

KEY FACTS

Programme name	Bachelor of Service Management in Tourism
Award	FIBAA, Atameken rating (1st place in Kazakhstan in 2023)
School	School of Liberal Arts
Department or equivalent	Tourism and Hospitality
Code	6B11
Programme code	6B11102
Type of study	Full time
Total credits	248
Total ECTS	248

PROGRAMME SUMMARY

The program is focused on providing basic skills and knowledge in the field of management and business processes in the tourism industry both at the national and global levels. Students of the program will gain practical experience in evaluating tourism projects, organizing and managing cultural and business events, and developing operational and strategic plans in tourism-related projects.

The educational program is formed on the basis of the requirements of the State Educational Standard of the Republic of Kazakhstan, as well as the requirements of the modern market and employers.

The program is presented in two forms of study, full (4 years) and reduced (3 years).

To complete the study in 4 years, a student needs to master 248 academic credits. This form of education is provided for applicants on the basis of secondary education. Applicants after college (on the basis of secondary vocational education) have the opportunity to complete their studies in 3 years, having mastered 192 academic credits.

All students of the program have the opportunity to create their own individual curriculum. A detailed program of the course is available for review in the catalog of the School of Liberal Arts.

The main advantages of the program:

1) Close cooperation and partnership with representatives of the hospitality industry, namely with large business companies, private and national companies specializing in the field of tourism and hotel business. Cooperation allows us to offer students a wide base of practice in the best local and international companies.

2) Providing students with the opportunity to choose a specialization, which will expand the boundaries of employment. The School of Liberal Arts offers the following additional specializations (minors) for study:

- 2.1 Domestic and inbound tourism
- 2.2 Tour guiding;
- 2.3 Marketing in the field of tourism and hospitality;
- 2.4 Hotel and restaurant business;

3) Double degree program with universities such as: La Rochelle Tourism and Hospitality School, Excelia group, more opportunities to be updated.

4) Students implement business projects as part of their studies. One of the functioning businesses is a student travel company aimed at developing domestic tourism among young people.

PROGRAMME AIMS:

- Training of highly qualified personnel in the field of tourism, with a multidisciplinary vision of the development of the tourism business, management of tourism products at the public and private levels.
- Cultivation of adaptable personnel to a rapidly changing world, ready for multilateral collaborations and development of small and medium-sized businesses in the field of tourism, both in the local and international markets.

WHAT WILL I STUDY?

ECTS: 248

Length: 4years

Language of instruction: 100% English

General Education Courses	51 ECTS
- Required	51 ECTS
University Courses	120 ECTS
- Required	100 ECTS
- Electives	20 ECTS
Professional Courses	50 ECTS
- Required	30 ECTS
- Electives	20 ECTS
Internship	15 ECTS
State Exam/Bachelor's Thesis	12 ECTS
Total	248 ECTS

Courses	ECTS	Required/Elective Courses
General Education Courses (58 ECTS)		
History of Kazakhstan	5	R
Kazakh / Russian language I (beginner, basic, advanced)	5	R
Kazakh / Russian language II (beginner, basic, advanced)	5	R
Socio-Political Knowledge Module I	4	R
Socio-Political Knowledge Module II	4	R
Information and Communication Technologies	5	R
Philosophy	5	R
Cambridge English (A1, A2, B1, B2, C1)	10	R
CSI (Creativity. Service. Intelligence)	0	R
Physical Culture	2	R

University Courses (120 ECTS)		
Introduction to Hospitality - M1	5	R
Basics of Tourism Studies - M4	5	R
Project planning for Tourism & Hospitality	5	R
Crosscultural communications - M2	5	R
HR management in Tourism & Hospitality	5	R
Cambridge English (B1+, B2+, C1+)	10	R
Business English in Tourism and Hospitality - M4	5	R
Research methods I	2	R
Research methods II	3	R
Introduction into Accounting for Tourism & Hospitality	5	R
Foreign Language I (A0,A1)	5	R
Foreign Language II (A2)	5	R
Foreign Language III (B1) - M2	5	R
Foreign Language IV (B2)	5	R
Tourism Marketing and digital development - M3	5	R
Consumer Behaviour - M2, M3	5	R
Microeconomics	5	R
Investment management	5	R
Internship	5	R
Tourism Law	5	E
Tour guiding - M2, M4	5	E
Technics and Tactics of active types of Tourism	5	E
Customer service and loyalty creation - M1	5	E
Ecotourism - M1	5	E
Cultural heritage and Tourism - M1, M2	5	E
Professional Courses (35 ECTS)		
Concentration in Human Resource Management		
Tourism Management - M3	5	R
Urban Tourism - M1	5	R
Marketing and managing tourist destinations-M1, M3	5	R
Event Management - M3	5	R
Niche Tourism	5	R
Entrepreneurship and Innovation in Tourism & Hospitality M3	5	R
Sustainable Tourism	5	E
Sales techniques - M4	5	E
Tour operating - M4	5	E
Logistics management - M1, M4	5	E
Global Distribution System - M4	5	E
Arts & Museum Management - M2	5	E
Internship	12	R
State Exam/Bachelor's Thesis	12	R
Total	248 ECTS	

