Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
NAMED AFTER PATRICE LUMUMBA
RUDN University

Higher School of Management

educational division (faculty/institute/academy) as higher education programme developer

COURSE SYLLABUS

Business Engineering in Tourism Industry

(course title)

Recommended by the Didactic Council for the Education Field of:

43.04.02 Tourism

field of study / speciality code and title

The course instruction is implemented within the professional education programme of higher education:

Business Processes in Tourism and Hospitality

higher education programme profile/specialisation title

2024

1. COURSE GOAL

The Business Engineering in Tourism Industry course is aimed at studying modern methods of managing tourism industry enterprises in the context of a rapidly developing information society and global economy based on business engineering as the most important technological factor in achieving success in the activities of a tourism company and the tourism industry as a whole, as a new body of theoretical and practical knowledge based on a process approach to managing a tourism enterprise in the system of organizational and economic relations.

2. REQUIREMENTS FOR COURSE OUTCOMES

Mastering the Business Engineering in Tourism Industry course is designed for students to acquire the following competencies (parts of competencies):

Table 2.1. List of competences that students acquire when mastering the course

Competence Code	Competence Descriptor	Competence Formation Indicators (within this course)
PC-2	Able to manage project development, justification and implementation, introduce changes in the tourism sector	PC-2.1. Able to design professional activity objects taking into account modern technologies and tourism innovations; PC-2.2. Able to organize, coordinate and control activities for the development of business plans in tourism as a technology for justifying projects and making business decisions; PC-2.3. Able to carry out resource planning for tourism projects, monitor the project implementation process, promptly identify deviations in the implementation of business plans in the tourism sector and manage activities to eliminate them.
PC-3	Able to manage reforming and restructuring tourism enterprises	PC-3.1. Able to forms a tourism product, including based on modern information and communication technologies, as well as taking into account tourists' individual and special requirements; PC-3.2 Able to organize the sale of tourism products and individual tourism services; PC-3.3 Able to conduct negotiations with partners, agree on the terms of interaction for tourism product sales.

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The Business Engineering in Tourism Industry course refers to the elective component of the B1 block of the higher educational programme curriculum.

Within the higher education programme students also master other disciplines (modules) and / or internships that contribute to the achievement of the expected learning outcomes for the Business Engineering in Tourism Industry course.

Table 3.1. The list of the higher education programme components that contribute to the achievement of the expected learning outcomes for the course.

Competence Code	Competence Descriptor	Previous Courses/Modules, Internships*	Subsequent Courses/Modules, Internships*
PC-2	Able to manage project development, justification and implementation, introduce changes in the tourism sector	• Analysis and Modeling of Business Processes • Investment Design and Business Assessment • Optimizing Business Processes of Enterprises in Tourism and Hospitality • Research and Development	• Research and Development • Pre-Graduation Internship • Preparing for defence and defending a graduation thesis
PC-3	Able to manage reforming and restructuring tourism enterprises	• Analysis and Modeling of Business Processes • Optimizing Business Processes of Enterprises in Tourism and Hospitality • Tourist Cluster Formation in Russia • International Marketing in Tourism and Hospitality	• Pre-Graduation Internship • Preparing for defence and defending a graduation thesis

* -To be filled in according with the competence matrix of the higher education programme

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

The total workload of the Business Engineering in Tourism Industry course is 3 credits.

Table 4.1. Types of academic activities during the period of mastering the HE programme

Type of Academic Activities	TOTAL, academic hours	Semester
		3
Classroom learning, academic hours.	**34**	**34**
including:		
Lectures	17	17
Lab work	-	-
Seminars	17	17
Self-study, academic hours	56	56

Type of Academic Activities		TOTAL, academic hours	Semester
			3
Evaluation and assessment (graded pass/fail), academic hours		18	18
Course workload	ac. hrs.	108	108
	credits	3	3

5. COURSE MODULE CONTENTS

Table 5.1. Course Module Contents

Module Title	Course Module Contents	Learning Activities*
Module 1. Business Engineering Theoretical Foundations	Topic 1.1. Concept and content of business engineering. Goals and results of engineering. Business engineering from its origins to the present day. Business engineering as a new type of management activity. Classification of business engineering forms. Engineering services as a special type of market product. Topic 1.2. Concept and essence of a business process. Key business process indicators. Classification of business processes. Deming-Shewhard cycle. Business process identification and ranking. Determining organization's critical success factors. Business process model and ways of describing it. Business process efficiency. Business process layout. Topic 1.3. Business process design. Risks of business process design. Concept of reengineering. Reengineering as a management tool. Business engineering tools. Business engineering methods (BPR methods, quality management theory, TQM, CPI). Business engineering stages.	Lecture, Seminar
Module 2. Business Engineering as a Type of Management Activities	Topic 2.1. Company as a business system. Business systems architecture. Basic concepts and definitions. Main characteristics of business systems architecture. Topic 2.2. Business engineering information technologies. Software tools (EAM tools) for enterprise architecture management. Concept of process and process approach. Topic 2.3. Applying the process approach in company management. Component model by R. Ackoff, F. Emery. Topic 2.4. Enterprise reengineering methodology (conceptual model for redesigning enterprise activities). Methods for analyzing management structure for redesign purposes. Concept of restructuring. Analysis of the existing business model; methods of reorganizing a company for the purpose of reengineering. External environment in reengineering; reengineering risks; reengineering project. Topic 2.5. Optimizing business processes.	Lecture, Seminar

Module Title	Course Module Contents	Learning Activities*
	Key concepts of efficiency and optimization: starting point and parameters of activity: subject, object, subject matter, means, result. Business process reengineering as a method for optimizing the architecture of a business system. Innovative reengineering of a service sector enterprise. Financial engineering.	

