# Curriculum Details

## Tourism and Hospitality

NBS B.A. in Tourism and Hospitality program graduates are provided the skill-set needed to be leaders in the organizations of tomorrow in the sphere of tourism, hotel and restaurant business. Tourism and Hospitality students go through an action- and practice-oriented program designed to hone their ability. They will be able to develop and promote tourism products and hospitality programs that meet current trends and needs of consumers and other stakeholders in the hospitality industry, and bring their enterprises to a new innovative level of development.

## **Statement of Purpose**

The program is designed to prepare future leaders in the hospitality industry who have thorough knowledge and understanding of and ability to solve problems and make sound decisions in the field of tourism, hotel, restaurant business and event industry.

**General Learning Goals, Objectives and Structure**

All Narxoz University undergraduate programs have a common set of goals and objectives. In addition, each program has a unique set of goals and objectives. In this section, the common goals are specified. The unique goals of each program are stated under the respective program.

Students must be able to:

1. Is able to make decisions and assess the consequences by using qualitative and quantitative methods of relevant data analysis in the context of the global business environment and sustainability trends
2. Is able to perform professional functions in business and administration, using appropriate technologies, tools and theories in functional areas of management, marking and future foresight, taking into account main functional areas of global business organizations
3. Is able to influence the actions and behavior of both decision-makers and stakeholders of the organization, demonstrating an understanding of the functional areas of the business, as well as oral and written communication skills and the ability to work in a team, including representatives from different countries and cultures
4. Is able to analyze and present financial and managerial information to internal and external stakeholders, including international community
5. Is able to utilize leadership skills and practice self-study to unleash individual potential, develop entrepreneurial thinking, and serve their communities
6. Is able to contribute to the development of human resource strategies to build an organizational culture and organization’s brand among employees using various tools for talent planning, development and management

**Program Specific Learning Objectives**

Students must be able to:

1. Able to analyze and present information about various tourism destinations, demonstrating an awareness and sensitivity to retail and tourism management operations in an international marketplace
2. Able to develop traditional and innovative hospitality products and services in accordance with current international standards of service provision
3. Able to manage technological cycles of accommodation and catering departments, tourism and event agencies on the basis of existing standards, as well as determine the quality of tourism, restaurant and hotel services, standardizing the processes of their provision.
4. Able to participate in the promotion of tourism and hospitality services and products using marketing tools and innovative technologies

**General Structure of Bachelor in Tourism and hospitality program La Rochelle-Narxoz Dual-Degree Programs**

|  |  |
| --- | --- |
| **Summary** | **ECTS** |
| Narxoz General Education | 60 |
| Narxoz University Core | 16 |
| Narxoz Business School Required Core | 52 |
| Narxoz Program Specialization Requirements | 48 |
| La Rochelle Tourism and Hospitality School Excelia Group Required Core | 50 |
| Diploma Project | 8 |
| International Internship (at La Rochelle) | 10 |
| Local Internship (at NBS) | 8 |
| *PROGRAM TOTAL* | *252* |

The specific details of General Education, University, and School requirements, are provided below. The details of program-specific requirements are provided under each degree program.

## **General Education Requirements**

The specific General Education Requirements are stated in the following table. Students pass most of the courses during the first year. The remaining English and Physical Training credits are completed during the second year of study.

|  |  |
| --- | --- |
| **General Education Requirements** | **ECTS** |
| English | 18 |
| Individual and World Area: Social and Political Knowledge Module (7 ECTS); Kazakh (Russian) Language (5 ECTS) | 12 |
| Society and Politics Area:  Modern History of Kazakhstan (5 ECTS);  Social and Political Knowledge Module (2 ECTS); Kazakh (Russian) Language (5 ECTS) | 12 |
| Basics of Applied Mathematics | 5 |
| Information and Communication Technologies | 5 |
| Physical Training | 8 |
| *Total ECTS* | *60* |

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## **University Core**

University Core courses are completed by the second year of study and include the following:

|  |  |
| --- | --- |
| **University Core Courses** | **ECTS** |
| Introduction to Macroeconomics | 5 |
| Entrepreneurship | 6 |
| Philosophy and Ethics | 5 |
| *Total ECTS* | *16* |

## **Narxoz Business School Required Core**

These courses provide students with an understanding of business-related core functions and activities.

|  |  |
| --- | --- |
| **Narxoz Business School Required Core Courses** | **ECTS** |
| Managerial Economics | **5** |
| Financial Accounting | 5 |
| Management Accounting | 5 |
| Introduction to Marketing | 6 |
| Introduction to Finance | 5 |
| Introduction to Management | 6 |
| Introduction to Futures and Foresight | 5 |
| Business Quantitative Methods | 5 |
| Managing People | 6 |
| Research Methods | 4 |
| *Total ECTS* | *52* |