MINORS:

	Minor (25 ECTS)
M1	Minor in Domestic/Inbound tourism
M2	Minor in Tour guiding
M3	Minor in Marketing in Tourism & Hospitality
M4	Minor in Tour operating

Courses to be covered in order to receive a Minor

*M1	Minor in Domestic/Inbound tourism	Credits
IH 1109	Introduction to Hospitality - M1	5
TL 4229	Tourism Law - M1	5
	Ecotourism - M1	5
CHT 4224	Cultural heritage and Tourism - M1, M2	5
UT 3221	Urban Tourism - M1	5
MMTD 3225	Marketing and managing tourist destinations - M1, M3	5
	Total	30
*M2	Minor in Tour guiding	Credits
CC 4308	Crosscultural communications - M2	5
FL III 3210	Foreign Language III (B1) - M2	5
CB 2214	Consumer Behaviour - M2, M3	5
CHT 4224	Cultural heritage and Tourism - M1, M2	5
TG 3302	Tour guiding - M2, M4	5
AMM 4312	Arts & Museum Management - M2	5
	Total	30
*M3	Minor in Marketing in Tourism & Hospitality	Credits
TMark 3213	Tourism Marketing and digital development - M3	5
CB 2214	Consumer Behaviour - M2, M3	5
MMTD 3225	Marketing and managing tourist destinations - M1, M3	5
EITH 4305	Entrepreneurship and Innovation in Tourism & Hospitality - M3	5
TMan 2207	Tourism Management - M3	5
EM 3303	Event Management - M3	5
	Total	30
*M4	Minor in tour operating	Credits
BTS 1108	Basics of Tourism Studies - M4	5
BETH 2202	Business English in Tourism and Hospitality - M4	5
TG 3302	Tour guiding - M2, M4	5
	Tour operating - M4	5
	Global Distribution System - M4	5
	Total	25

*M2	Minor in Hotel & Restaurant Business	Credits
CC 4308	Crosscultural communications - M2	5
FL III 3210	Foreign Language III (B1) - M2	5
	Investment management - M2	5
	Food production and safety - M2	5
FBCO 4316	Food&Beverage Management - M2	5
EM 3303	Event Management - M2	5
IATH 2206	Introduction into Accounting for Tourism & Hospitality - M2	5
	Total	35
*M4	Minor in Service management/Dual education (in Partnership with St.Regis Astana Hotel)	Credits
IH 1109	Introduction to Hospitality - M1	5
	Customer service and loyalty creation - M1	5
	Food and beverage service - M1	5
	Front office management and operations - M1	5
	Yield and revenue management - M1	5
	Bar&beverage service and management - M1	5
	Total	30

*Students may choose elective courses regardless of Minors subject to studying prerequisites.

Note: in case you have questions concerning the catalog, you may ask them to office of advisors.

MINOR PROGRAM

Minor is an opportunity to expand knowledge and gain new skills in such areas as marketing, project management, human resource management. The content and structure of the program of additional specialization allows you to learn courses within your degree.

Minor programs may have following admission requirements:

- GPA, completed prerequisite courses, etc;
- consists of several disciplines, studied during one or several academic periods;
- may be offered as a separate certification program (for different categories of students)
- disciplines may be studied separately in different academic periods ("credit accumulation system"), but sequentially to obtain a certificate;
- is selected by the student independently from the academic catalogue of the higher school;
- can be studied in the course of the academic program (credits for minor disciplines are included in the 240 academic credits/ECTS of the major program) and/or in addition to the major program.

In the course of the academic program, a student may choose to pursue no more than two minors. If a student wants to master more than two minors, he or she should submit application to the Academic Quality Committee of the Higher School.

The requirements of the minor programs are registered in the academic catalogues of higher schools.

HOW WILL I LEARN?

STUDY LOAD

- The workload of one Kazakhstani academic credit (30 academic hours) is the equivalent to 1 ECTS.
- The standard workload of a full-time student during the academic year is 60 academic credits/ECTS, which, on average, corresponds to 1800 hours per year (30 hours per one academic credit/ECTS credit).
- The maximum number of credits, on which a student can register by him/herself per semester is 30 academic credits/ECTS;
- The minimum number of credits per semester is 20 academic credits/ECTS 20.

