, plan and manage catering enterprises using the principles of international and regional policy in the field of regulating the processes of providing services, taking into account the requirements, norms and safety rules of the restaurant business. To organize, plan and manage hospitality enterprises using the principles of international and regional policy in the field of regulating the processes of providing accommodation services, taking into account the requirements, norms and rules of hotel business and franchising safety.	Restaurant and hotel business in Kazakhstan	The discipline reveals the main historical stages of the development of the restaurant business of the Republic of Kazakhstan, paying special attention to the formation of a unique national style of doing business in a market economy and the creation of innovative projects in the restaurant business. The course is based on global trends and is aimed at promoting catering enterprises and the introduction of a universal classifier based on the regulatory framework and professional standards of the Republic of Kazakhstan.	5	150	7,9
		Hotel business in Kazakhstan	Discipline forms a holistic view of the development of hotel business in the Republic of Kazakhstan, by means of studying historical forms, organizing placements in a historical context. The course is aimed at preparing students for work in the conditions of the national hotel business, taking into account global trends in the functioning of hotel chains, franchising and innovative projects based on the legal framework and professional standards of the Republic of Kazakhstan.	5	150	7,9
		Service security basics	The discipline is aimed at studying the theoretical foundations of the security system in the service sector, acquiring practical skills for organizing security, mastering modern methods and means of ensuring security, solving professional problems in developing and complying with the rules and norms of labor protection and safety of subjects of the service sector in the tourism and hospitality industry.	4	120	4,5
		Insurance and risks in the service sector	The discipline is aimed at the formation of theoretical knowledge and practical skills related to the regulatory framework governing insurance activities, the functioning of the insurance market, the assessment, definition, classification and management of risks in the tourism, restaurant and hotel business, achieving an understanding of the features of insurance in tourism and hospitality.	4	120	4,5

		Bar business	The discipline reveals the basic information about the classification of bars, the procedure for preparing a bar for receiving guests, the requirements for staff for their service, as well as the classification of basic alcoholic and non-alcoholic drinks, especially their production, serving and consumption in bars. The course teaches cooking methods of cocktails and other drinks in a bar, ways of its filling and submission	4	120	7,11
		Right of franchise in the hospitality industry	Sstudy of the theoretical foundations and acquisition of knowledge and skills in the field of franchising. Based on the basic legal norms and regulations in the hospitality industry, he shows ways to work with an explanation of activities within the framework of the law.	4	120	4,7
The module of final examination	<ul style="list-style-type: none"> - Show the level of general scientific training. - Analyze, compare the regulatory and legislative framework of the Republic of Kazakhstan in the field of entrepreneurship, in particular, in the provision of services. - Classify the tourism sector by basic and specialized disciplines. - Practice activities to solve professional problems in organizations of various organizational and legal forms; possess professional vocabulary. - Describe the methods of scientific research. 	Writing and defending a thesis (project) or preparing and passing a comprehensive exam	Writing and defending a thesis (project) or preparing and passing a comprehensive exam.	8	240	12

2.1 Competence model of the graduate of the educational program

1	Educational program	6B011102 – Restaurant and hotel business
2	Education level	National Qualifications Framework – Level 6
		European Qualifications Framework – Level 6
3	Degree awarded	Bachelor
4	Qualification	Bachelor in Services
5	General characteristics of the graduate	<p>Functions of professional activity</p> <p>A graduate in the specialty of OP 6B11102 - «Restaurant and hotel business» should be prepared to perform the following functional duties:</p> <ul style="list-style-type: none"> - to organize highly efficient service to consumers of services; - participate in solving organizational and strategic tasks; - create comfortable conditions for staying in hotels and tourist, restaurant complexes; - to advise consumers on the issues of services provided; - to control the quality of services provided; - to monitor the placement of consumers; to manage conflicts and stresses in professional activities; - consider claims and take measures to prevent them; - to monitor the work of personnel, to ensure cleanliness and order in the premises of restaurants, hotels and tourist complexes, to comply with the rules and norms of labor protection and the requirements of industrial sanitation and hygiene; to use in modern society. - environmental processes and phenomena; - the necessary concepts in the performance of professional activity to solve meaningful natural-scientific problems; - fundamentals of the Constitution of the Republic of Kazakhstan, ethical and legal norms regulating human relations to man, society and nature; be able to take them into account when solving professional tasks; - possess ecological, legal, informational and communicative culture, elementary communication skills in a foreign language; - compliance with the laws of the market economy, public, democratic state structure; - be ready to show responsibility for the work performed, able to independently and effectively solve problems in the field of professional activity; - be able to organize your work scientifically, ready for the use of computer technology in the field of professional activity; - be ready for positive interaction and cooperation with colleagues; - be ready for continuous professional growth, acquisition of new knowledge; - to know the basics of entrepreneurship and the specifics of entrepreneurship in the professional sphere; - have a scientific understanding of a healthy lifestyle, possess the skills and abilities of physical improvement; - know the state language and maintain documents in the state language.