**Narxoz Tourism and Hospitality Courses**

|  |  |
| --- | --- |
| **Course Title** | **ECTS** |
| **All four courses listed below** | **24** |
| Introduction to Tourism and Hospitality Industries | 6 |
| Managing Organizations in Tourism and Hospitality | 6 |
| Service Operations and Delivering Quality | 6 |
| Consumer Behaviour in Hospitality and Tourism | 6 |
| **Four courses for selection** | **24** |
| Revenue Management, Control and Planning | 6 |
| Compliance and Safety in Tourism and Hospitality | 6 |
| Cultural Heritage and Cross Cultural Management | 6 |
| Digital Technologies, Innovation and e-Tourism | 6 |
| Tourism and Hospitality Economics | 6 |
| Destination Management and Community Tourism | 6 |
| Eco-Tourism and Active Tourism Management | 6 |
| Food and Beverage Tourism | 6 |
| Gastronomy and Food Design | 6 |
| Sustainability and Social Responsibility in Tourism | 6 |
| Food and Beverage Supply and Quality Management | 6 |
| Hospitality Planning, Design and Development | 6 |
| *Total ECTS to be competed* | *48* |

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## **La Rochelle Tourism and Hospitality School Excelia Group Required Core Courses**

Students are expected to take and pass the following courses at La Rochelle Excelia Group during their third year at Narxoz (and 3rd year at La Rochelle) in order to earn a Bachelor in Tourism and Hospitality diploma from La Rochelle Excelia Group.

|  |  |
| --- | --- |
| Relational Marketing and Integrated Marketing Communication | 3 |
| Tourism policy | 3 |
| Digital Marketing and Tourism | 3 |
| Tourism and French Gastronomy | 6 |
| Yield Management and Market ***OR***  Leadership and Entrepreneurship | 3 |
| Strategic Marketing in Tourism ***OR***  Accounting management for Business Unit | 3 |
| Community Management | 3 |
| Human Resources Management | 3 |
| Sustainable Development and CSR in Tourism | 3 |
| MICE | 3 |
| Innovation Management | 6 |
| Food and Beverage ***OR***  Travel Industry | 3 |
| Standards and Certifications ***OR***  Destination Management and Creative Tourism | 3 |
| Hotel Marketing and Distribution ***OR***  Negotiation and Purchasing in Tourism | 3 |
| Intercultural Communication for Tourism | 2 |
| Internship | 10 |
| *Total ECTS for Year 3* | *60* |

**Internship**

All bachelor degree students are required to complete a 6 months Internship at La Rochelle Excelia Group, which will be transferred to Narxoz University as Professional Internship. In addition students are required to complete a Kazakhstan Internship while at Narxoz Unviersity in Kazakhstan in year two and four. Internships give students the opportunity to gain real world global business experience and the chance to apply the knowledge they acquire during their course work.

## **Diploma Project**

In their fourth year at Narxoz University, all students are required to complete and pass a Diploma Project and publicly defend it in front of a state attestation committee of Narxoz University, as required by the Ministry of Education. Students will be co-supervised by La Rochelle Excelia Group and Narxoz faculty members throughout the process. Further details on requirements are provided within the Diploma Project Guidelines, available upon request.