Note: the recommended workload for the undergraduate students is defined in the academic catalogue of the higher school.

ORGANIZATION OF THE EDUCATIONAL PROCESS

- The academic year begins and ends according to the academic calendar, approved by the decision of the Academic and Research Council (Academic Council);
- The academic year consists of academic periods (semester – 15 weeks, trimester – 10 weeks, quarter – 7-8 weeks, additional periods: summer and winter schools), periods of mid-term assessment, practice, holidays, exit exam assessment (final year of study) 16;
- Major dates of mid-term and, professional practices and holidays are indicated in the academic calendar;
- Each academic period ends with the examination session for students, the duration of which should be at least 1 week;
- Holidays are provided to students at least 2 times during the academic year, the total duration of which should be at least 7 weeks, with the exception in the senior year.

ATTENDANCE POLICY

- A student is required to attend all types of classes, which are stated in the discipline syllabus;
- An instructor keeps the records of class attendance in the Attendance module of Canvas LMS. The instructor marks the attendance during every week and no later than the end of the week;
- In case of missing more than 20% of the total number of classes over the academic period, the discipline is not considered as completed. In this case, current grades in the discipline are canceled upon completion of theoretical study and the student is given an “F” for the course. If the syllabus prescribes the final examination, the student is not allowed to take the final exam;
- In exceptional cases (illness (personal or persons under care), death of relative (father, mother, grandmother, grandfather, siblings, a child) or a spouse, a student has the right to apply to Academic Quality Committee to obtain permission to pass missed exam or assignments;
- In case a student was sent to an educational or scientific event by the University, such permission is provided by the administration of the University or the Higher School on their own initiative.

SUMMER/WINTER SCHOOL

Summer and winter schools are organized to meet the needs for:

- additional study;
- completion of the university curriculum within 3 years;
- to recount credits earned by students at other universities at their home university;
- increase the average GPA;
- eliminate academic failures or the difference in curricula.

INFORMATION SYSTEMS AND MEANS OF COMMUNICATION WITH STUDENTS

- All faculty and students of MAQSUT NARIKBAYEV UNIVERSITY are provided with a virtual office in the automated information system (AIS) Platonus and in Canvas LMS;
- The corporate e-mail (Outlook) address is provided as well.

ACADEMIC CONSULTATION

Academic counseling is an integral part of the learning process. Academic support for students at MAQSUT NARIKBAYEV UNIVERSITY is provided by the office of advisors, which is created in each higher school.

Each advisor is assigned for a certain number of students. To get advice from an advisor, a student can contact him/her by corporate e-mail or schedule a counseling session on the website (<http://tson.kazguu.kz/ru/moj-edvajzer/>).

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

ASSESSMENT OF STUDENT'S ACADEMIC ACHIEVEMENTS

Students' learning achievements (knowledge, abilities, skills and competencies) are assessed in grades on a 100-point scale, corresponding to the internationally accepted letter system with a numeric equivalent (positive grades, in decreasing order, from "A" to "D", and "unsatisfactory" - "FX", "F") and corresponding to the traditional grading system.

Table 2. Grade-rating letter system for assessing the students' educational achievements with their transfer to the traditional grading scale.

Letter Grade	Numeric equivalent	Grades (%)	Traditional system	General Description of Evaluation Criteria
A	4.0	95-100	Excellent	A candidate shows the mastery of content at the highest level of the academic programme. This grade clearly shows an outstanding performance in critical and independent thinking, analysis, and synthesis.
A-	3.67	90-94		

B+	3.33	85-89	Good	A candidate shows a very good level of academic performance. These grades indicate a good academic programme, a good performance in critical thinking, analysis, and synthesis.
B	3.0	80-84		
B-	2.67	75-79		
C +	2,33	70-74		
C	2.0	65-69	Satisfactory	A candidate demonstrates a poor level of academic achievement. This assessment indicates a partial mastery of critical thinking skills.
C-	1,67	60-64		
D +	1.33	55-59		
D	1,0	50-54		
FX	0.5	25-49	Unsatisfactory	A candidate demonstrates a poor level of the academic programme. These grades indicate a partial or some level of performance in authenticity, partial performance in critical thinking, analysis, and synthesis.
F	0	0-24		A candidate poorly demonstrates a very low level of the academic programme. This grade signifies a seriously deficient performance in authenticity, deficient performance in critical thinking, analysis, and synthesis.
P	-	-	Pass	<p>Full-time students who are not on an academic probation may, with the permission of the Academic Quality Committee, choose elective discipline with a grade of "P".</p> <p>The maximum number of credits for the entire training period is 10 ECTS .</p> <p>Grades "pass" / "not pass" do not have an expression in points and is not taken into account when calculating the GPA .</p> <p>Credits in the discipline in the case of obtaining a grade of "P" are counted.</p>
PF	-	-	Not pass	Credits in the discipline in the case of obtaining a grade of "PF" are not counted.