6	Areas of professional activity	The field of professional activity of a graduate of the educational program " restaurant business and hotel business " is tourism and the hospitality industry, as well as science, education, state regulation and other areas of human activity directly or indirectly related to the hotel business and restaurant business.
7	Objects of professional activity	<ul style="list-style-type: none"> - public administration bodies related to the organization of the hotel business (Ministries, akimats, their regional divisions and structures); - public and private companies engaged in restaurant and hotel business; - service sector, enterprises related to the organization of catering (restaurants, hotels and other structures); - property, property complexes (enterprises, institutions, organizations) and other objects of the hotel industry; - research organizations engaged in the study of the problems of Nutrition Development, Marketing in catering organizations; - educational institutions that train middle - level specialists in hotel management; - advertising agencies engaged in the promotion of services in the restaurant and hotel business to the domestic and foreign markets; - information resources and systems, means of providing automated information systems and their technologies, etc.; - other organizations and companies whose activities are related to the specializations established by the councils of higher education institutions.
8	Types of professional activity (profession)	<ul style="list-style-type: none"> - organizational and managerial; - production and technological; - service and operation; -research; - education; - expert
9	Key competencies	<p>To determine the main stages and patterns of the historical development of Kazakhstan, to apply philosophical, socio-political, psychological knowledge in the understanding of socio-political processes and the formation of one's worldview positions providing scientific understanding of the natural and social world by methods of scientific and philosophical cognition.</p> <p>To use the principles of interpersonal, intercultural and industrial (professional) communication and academic writing based on the possession of information and communication technologies using language and speech means of the system of grammatical knowledge of the state, Russian, foreign languages and the culture of academic honesty.</p> <p>To implement the principles of comprehensive personal development by improving physical, spiritual, cultural, psychological, aesthetic and other qualities necessary for a specialist in the field of hospitality in the conditions of modern society, state policy, national unity, intercultural harmony in order to counter illegal and corrupt actions by</p>

	<p>means of methods of physical culture, environmental education and research activities.</p>
	<p>Apply the principles of strategic planning, economic control, accounting and business management in the organization, coordination, administrative and economic management and the process of accounting for the material and technical base of the hospitality sector using new information technologies, regulatory documentation, the legislative framework of the Republic of Kazakhstan and the global Code of Ethics in order to create effective activities and a favorable atmosphere of enterprises areas of hospitality.</p>
	<p>To make programs of animation, cultural events, business meetings, celebrations, banquets, holidays and conferences in the hospitality industry, taking into account service quality standards and food safety principles based on risk analysis and critical (HACCP) accepted at the international and state level for a comfortable and pleasant time at events.</p>
	<p>To use fundamental theoretical knowledge and practical skills necessary for the implementation, planning and control of the activities of the Food and Beverage department (F&B), taking into account the basics of food production process management and guest service technology, marketing analysis and promotion of services provided in the field of restaurant business.</p>
	<p>To design new directions in the field of hospitality, to create catering and accommodation enterprises through the use of franchising methods, new information technologies in the field of services, the basics of entrepreneurship, management and marketing in the conditions of the international market economy of the restaurant and hotel business in Kazakhstan.</p>
	<p>To organize and coordinate the work of the department of booking, registration, accommodation and calculation of guests, through the use of innovative programs and information systems to automate services in compliance with service standards, professional ethics and etiquette of service activities of all services of the hotel complex or other accommodation facilities.</p>
	<p>Plan and organize the work of the wellness center of the hotel, manage the internal and external motivation of employees with their competence and knowledge in the field of theoretical foundations of climatology and climatotherapy, balneology, mud therapy, hydrotherapy and other means that have a healing effect on the human body in a hotel complex.</p>
	<p>To develop the design of infrastructure facilities and spatial complexes intended for recreation, using innovative ideas, modern technologies and materials that attract guests with their novelty, architecture and gastronomic features of the regions, by means of improving logistics systems and the quality of services provided by the staff of the hotel and restaurant business.</p>
	<p>Choose the most effective methods of providing</p>

		information, consulting, accounting and related services to guests when providing assistance related to tourist navigation, sightseeing services, animation events, visits to recreation areas, museums, theaters and other leisure complexes using booking systems, travel (air, railway, auto, cruise) tickets, car rental, with the provision of the necessary documentation.
		To assess the prospects for the creation and implementation of hospitality enterprises, taking into account the formation of tourist flows and centers for various types of tourism (business, gastronomic, resort, cultural, sports, etc.) and the impact on them of scientific and technical development of tourism infrastructure, restaurant and hotel business.
		Demonstrates an understanding and commitment to the culture and principles of academic integrity.
10	Possible areas of repurposing	Service Manager, administrator, HRM specialist, barista, sommelier, etc.

III SUPPORT OF THE EDUCATIONAL PROGRAM

3.1 Material and technical resources

The KazAST educational complex consists of 2 buildings. The total area of the buildings and structures of the Academy, according to the available technical passports issued by the real estate authority, is 29 696.1 sq.m. The area of sports halls and sports facilities is 5976.7 m², the area of football fields is 14 690 m². Every year for the new academic year, repairs and preparation of the classroom fund are carried out.

The academy has: a student dormitory with 320 beds, 1 cafe with 60 seats, 1 medical center, 1 conference hall, 1 assembly hall, 10 indoor gyms (2440 sq.m.); 2 outdoor sports complexes (1277.1 sq.m.); gym at the Alash stadium (395.1 sq.m.); gym (213.9 sq.m.); ski stadium (3500 sq.m.); stadium (10,940 sq.m.); gymnastics complex, indoor 25-meter swimming pool (400 sq.m.), republican museum of sports and Olympic glory. The total number of classrooms is 76, laboratories - 1; 5 computer classes (230 modern computers with Internet access are used in the structural divisions of the university and the educational process).

