

CATALOG OF ELECTIVE DISCIPLINES

«6B011103 – Catering and hotel business»

BACHELOR'S LEVEL

| Discipline cycle | The name of the disciplines and their main sections | Labor input (ECTS) |
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| GED 1 | CYCLE OF GENERAL EDUCATIONAL DISCIPLINES (GED) | 5 |
| 1. | Basis of the economy and business | 5 |
| | Social production. The essence, form, structure of capital. Production costs. Production incomes in a market economy. Business concept. Types of entrepreneurial activity. Theory of ownership, social forms of management. Goods, money. Social and economic system. The emergence of the market. Financial system. The role of the state in business development. Macroeconomics. Resource Saving. Cyclical economic development. Inflation and unemployment. Kazakhstan in the system of world economic relations. | |
| 2. | Bases of the law and anti-corruption culture | 5 |
| | The main provisions of the Constitution, the current legislation of the Republic of Kazakhstan; the system of government, the terms of reference, goals, methods of state regulation of the economy, the role of the public sector in the economy; financial law and finance; mechanism of interaction of substantive and procedural law; the nature of corruption, the reasons for its origin; measure of moral, legal responsibility for corruption offenses; current anti-corruption legislation | |
| 3. | Health and safety of the person | 5 |
| | Life safety, its main provisions. Hazards, emergency situations. Risk analysis, risk management. Human security systems. Destabilizing factors of our time. Social dangers, protection from them: dangers in the spiritual sphere, politics, protection from them: dangers in the economic sphere, dangers in everyday life, everyday life. The system of bodies ensuring life safety, and legal regulation of their activities | |
| 4. | Ecology and sustainable development | 5 |
| | The main laws governing the functioning of living organisms, ecosystems of various levels of organization, the biosphere as a whole, and their stability; the interaction of the components of the biosphere and the environmental consequences of human activities, especially in conditions of intensification of environmental management; modern ideas about the concepts, strategies and practical tasks of sustainable development in various countries and Kazakhstan; problems of ecology, environmental protection, sustainable development | |
| BD 2 | CYCLE OF BASIC DISCIPLINES (BD) | |
| 19241 | Hotelservicestandards | 4 |
| | Quality of service standards are criteria necessary to ensure the effectiveness of a quality management system. Service standards mean a set of procedures and daily operations performed by staff and contributing to the maximum satisfaction of visitors. The key to the commercial success of a hotel company is the ability of its owners to predict any possible desire of a potential client. By standards we mean not only the correct technology for servicing guests, but also the attitude of staff towards their work, i.e. to visitors. | |
| 19148 | Thestandardofcatering | 4 |

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| | Standards should be clearly and logically structured. The main groups of standards in restaurant business: standards of appearance of the waiter; serving, serving standards; service standards (communication with guests and sales); teamwork standards. All of them are important, but the largest and, of course, the most important group is the third: "guest service". It should also be structured, and the most logical structure for it is the stages of guest service. Standards are described in stages, starting with a guest meeting and ending with farewell and cleaning the table. | |
| 14887 | International standards of service in the restaurant and hotel business | 5 |
| | International standards of services: speed of service, anticipation of guest wishes, friendliness and courtesy, attentiveness, appearance standards, dress code. The appearance of the staff, his manners and the ability to dress with taste, do hairstyles, walk or sit correctly, have a conversation or listen - all this taken together has a social, social character. | |
| 15324 | Quality management of hotel and restaurant services | 5 |
| | The main directions of management in the hospitality industry are considered, ways to improve the culture and quality of service in the hotel and restaurant business and the efficiency of enterprises are determined. We study methods of organizing work with personnel, analysis of the personnel of the enterprise, selection and placement of personnel, and their certification. | |
| 14888 | Metrology, standardization and certification in the hospitality industry | 5 |
| | The most important tools of state regulation of hotel and restaurant organizations and consumer protection in the service sector are standardization and certification. Standardization (English standard - standard) - the establishment in a directive (international or national) order of strictly defined quality standards for goods, works or services, mandatory for manufacturers and performers. Hotelcertificationlevels. | |
| 14800 | Restaurant and hotel marketing | 5 |
| | Training in methods of active economic activity in the hospitality industry market, ways of systematically solving production and sales problems, and flexible adaptation to market changes. Methods of developing the strategy and tactics of the enterprise, assessing its competitiveness, studying the typology of consumers and market segmentation, and methods of forming service policies are disclosed. | |
| 20130 | Foodqualityandsafety | 5 |
| | In market conditions, no investment will save the enterprise if it cannot ensure the competitiveness of its products or services, and therefore buyers and customers give preference to quality. Each catering facility should guarantee consumers high-quality cooking of high quality products; cleanliness, hygiene, aesthetics. | |
| 19309 | Consumer demand and advertising | 4 |
| | The conditions for increasing the culture of serving the population are the most complete satisfaction of the demand of visitors to catering establishments. Advertising - an open notification about a product, services, which is carried out using various means: individual publications (brochures, catalogs, posters, leaflets), periodicals (articles, tab ads), films, television, radio, outdoor, direct mail advertising, etc. | |

