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INSTITUTE OF ECONOMICS AND MANAGEMENT

## SERVICE (BUSINESS AND SERVICE TECHNOLOGIES)

The emergence of a modern economy dominated by the service sector as a source of new added value and jobs, its digitalization, determines the need to develop new competencies of service workers in the field of service technologies in order to increase the level of human capital. Quality service is becoming a more effective tool for increasing sales and profits than marketing, promotion and advertising. In a highly competitive environment, it is necessary to sell quality service and it is the foundation upon which customer loyalty is built in any field of activity. The training process provides an opportunity to cover all aspects of service managers and to go from implementing efficient service standards to creating your own branded system.



# SERVICE (BUSINESS AND SERVICE TECHNOLOGIES)

**LEVEL** Bachelor

## DEPARTMENT

Institute of Economics and Management

**DURATION** 4 years

**START DATE** 1st September

**LOCATION** 308015, building 10, st. Pobedy, 85, Belgorod

**LANGUAGE** Russian

## PROGRAM COORDINATOR

Tatiana Klimova

## TUITION FEES

2380 USD

- currency of payment is ruble

## WEB

[bsuedu.ru/bsu/](http://bsuedu.ru/bsu/)

## ACADEMIC-RELATED ENQUIRIES

[Tklimova@bsu.edu.ru](mailto:Tklimova@bsu.edu.ru)

+7 (422)-30-12-84

## ENTRY REQUIREMENTS

Admission of foreign citizens to study under contracts for the provision of educational services is carried out on a competitive basis (based on the results of entrance tests conducted by the university).

## APPLICATION

Application for acceptance of documents for enrolment (by mail)

Consent to the processing of personal data of the applicant.

Letter of consent

Identity document, citizenship

Academic degree

Documents confirming the individual achievements of the applicant

An agreement on the provision of paid educational services (for admission on a contractual basis)

## PROGRAM STRUCTURE

The basic part of the curriculum provides for the study of such disciplines as: foreign language, sociology, computer science and information technology, basics of project management, etc.

General professional disciplines include such disciplines as: corporate culture at service enterprises, servicology; organisational behaviour in service; business basics; service activity;

Economics of service enterprises; Modern technologies and innovations in the service sector;

marketing of services; enterprise management in the hospitality industry; quality management in services; business designing in services etc.

Professional service part includes the following disciplines: organization of hotel product sales; organization of service at the enterprises of hotel and restaurant business

Internet-technology in hotel and restaurant business; customer service and customer-oriented technologies.

Professional organizational and management part includes disciplines: hotel and restaurant business design workshop; hotel and restaurant business organisation; revenue management in the hotel and restaurant business; international partnership in the professional sphere; event project management.

Practical training is available at the end of each year. In the last semester there are no classes, it is fully devoted to the final qualification work and pre-diploma practice (internship).

## CAREER OPPORTUNITIES

Graduates have the knowledge and practical skills to work in such positions as: head of a hotel enterprise; head, manager of departments (services) of a hotel enterprise; expert in classification of hotels and accommodation facilities; head, manager of a network of hotel enterprises; head, manager of tourism direction; analyst of global reservation systems; visa support specialist, event specialist, head, customer service specialist; manager of individual tourism (FIT/VIP); analyst  
Upon request, graduates can undergo an independent assessment of qualifications and obtain a Belgorod Region qualification certificate confirming their professional  
The program is intended for graduates of vocational education and training colleges and colleges of higher education.