In the academic building No. 1, 85/105 Abaya Ave., with a total area of 9036.3 m², there are 10 lecture halls, 44 classrooms for practical and seminar classes, 5 computer classes, 3 reading rooms, including 1 electronic reading room, 2 auditoriums and 4 lecture halls equipped with interactive whiteboards and projectors, as well as 13 laptops and mobile projectors with audio accompaniment for the organization of educational and research work of students at the academy. The number of computer classes, reading rooms, multimedia, cathedral laboratories and the number of seats in them correspond to the needs of the educational process and research activities of teaching staff, students and staff of the Academy.



In the main building there are 4 specialized classrooms for the educational program "Restaurant business and hotel business":

- 309 - Office "Geography of international tourism";
- 316 - Marketing and Management Cabinet;
- 210 - Cabinet "Restaurant business and hotel business";
- 320 - Cabinet "Geography of Kazakhstan and local history", "New information technologies in tourism". All offices have a computer equipment, equipment, equipment, handout and poster materials allowing to conduct training sessions on the educational program "Restaurant business and hotel business" according to credit technology.

In building 2 at 104/108 Kurmangazy Street, there is a department of foreign languages, athletics, winter and complex technical sports, 27 classrooms with a total area of about 612.7 sq.m.

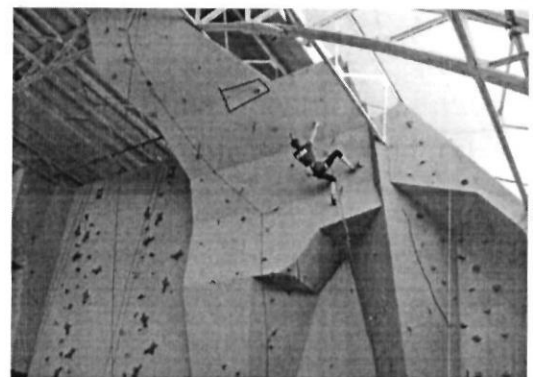
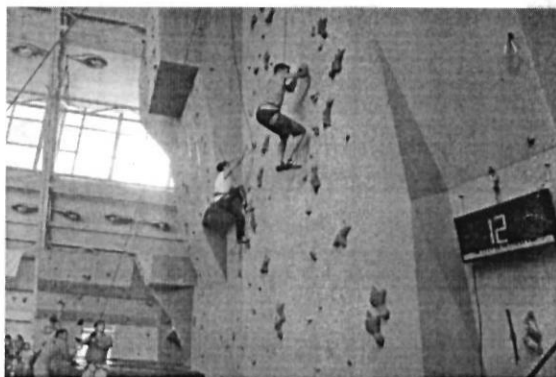
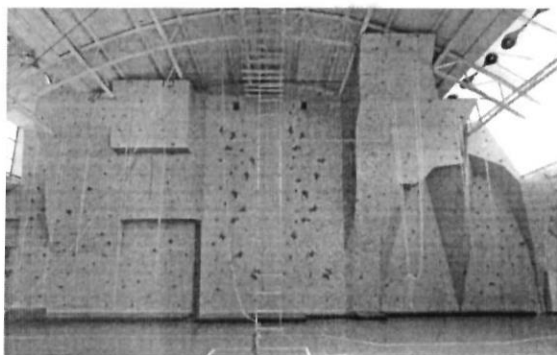
The Academy has a primary health care center equipped with modern medical equipment, inventory and necessary medicines.

The cafe with a total area of 161.6 m², located in the educational building, meets the requirements of the "Sanitary Rules for catering enterprises".

For nonresident students, the Academy has a 300-bed dormitory with a total area of 2,760 sq. m² and a useful area of 1,920 m², located at 104/108 Kurmangazy Street.

Branches of the Department of Tourism and Service, i.e. own bases of the KazAST Faculty of Tourism, are intended for the passage of planned practices and practical classes of the disciplines "Active types of tourism".

In 2014, the largest training climbing wall in Kazakhstan was opened for the educational process in KazAST for classes in climbing techniques in mountain tourism, rock climbing, mountaineering, tourist all-around, search and rescue, etc.



In 2012, for the development of active types of tourism in the village of Bes-Kainar of Talgar district of Almaty region, the tourist and sports base "Kaimar" (1296.5 sq.m.) was opened, which includes: a sports hall house, as well as a land plot of 0.3 hectares. The tourist and sports base is located in a picturesque place 32 km from Almaty. The hotel, located on the territory of the base, has 14 one-room rooms.