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| 19317 | Interior and design of hotels and restaurants | 5 |
| | The interior is a way of interior decoration. Like the entire project as a whole, the interior of the hotel is determined by its specialization. The hotel interior is more important than the external architecture, as it forms a feeling of comfort among consumers. Interior design is an art. | |
| 19323 | Technological equipment in restaurants | 5 |
| | Groups of trade and technological equipment in restaurants: mechanical; thermal; refrigeration; loading and unloading and trade. Equipment is a combination of machines, apparatuses, mechanisms, devices and appliances necessary to preserve existing and give new consumer properties to goods. The use of equipment increases labor productivity, mechanizes and facilitates labor. All equipment involved in the process of turnover, purchase and sale of goods has its own nomenclature. | |
| 19328 | Information systems in the hospitality industry | 5 |
| | Providing a high level of service in a hotel in modern conditions cannot be achieved without the use of new technologies. The new technology provides for the automation of many hotel processes: electronic reservation; the introduction of technologies that contribute to improving the quality of service at the same time while reducing staff. Automated systems are aimed at increasing labor productivity, raising the level of knowledge among senior managers. | |
| 19333 | Innovations in the restaurant and hotel business | 4 |
| | Innovations in the hospitality industry: original concepts on general typology and accommodation facilities; fresh management decisions; atypical use of high technology or the development and implementation of fundamentally new technologies in hotel services. Five varieties of hotel enterprises: luxury hotels, middle class, apart hotels, luxury hotels and economy hotels, which can belong to different classes of hotels in terms of quality of service. | |
| PD 3 | CYCLE OF PROFILING DISCIPLINES (PD) | |
| 19458 | Gastronomic tourism | 5 |
| | A component of the tourism industry is the food of guests. Getting acquainted with the sights of the city, tourists at the same time want to know about the features of national cuisine. Gastronomy is a significant resource of the territory, a source of the formation of its identity. Gastronomic tourism in the world is gaining great popularity. People buy special gastronomic tours in order to deeply get acquainted with the cuisine of a country. | |
| 19464 | Entertainment industry | 3 |
| | The entertainment industry is an area of activity aimed at meeting the needs of people in various kinds of entertainment. She acts as an independent, relatively isolated link in the economic system, attracting significant material, financial, labor resources. The entertainment industry is one of the fastest growing industries in the world. | |
| 14889 | Modern club management | 4 |
| | The club-restaurant is a complex organization and management structure, which | |

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| | is distinguished by its specificity, which includes the presence of many halls in the institution, thematic entertainment, conceptual design, and so on. In general, the club-restaurant is an institution combining an entertainment complex with a high-class catering. Therefore, the requirements for it are almost double, as well as the increased complexity of the organization of its work. | |
| 19473 | Traditions, customs and culture of the peoples of the world | 5 |
| | National cuisine, as you know, allows guests of the country and travelers to join a foreign culture. Culinary traditions belong to the sphere of material culture, and they most clearly trace centuries-old customs and even religion. As part of business or personal ties, tourists actively travel abroad and receive foreign guests at home, which prompts them to study the food culture. | |