WHAT AWARD CAN I GET?

Upon completion of study, MAQSUT NARIKBAYEV UNIVERSITY awards academically outstanding students with honor degrees. There are three degrees:

- with honor (Cum laude). To receive the Cum laude diploma (with honor), the student shall gain 3.5 – 3.7 GPA, and have “good” and “excellent” marks;
- with great honor (Magna cum laude). To receive the Magna cum laude diploma (with great honor), the student shall gain 3.8 – 3.9 GPA, and have "good" and "excellent" marks;
- with the highest honor (Summa cum laude). To obtain the Summa cum laude diploma (with the highest honor), the student shall gain 4.0 GPA.

The degree with distinction is noted in the diploma of its own sample.

At the end of the bachelor's degree, students who have shown significant success in academic, research and socially useful activities during 4 years of study can apply as candidates for inclusion in “Altyn Kitap” - the list of the best graduates of MAQSUT NARIKBAYEV UNIVERSITY.

Requirements for being included in “Altyn Kitap”:

- the absence of grades below "excellent" or "good" in all disciplines, internships and other sections included in the diploma supplement in accordance with the curriculum for the educational program;
- absence of reprimands, remarks and offenses while studying at the University;
- active participation in research work or socially useful life of the University. Supporting documents should be provided by the graduate (Certificates, diplomas, awards and medals)

WHAT STUDY ABROAD OPTIONS ARE AVAILABLE?

ACADEMIC MOBILITY

Each year, in September and October (for spring semester applications), and in March and April (for fall semester applications), the International Department of the University send students to our partner universities for 1-2 semesters, as part of bilateral agreements and memorandums.

Note: 58 students per 2022-2023 years seize the opportunity to go abroad through the academic mobility program.

Eligibility criteria:

- 2nd– or 3rd-year students (total credits earned – min 60);
- GPA 2.5 or above;
- English level B2 or above.

Universities that host MAQSUT NARIKBAYEV UNIVERSITY students under the academic mobility programmes:

- Belgium: University of Liege
- Finland: Hame University of Applied Sciences
- Czech Republic:
 - Mendel University
 - Ostrava University
- Spain: Universidad de Jaén
- Lithuania: Vitautas Magnus University
- Poland: University of Opole
- Korea: Solbridge Business School
- Germany:
 - Hof University of Applied Sciences
 - European University Viadrina
- France: University of Toulouse
- Indonesia: Universitas Airlangga
- Latvia: Turība University
- Hungary: University of Dunaújváros

*The list of partner-universities can be changed

Contacts:

If you want to learn more about academic mobility and criteria for participating in the exchange program, please contact International Office, **mobility@kazguu.kz**

DOUBLE DEGREE DIPLOMA

As an Undergraduate student you can undertake a period of study abroad whilst completing the programme. This is possible through the Double degree or Exchange Programme, a year of study or 6 months at one of our European and/or international partner universities via the program 3+1, where the last year student is studying abroad and defending diploma project abroad.

The resulting degree title awarded would be: Bachelor of Service Management in Tourism.

Student will receive 2 diplomas for 4 years of study.

For application procedure and more details, please contact the Head of educational programmes of Tourism and Hospitality.

Email: sla@kazguu.kz

tourismhospitalitysla@kazguu.kz

TO WHAT KIND OF CAREER MIGHT I GO ON?

Partner companies (majoring in Tourism and related fields), the list is updated and enlarged every year:	
AO «Air Astana»	
St.Regis Astana Hotel	
The Ritz-Carlton Astana	
Rixos Waterworld Aktau	
Rixos Borovoe	
Rixos Astana	
Sheraton Astana Hotel	
Wyndham Gardern Astana	
Wyndham Garden Borovoe	
Radisson Astana Hotel	
Казахстанская ассоциация агро и сельского туризма	
The Veil Hotel and Taste	
Турагентство Assel Tour	
Ramada by Wyndham Astana	
Ассоциация «Центр развития городского туризма»	
Комитет индустрии туризма Министерства культуры и спорта РК	
Корпоративный фонд Туристiк Қамқор	
Aisha Bibi Hotel & Apartments	

EMPLOYMENT STATISTICS*

Median salary (in tenge)	190 890
Employment rate(in %)	95,65%
Duration of job search (in months)	3.55

*for 2022 year

If you would like more information on the Careers support available, please **e-mail**

SLA Career Center at icec_sla@kazguu.kz