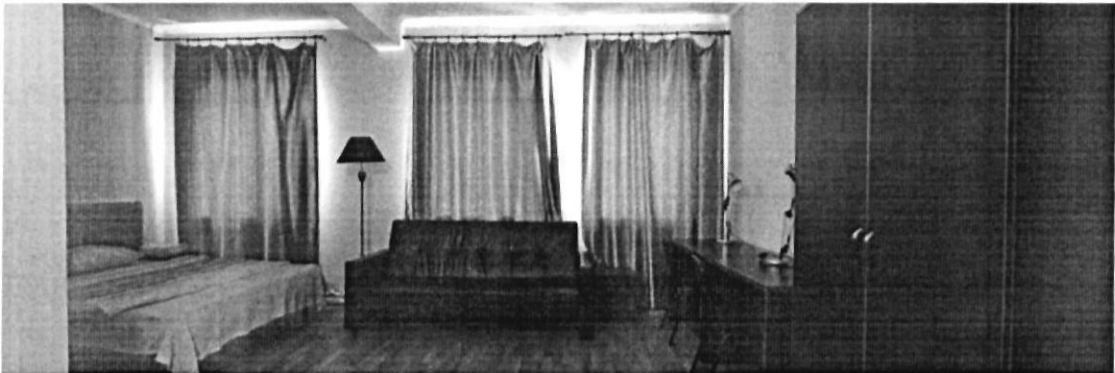
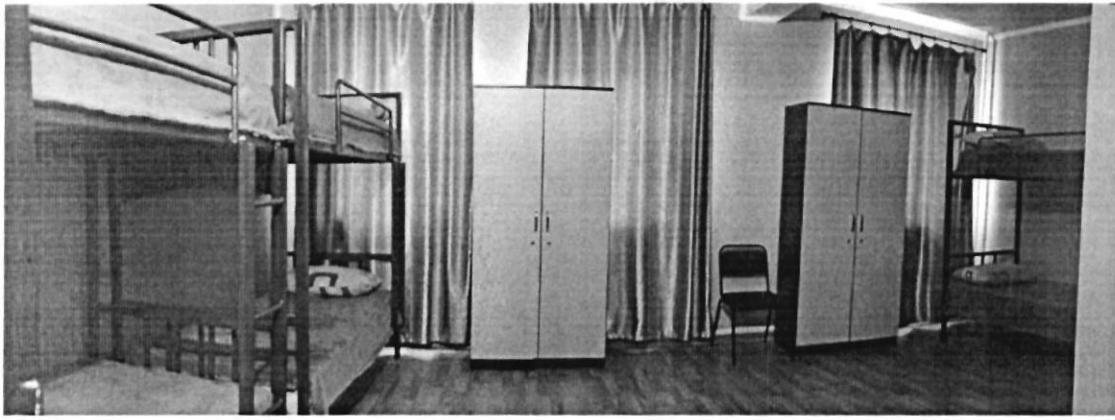


The Gorelnik mining and tourist base is located in the Talgar district on the territory of the Maloalmati Gorge, above the Medeo platinum. The distance from KazAST to the base is 24 km. The total area of the Gorelnik mining and tourist base is 3.87 hectares.

Hotel "MarkInnHotel" at the address: Almaty, 46-a Markova str. According to the results of the competition conducted by KTA and the Department of Tourism of Almaty, the hostel "MarkInnHotel" took 3rd place in the ranking of the TOP 5 hostels in Almaty. 45 585,000 tenge of KazAST's own funds were spent on the construction of this hotel.

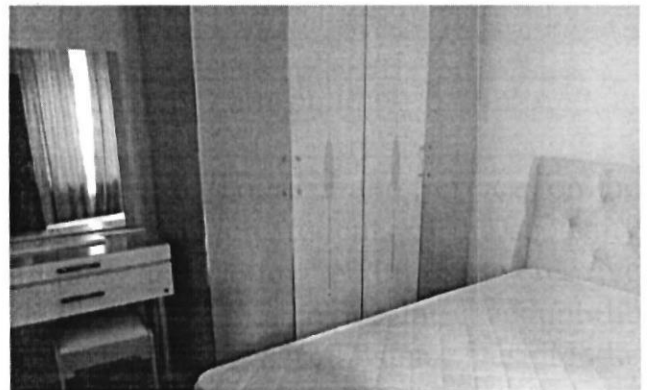
It offers comfortable rooms with free Wi-Fi and free private parking. The total number of beds is 70 units. Rooms with a private or shared bathroom are decorated in a simple style. Some rooms include a refrigerator, ironing facilities and a TV with English channels. Individual lockers are also provided. The hotel is located 6 km from the railway station and 20 km from Almaty International Airport.

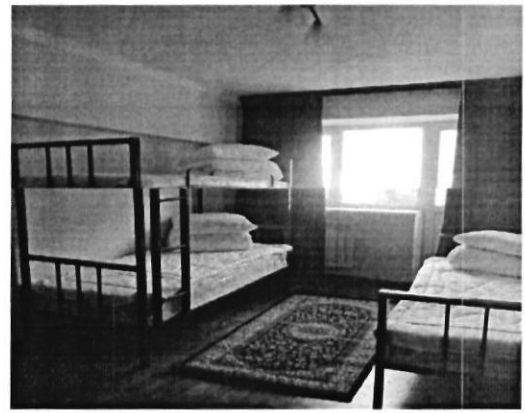
The hotel has been operating for 5 years and with the hard work and efforts of the staff and students of the Department of Tourism and Service has earned a fairly high authority and appreciation in the comments on such sites as Booking.com and Tripadvisor.



The Academy Apartments Hotel is located near the main building of KazAST at the address: Almaty, Timiryazev str. 13.

There is a training class (the base of the Department of Tourism and Service) on the basis of the only category room "suite" of the hostel, in which students of the specialty 5B090200 "Tourism" practice cleaning techniques and room readiness to receive guests. The Academy Apartments Hotel is designed and equipped taking into account the latest requirements for accommodation in the Republic of Kazakhstan. Despite the budget pricing policy, Academy Apartments has everything you need for a comfortable and safe overnight stay, organization of self-catering for guests, mini-laundry and free Wi-Fi. The common guest kitchen "Academy Apartments" is equipped with modern electric stoves, microwave ovens and refrigerators.





The basis for practical classes in the educational program

"Restaurant business and hotel business" within the disciplines "Restaurant business", "Bar business", "Gastronomic tourism" is the own new restaurant "Mura" at KazAST. The total area of the restaurant is 400 sq.m. The number of seats is 100 units.