## **Four-Year Proposed Study Plan**

The plan below ensures students can graduate within a four-year period by taking courses successfully according to the following study plan that also includes the proposed corresponding La Rochelle Excelia Group courses.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year 1 - Narxoz Tourism and Hospitality** | **ECTS** |  | **Corresponding La Rochelle Excelia Group course** | **ECTS** |
| Foreign Language | 10 |  |  |  |
| Individual and World Module | 12 |  |  |  |
| Basics of applied mathematics | 5 |  |  |  |
| Introduction to Macroeconomics | 5 |  | Economics of Tourism (Y1) | 3 |
| Society and Politics Module | 12 |  |  |  |
| Information and Communication Technologies | 5 |  | Business Analysis with Excel (Y1) | 3 |
| Financial Accounting | 5 |  | Accounting Fundamentals (Y1) | 3 |
| Managerial Economics | 5 |  | Economics of Tourism (Y1) | 3 |
| Introduction to Tourism and Hospitality Industries | 6 |  | Introduction to Travel Industry (Y2); Introduction to Hospitality Industry (Y2) | 6 |
| Physical Training | 4 |  |  |  |
| *Total ECTS Year 1* | *69* |  |  |  |
|  |  |  |  |  |
| **Year 2 - Narxoz Tourism and Hospitality** | **ECTS** |  | **Corresponding La Rochelle** **Excelia Group course** | **ECTS** |
| Foreign Language | 8 |  |  |  |
| Philosophy and Ethics | 5 |  |  |  |
| Introduction to Management | 6 |  |  |  |
| Business Quantitative Methods | 5 |  | Business Analysis with Excel (Y1) | 3 |
| Introduction to Marketing | 6 |  | Fundamentals of Marketing and Sales Techniques (Y1) | 3 |
| Entrepreneurship | 6 |  |  |  |
| Managing People | 6 |  | Fundamentals of HR (Y1) | 3 |
| Service Operations and Delivering Quality | 6 |  | Customer Service Skills (Y1) | 3 |
| Consumer Behaviour in Hospitality and Tourism | 6 |  | Consumer Behaviour in Tourism (Y2) | 3 |
| Managing Organizations in Tourism and Hospitality | 6 |  |  |  |
|  |  |  |
| Physical Training | 4 |  |  |  |
| Summer internship in KZ | 3 |  |  |  |
| *Total ECTS for Year 2* | *67* |  |  |  |
|  |  |  |  |  |
| **Year 3 - Abroad at La Rochelle Excelia Group** | **ECTS** |  | **La Rochelle Excelia Group courses (3rd Year)** | **ECTS** |
|  |  |  | Relational Marketing and Integrated Marketing Communication | 3 |
|  |  |  | Tourism Policies | 3 |
|  |  |  | Digital Marketing and Tourism | 3 |
|  |  |  | Tourism and French Gastronomy | 6 |
|  |  |  | Yield Management and Market ***OR*** Leadership and Entrepreneurship | 3 |
|  |  |  | Strategic Marketing in Tourism ***OR*** Accounting management for Business Unit | 3 |
|  |  |  | Community Management | 3 |
|  |  |  | Human Resources Management | 3 |
|  |  |  | Sustainable Development and CSR in Tourism | 3 |
|  |  |  | MICE | 3 |
|  |  |  | Innovation Management | 6 |
|  |  |  | Food and Beverage ***OR*** Travel Industry | 3 |
|  |  |  | Standards and Certifications ***OR*** Destination Management and Creative Tourism | 3 |
|  |  |  | Hotel Marketing and Distribution ***OR*** Negotiation and Purchasing in Tourism | 3 |
|  |  |  | Intercultural Communication for Tourism | 2 |
|  |  |  | Internship | 10 |
| *Total ECTS for Year 3* | *60* |  | *Total ECTS for Year 3* | *60* |
|  |  |  |  |  |
| **Year 4 - Narxoz Tourism and Hospitality** | ***ECTS*** |  | **Corresponding La Rochelle Excelia Group course** | **ECTS** |
| Research methods | 4 |  |  |  |
| Management accounting | 5 |  | Fundamentals of Management Control (Y2) | 3 |
| Introduction to Futures and Foresight | 5 |  |  |  |
| Introduction to Finance | 5 |  | Financial Analysis (Y1) | 3 |
| Elective 1 | 6 |  |  |  |
| Elective 2 | 6 |  |  |  |
| Elective 3 | 6 |  |  |  |
| Elective 4 | 6 |  |  |  |
| Pre-Diploma Internship | 5 |  |  |  |
| Diploma Project | 8 |  |  |  |
| *Total ECTS for Year 4* | *56* |  |  |  |

Narxoz Grading Scheme

The grading scale, which is standard in Narxoz University and Kazakhstan, is as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| A | 100-95 | C | 69-65 |
| A- | 94-90 | C- | 64-60 |
| B+ | 89-85 | D+ | 59-54 |
| B | 84-80 | D | 54-50 |
| B- | 79-75 | F | 50 and below |
| C+ | 74-70 |  |  |

**The grade of A represents outstanding scholarship.** This is reserved for those students that have shown distinction in their performance, advance the general understanding of the material, and apply both terminology and principles in completing course related assignments.

**The grade of B represents good scholarship.** This identifies a student that has performed at a higher than satisfactory level, exhibits proficient use of course related terminology, and deals with challenging topics.

**The grade of C implies a student’s performance is satisfactory.** This represents a student that has understood the subject material, shows reasonable competence, and conforms to the minimum requirements.

In order to receive full credit, assigned work must be submitted before the scheduled submission deadline. Therefore, students keeping up with the course work and submitting assignments on time is essential. Late assignments will not be accepted for grading. If commitments make submitting assignments on schedule impossible, students must consult with the professor in advance to make other arrangements

Following Kazakhstani Ministry of education requirements, course assessment is done through three assessments (i.e. Attestation 1, Attestation 2, and Final Assignment). Each assessment can be divided into two to three assignments each.

The breakdown is as follows:

* Attestation 1 - 30 points (scheduled mid-semester, approximately week 7)
* Attestation 2 - 30 points (scheduled during the last week of semester, week 15)
* Final assignment - 40 points (scheduled during the final exam session, done after the semester ends)

A student will fail the course and are not allowed to submit the final assignment if the sum of Attestation 1 and 2 is less than 30%. Also a student will fail the course if the final exam is less than 20%. The overall course grade must be above 50% to pass.