The Mura restaurant has a well-equipped kitchen, all the appliances and equipment necessary for modern restaurant art for:

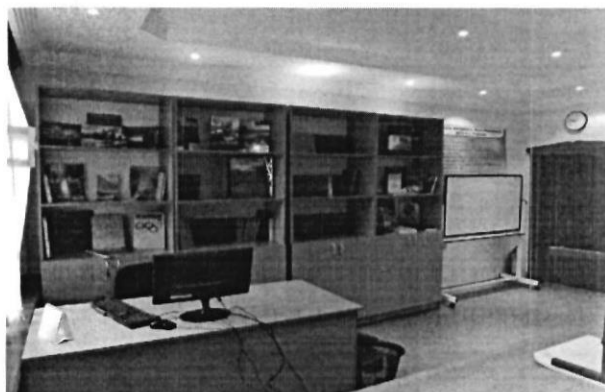
- meat shop (rules for cutting lamb, beef, pork carcasses, working with poultry and fish);
- confectionery shop (rules of work with flour products, bakery production);
- bar business training (a well-equipped modern bar counter with all the necessary accessories).

In addition, two specialized rooms with a total capacity of 45-50 people are designed for classes with students of the Department of Tourism and Service for conducting master classes with the invitation of specialists in this field.



Scientific Research Institute of Tourism (Research Institute of Tourism). In 2013, in order to implement the research program of KazAST, as the parent organization in priority areas (cluster "Tourism"), the Scientific Research Institute of Tourism resumed its work.

The direction of scientific research of the Research Institute of Tourism is theoretical and scientific-applied issues of assessing the resource tourism potential of the Republic of Kazakhstan with an analysis of the actual development of tourism and training for various fields of tourism and hospitality.



3.2 Educational resources (educational and methodological support)

The university has created a unified system of library and information services. The library is developing as the information core of the university, providing library and information services based on modern information and communication technologies.

One of the most important information resources is the university's website (<https://kazast.edu.kz>), which provides readers with access to databases of electronic resources, to virtual exhibitions that are constantly updated, informs about the working hours, services provided, and all changes and news occurring in the library.

The unified book fund of the library is 381 107 copies (textbooks, teaching materials, scientific, reference and fiction), of which the total volume of educational literature in basic and specialized disciplines is 310 108 copies. In the state language – 142 339 copies. The fund of educational and scientific literature fully provides the basic and profile disciplines of the working curriculum in the specialty.

Electronic media contains texts of textbooks, teaching aids, provided as mandatory programs of academic disciplines of working curricula, as well as training software and electronic textbooks. The electronic fund of the library is replenished by receiving the electronic version of the document from the internal structural divisions of the

university-Research Institutes of Sports, Research Institutes of Tourism, departments, free transfer of electronic versions of publications by the university staff; purchases of legally distributed electronic publications on portable media from external sources - libraries, publishing houses, bookselling organizations; legitimate borrowing of documents that are freely available on the Internet (the site "Everything for a Student").

According to the License Agreement on cooperation, electronic delivery of documents is practiced, which is an analog of the Interlibrary Subscription. The Moscow State Academy of Physical Culture provided 144 titles of electronic books of the Academy's teaching staff for 2020-2022.

Since 2014, work has been started on digitizing the documents available in the library's collection - unpublished works of KazAST teachers, rare, especially valuable, dilapidated publications, publications of high demand and in limited quantities.

For the high-quality formation of the fund, the library's joint activities with teachers are carried out in a constant working mode. When purchasing educational literature according to the requests of departments of specialties, priority is given to the disciplines with the lowest security, as well as in the state language, according to the requirements of standard and working curricula based on the contingent of students of the Academy.

In accordance with the tasks of providing students with textbooks in the state language, KazAST has developed a creative laboratory for the preparation and publication of textbooks. A significant role in meeting the needs of students in the educational literature is played by the teachers of the academy, who are engaged in the development and production of textbooks.

In the 2021-2022 academic year, the library's collection was replenished with 526 titles of literature in the amount of 3858 copies, of which 70 titles in the amount of 1560 were the works of the academy's teachers.

Library services for readers are organized in 6 halls of the academy - subscription, reading, scientific and electronic halls, a hall for readers with disabilities (consultation hall), as well as in the reading room of the hostel.

Subscription of educational literature makes a record of readers in the library, the issuance of literature. The fund presents educational and fiction literature, as well as scientific and methodological manuals.

Reading room – a room for all students. It presents literature on physical culture, social and humanitarian disciplines (history, philosophy, political science, sociology, psychology, cultural studies, ethics, aesthetics, religion, fundamentals of law, legislative foundations), literature on languages (Kazakh, Russian, English), literature on medical and biological disciplines, reference and periodicals.

The reading room is also an exhibition hall of the library, where exhibitions of new arrivals, "Days of Faculties", "Days of the first-year student" are held, works of teaching staff are exhibited, and thematic exhibitions are developed.

Scientific hall - for the implementation of educational activities for teaching staff, doctoral students, undergraduates. It presents scientific literature to help the educational process and scientific work, reference books, dictionaries, encyclopedias, various educational literature, provides access to international information resources, to the electronic catalog of the Academy with full-text publications, to the catalog of the Republican Interuniversity Electronic Library (RIEL).

Electronic Resources Hall – equipped with computer equipment and access to information databases of electronic resources. In the hall, electronic textbooks are presented for readers – texts of textbooks, textbooks, provided as mandatory programs of

academic disciplines of working curricula, as well as training software. Types of services-individual service.

For information support of readers' requests, an own electronic fund was created with electronic publications on CD-ROM on the profile of the Academy; electronic copies of articles and other materials, electronic versions of textbooks and educational and methodical publications of KazAST, as well as articles from continuing and periodicals of the academy, which makes it possible to independently work with the electronic fund of the library in the reading rooms and access to full-text resources.

Consultation hall for students with disabilities. The hall is equipped with tiflocomputers, an interactive whiteboard and a laptop. Blind and visually impaired readers are provided with access to electronic information resources and to printed versions of books by means of a special computer of a new technology adapted for the visually impaired: a scanner, a screen access program, a speech synthesizer.

For students with disabilities are available on electronic media (CD-ROM disks) 243 names. training programs, 110 name. video-audio lectures, 21 names. audio books, audio lectures on the disciplines "Therapeutic physical culture and massage", "Sports medicine" and "Health management". Students with hearing impairments use the SOL (Surdo-online) remote translation system. A Memorandum of Cooperation was signed between the SOL center (online services by sign language specialists) and NJSC "Kazakh Academy of Sports and Tourism".

The office is equipped with video projection equipment for presentations, sound reproduction facilities, a screen, audiovisual computers and a laptop.

In order to assist in providing access to domestic and foreign library collections, the following agreements have been concluded: an agreement with the Central Branch Library for Physical Culture and Sport of the Russian State. University of Physical Culture, Sports, Youth and Tourism, Moscow (dated November 23, 2019); license Agreement with the Moscow State Academy of Physical Culture (dated October 03, 2016); agreement with the Kazakh National Pedagogical University. Abaya (from May 15, 2018.); Agreement with the Republican Scientific and Technical Library (No. 10 of January 20, 2021);_International University of Tourism and Hospitality (dated May 18, 2021); Cooperation agreement with the Kazakh National Medical University named after S. D. Asfendiyarov (dated May 28, 2018); contract with Turan University (dated 02 September 2019); contract with the Library of the Caspian Public University (dated 24 January 2019).); agreement with Almaty University of Energy and Communications (dated March 20, 2019); agreement with the library of the International University of Information Technologies (dated February 13, 2019), agreement with the library of the University of International Business (dated January 22, 2020); agreement with the Kazakh University of Railways (dated January 22, 2020); cooperation agreement with the Kazakh National Agrarian University (dated May 10, 2018).

To automate all library and bibliographic processes, in 2015, the information and library system "KABIS" was installed, with the necessary modules such as a reader's card index, bar-coding of literature, administration, a card index of articles in periodicals, book distribution and accounting of readers, and has access to a Web resource. Web-KABIS is a project for external access to an electronic catalog and an electronic library. In order to automate the service of readers, an electronic file of readers has been created. The reader service is fully automated.

The movement of the library fund (receipt, disposal) is recorded in the book of total accounting of the library fund and in the inventory book, according to the Instructions on

the formation of the library fund of the state educational organization of the Republic of Kazakhstan. The books of total accounting, the inventory book are presented in electronic form. Readers of the KazAST library have access to the following electronic resources:- library systems (EBS): the electronic catalog of KazAST "KABIS", the Republican interuniversity electronic Library (agreement No. 92 of January 05, 2016), the database of electronic publications of educational, methodological and scientific literature of EBS IPRbooks (agreement No. 8343/2K of September 09, 2021), electronic information resources WebofScience by ClarivateAnalytics and access to the Elsevier company's ScienceDirect and Scopus database, the database of the Central Regional Library of the Russian State University of Physical Culture and Sports, Youth and Tourism (Moscow), the full-text database of the best articles of the Russian and foreign business press Polpred. com for libraries.

In the current academic year, the library's computer park was completely updated. Purchased modern mono-blocks. The library is equipped with the most modern computer and copier equipment: 30 computers, 4 scanners, 3 printers, one multifunctional device (scanning, copying, printing). The computer classes and computer room of the library are connected to the Internet and equipped with communication channels that provide each educational workplace with a connection to the global Internet with a bandwidth of 25 Mbps and 1 Gbps for intralocal access.

Software OS Windows Multipont 2012, Office 2007 are licensed. Local area network (LAN) is a modern high-speed, high-performance structure with more than 5 km. network cable of the 6th category with a data transfer rate of up to 1 Gb / s intralocally.

Annually, a subscription to periodicals is carried out, which is formed on the basis of applications from the teaching staff, employees of KazAST.

The information system of the academy fully ensures the conduct of the educational process using electronic educational materials and electronic tests, as well as the processing, storage and provision of information to the teaching staff and students of the completed, current and planned educational material.

IV ADAPTATION OF THE EDUCATIONAL PROCESS AT THE KAZAKH ACADEMY OF SPORTS AND TOURISM FOR PERSONS WITH SPECIAL EDUCATIONAL NEEDS

Providing people with developmental problems with the opportunity to receive higher education within the walls of the Kazakh Academy of Sports and Tourism is considered as one of the effective mechanisms for improving their social status and the level of their demand in the labor market as adaptive sports coaches.

Accordingly, it becomes important to provide the Academy with effective support, unhindered access and multidisciplinary support for students with special educational needs in order to integrate them into the educational process of the university.

Inclusiveness, i.e. providing equal opportunities for people with disabilities to receive high-quality education, is one of the six principles proclaimed in the Concept of Kazakhstan's entry into the top 30 most developed countries in the world.

The organization of a set of conditions in KazAST to provide students with special educational needs (hereinafter OOP) with the opportunity to receive high-quality higher and postgraduate education in order to fully realize their professional interests and needs becomes an integral part of the overall educational strategy and is a guideline of the new

socio-economic policy.

Teaching students with special educational needs has features that are determined by the category of students:

- 1) by nosology, by age, by severity and structure of the disorder;
- 2) the time of its occurrence (at birth, during life);
- 3) due to the causes and nature of the course of the disease, medical prognosis, the presence of concomitant diseases and secondary disorders;
- 4) the state of the stored functions.

There are several main groups of students studying under the educational program 6B11102 "Restaurant business and hotel business" with disabilities:

- by sight;
- by ear;
- with a violation of the musculoskeletal system.

In addition, there are students with various somatic diseases.

A center for assistance to students with disabilities (hereinafter referred to as the Center) has been opened for students with visual and hearing impairments on the basis of the department "Theoretical Foundations of Physical Culture and Sports". The center is equipped with tiflo computers, an interactive whiteboard and a laptop. Blind and visually impaired readers are provided with access to electronic information resources and printed versions of books through a special computer of new technology adapted for the visually impaired: a scanner, a screen access program, a speech synthesizer. Webcams for deaf students to communicate by lip-reading are available on electronic media (CD-ROM discs), audiobooks, video lectures on the subjects studied, books with Braille font.

There are programs in the personal technical means of students with GEP:

- for blind students, scanning printed material and reproducing it using a speech synthesizer;
- students with limited hearing use the SOL (Surdo-online) remote translation system.

In order to meet the requests of readers with disabilities for publications that are not in the library's collection, a memorandum of cooperation was signed with the Ostrovsky Republican Library for Blind and Visually Impaired Citizens on interlibrary subscription (IBA), the transfer of voiced books in electronic format according to the request of the Academy Library. In order to provide educational and methodological support for the educational process for people with special educational needs, the Academy of Sports and Tourism has developed educational and methodological manuals on various aspects of inclusive education, as well as the reading room is equipped with various educational and methodological and research developments on this issue

2. The following teaching and learning strategies are used for students with musculoskeletal disorders:

- 1) listening to the opinions of each student and recognizing the importance of using existing knowledge, skills and abilities in order to develop them;
- 2) stimulating and developing learning through carefully selected tasks and activities;
- 3) modeling of problems and examples of strategies for solving them, in a way that is understandable to students;
- 4) encouraging active learning based on the research approach and research of students;
- 5) development of students' critical thinking skills.

3. A differentiated approach to the construction of the educational process for students with OOP:

1) involves taking into account the special educational needs of students, which manifest themselves in the heterogeneity of opportunities mastering the content of education. This provides for different versions of the program, which are created taking into account the typological and individual characteristics of students, including on the basis of an individual curriculum;

2) includes the organization of educational activities of various groups of students with the help of specially developed means of teaching the subject and methods of differentiation of activities. The condition for the organization of differentiated work is the use of differentiated tasks that differ in complexity, in cognitive interests, in the nature of assistance from the teacher.

3) project approach: the algorithm of project activity is fully preserved. As part of familiarization with the content of the section, activities for the preparation of collective / group projects are organized. Project work is not limited to lecture hours, integration with extracurricular activities is also provided.

4) Students develop ICT skills in the learning process by finding, creating and working with information, collaborating and exchanging information and ideas, evaluating and then improving their work using a wide range of equipment and applications.

5) teachers control and change pedagogical approaches in accordance with the anatomical and physiological characteristics of the body of students; depending on the severity and nature of the disease.

Teachers of practical departments of KazAST in the disciplines taught offer technical and tactical tasks to students with disabilities, depending on their physical abilities, individualize their approaches to learning, teaching and evaluation.

The equipment consists of: a multimedia complex, a video camera; a camera; audio and video materials on digital media, objects for performing exercises (for each student).

V. INFORMING THE PUBLIC ABOUT THE EDUCATIONAL PROGRAM "RESTAURANT BUSINESS AND HOTEL BUSINESS"

To ensure public awareness about the educational program "Restaurant business and hotel business", information resources have been developed that allow you to receive any amount of information in a timely manner: from the organization of the educational process to all events held by the university, which are posted on the KazAST website in a timely manner.

The main tasks of the Kazakh Academy of Sports and Tourism, which determine the tactics and strategy of information policy, are the following areas of activity for their implementation: ensuring a stable flow of news for the press, radio, television; regularly informing the public about the progress of the reform, changes in OP, the formation of new educational trajectories; developing contacts with educational institutions, scientific, sports organizations and involving them in social and business partnership; advertising of educational programs, achievements of students in educational, scientific, innovative fields; study and formation of public opinion about the activities of the university for the training of specialists in the field of tourism and hospitality; promotion of the KazAST brand, preparation and conduct of PR campaigns on the most significant events and events in the life of the academy.

In order to inform the public about the activities of the academy carried out on the

basis of the principles of transparency, openness, involvement and awareness of students, teaching staff, employers and other interested persons, their initiative, constant development and adaptation to changing conditions, a "Media Center" has been created in KazAST, which, as a department of information and public relations, organizes and directs this process.

The official website of the Academy is available on the Internet at www.kazast.edu.kz, the site's information is aimed at a wide audience. The information posted on the website is updated periodically. The website is maintained in three languages: state, Russian and English.

On the main page of the site www.kazast.edu.kz there are the main menu, links to go to faculties, departments, teachers, staff, applicants, banners, news, announcements, archive of videos, links to social networks, personal accounts of students in the "Platonus" program, etc. The site has: the rector's blog, the blog of the admissions committee, designed to provide feedback to visitors of the portal. Every visitor of the portal has the opportunity to ask a question and get an answer to it in a short time.

Awareness of all stakeholders about the content of the development plan of the OP is carried out through the use of information technology <http://kazast.edu.kz/образовательные-программы> So, for example, on the website www.ft.kazast.edu.kz materials on the implementation of the educational program "Restaurant business and hotel business" are posted.

An important factor is the availability of a unified automated information system for managing the educational process "Platonus" <https://37.77.128.218:4443/>, which has its address on the Internet and a link to it on the official website of the Academy www.kazast.edu.kz . The Platonus system <https://37.77.128.218:4443/> provides personal virtual cabinets (web pages): Office to the registrar; Admissions Committee; Dispatch service; Personnel Department; Educational Administration; Teachers; Students, etc.

Information on the qualifications that are assigned at the end of the OP can be viewed on the website www.kazast.edu.kz., about teaching, learning, assessment procedures specified in the personal account of the student

"Platonus" <https://37.77.128.218:4443/> that has the ability to view your academic achievements, individual curriculum, e-learning courses, video lectures, uploaded teachers educational - methodical complex of disciplines schedule of classes and sessions, announcements, etc.

Informing interested persons about educational programs, events and student clubs, where leadership qualities, self-knowledge, creative and intellectual abilities of students taking place at the academy are being implemented, is also carried out in social networks:

https://instagram.com/kazast_official?r=nametag

https://instagram.com/phoenix_kazast?utm_source=ig_profile_share&igshid=16s6i3bzfhhg

https://instagram.com/allegrokazast?utm_source=ig_profile_share&igshid=1gjfh22g7q9s7

https://instagram.com/tomiris_kvvn?utm_source=ig_profile_share&igshid=1xmdclmwofyaf

Also on the website www.kazast.edu.kz information on the results of external evaluation procedures is posted. The news of the KazAST website publishes the results

of the university's participation in the international OP ratings:

<http://academy.unwto.org/news/2019-02-06/unwtotedqual-certification-kazakh-academy-sport-and-tourism>

<http://academy.unwto.org/content/institutions-unwtotedqual-certified-programmes>

The academy has implemented the "Notification by e-mail" function, which automatically generates a newsletter about the latest events taking place at the academy. Issues of the effectiveness and adequacy of the use of ICT are considered at meetings of the Academic Council, the Rector's Office, the UMS, as well as at the departments of the "Whats App" group for students, undergraduates, doctoral students and teaching staff. This makes it possible to inform students and teaching staff about changes in the OP in a timely manner.

Students have access to personalized interactive resources (available also during extracurricular time), to educational materials and assignments, and are provided with the possibility of a trial self-assessment of students' knowledge through remote access to the portal (website).

The Academy provides assistance in the employment of full-time graduates studying by state order and on a paid basis (sending a summary of the organizations, all existing vacancies, search active organizations at the conclusion of the cooperation agreement, memorandums and triple agreements with employers you can find on the website www.kazast.edu.kz and "Platonus" <https://37.77.128.218:4443/>).

Faculty, students, undergraduates and doctoral students of the Academy actively act on the pages of national, regional and city Newspapers, magazines: Sports zhuldyzdar", "Kazakh uni", "Aikyn", Kazakhstanskaya Pravda, "Kazakhstan Zaman", "ProSport" "Sport" and the channel "Khabar", "Khabar 24", "Qazsport", "Qazaqstan", "Almaty", "Astana" about the activities of KazAST.

Teaching staff of the Academy departments annually update the information stands of the faculties, "Our Life", etc., publish banners and portable rolaps (stands) by printing, shoot videos and create presentations, as well as update booklets on educational programs that are distributed throughout Kazakhstan: to secondary schools, sports schools, sports colleges, colleges of tourism and hospitality, to centers of additional education at the Ministry of Education and Science of the Republic of Kazakhstan.

According to the law on joint stock companies of JSC KazAST, an audit of financial statements is conducted annually. According to the decision of the Board of Directors, in the 2016-17 academic year, the audit was conducted by the Audit Company Auditor, in 2018-19 by LLP NLP www.kazast.edu.kz

Thanks to the information, the public, students, teachers and interested parties have an expanding range of data about their mentors, about their capabilities and merits to the university and the fatherland. A natural impulse is the desire to learn more about these or other merits of the teaching staff, about the use of new technologies in the OP <http://ft.kazast.kz/достижения-ппс> .

KazAST conducts an active process of building mechanisms of cooperation between the academy and organizations in need of specialists in their specialties. In the course of the work carried out: the development of a unified strategy for the interaction

of the structural units of the Academy with employers; the formation of mechanisms for the active participation of graduating departments in cooperation with strategic partners from among employers who have a significant impact on the labor market; the development of a mechanism for attracting employers to participate in the educational process, evaluation of educational programs, adjustment of curricula; involvement of employers in joint research and production activities with the Academy.

The Media Center publishes information for the public on the Academy's website about cooperation and interaction with 57 leading universities of the countries of the world community in the field of tourism and hospitality.

Thus, considerable work is being carried out at the Academy to inform the public about the main activities and implementation of KazAST educational programs.