* - To be filled in only for **FULL-TIME** mode of study: *Lecture, Lab Work, Seminar.*

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom Equipment and Technology Support Requirements

Classroom for Academic Activity Type	Classroom Equipment	Specialized Educational / Laboratory Equipment, Software and Materials for Mastering the Discipline (if necessary)
Lecture	Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)
Seminar	Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)
Self-Studies	Classroom equipped with a set of specialized furniture; PCs with access to electronic information and educational environment.	Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)

7. RESOURCES RECOMMENDED FOR THE COURSE STUDY

Laws and Regulations:

1. Federal Law No. 132-FZ "On Fundamentals of Tourism Activities in the Russian Federation" dated 24 November 1996 (latest edition) https://fzrf.su/zakon/ob-osnovah-turistskoj-deyatelnosti-132-fz/

2. National Standard of the Russian Federation. Engineering. Order of the Federal Agency for Technical Regulation and Metrology No. 1907-st dated 30 November 2016. http://www.consultant.ru/document/cons_doc /

3. Federal Law No. 127-FZ dated 26 October 2002 "On Insolvency (Bankruptcy)" (latest edition) http://www.consultant.ru/document/cons_doc_LAW_39331/

4. Federal Law No. 209-FZ dated 24 July 2007 "On Development of Small and Medium-Sized Businesses in the Russian Federation" (latest edition) http://www.consultant.ru/document/cons_doc_LAW_52144/

5. Federal Law No. 129-FZ dated 08 August 2001 "On State Registration of Legal Entities and Individual Entrepreneurs" (latest edition) http://www.consultant.ru/document/cons_doc_LAW_32881/

6. Law of the Russian Federation No. 2300-1 dated 07 February 1992 "On Protection of Consumer Rights" as amended by Federal Law No. 250-FZ dated 29 July 2018 http://logos-pravo.ru/zakon-rf-o-zashchite-prav-potrebiteley-s-kommentariyami

Main Readings:

1. Digital Business Models / S. Ronteau, L. Muzellec, D. Saxena, D. Trabucchi. – Berlin: De Gruyter, 2022. – 182 p. – ISBN 9783110762556, 9783110762419, 9783110762594. – Text: electronic // Lan: electronic library system. – URL: https://directory.doabooks.org/handle/20.500.12854/96546

2. Sustainable Business. Managing the Challenges of the 21st Century. - M. Fischer, D. Foord, J. Frecè. – Berlin: Springer Nature, 2023. – 142 p. – ISBN 9783031253973, 9783031253966. – Text: electronic // Lan: electronic library system. – URL: https://directory.doabooks.org/handle/20.500.12854/101541

Additional Readings:

1. Cevdet Avcikurt, Mihaela S.Dinu, Necdet Hacioglu, Abdullah Soykan, Nuray Tetik Global Issues and Trends in Tourism. St.Klement Ohridski University Press,Sofia 2016, ISBN 978-954-07-4138-3

2. Rodríguez-Díaz, Manuel; Espino-Rodríguez, Tomás F. Tourism destination management, Provided in Cooperation with: MDPI – Multidisciplinary Digital Publishing Institute, Basel, 2019, Print , ISBN 978-3-03921-472-3, MDPI, Basel,
https://doi.org/10.3390/books978-3-03921-472-3

3. The International Hospitality Business: Management and Operations / L. Yu. - Abingdon: Routledge, 1999. - 422 p. – ISBN 978-0789005595.

4. Operations and Supply Chain Management for the 21st Century / edited by K. Boyer, R. Verma. - Boston: Cengage Learning, 2017. – 592 p. – ISBN 978-0618749331.

Internet Resources:

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access based on concluded agreements:
- RUDN University Electronic Library System (RUDN University ELS)
http://lib.rudn.ru/MegaPro/Web
- ELS "University Library Online" http://www.biblioclub.ru
- ELS "Urait" http://www.biblio-online.ru
- ELS "Student Consultant" www.studentlibrary.ru
- ELS "Lan" http://e.lanbook.com/
- ELS "Troitsky Bridge"

2. Databases and search engines:
- http://www.sovnet.ru Materials from the website of the SOVNET Russian Project Management Association.
- http://www.ekonomika.ru/ Economics and Life magazine.
- http://www.prime-tass.ru/ Prime Tass – economic information agency.
- http://www.infostat.ru/ Statistics of Russia information and publishing centre.
- http://www.finance-journal.ru/ Finance journal.
- http://www.dist-cons.ru Remote consulting portal for small business.
- http://projectm.narod.ru Materials from the Project Management: Theory and Practice of Modern Management website.

Educational and methodological materials for student self-studies when mastering the course/module*:

1. Lecture course on Business Engineering in Tourism Industry.
2. Methodological guidelines for students' self-studies when mastering the course.
3. Methodological recommendations for ensuring accessibility of the programme for students with limited health capacities.

* - The methodological materials and guidelines for the self-studies are placed on the course page in the university telecommunication training and information system under the set procedure.

8. ASSESSMENT TOOLKIT AND GRADING SYSTEM* FOR EVALUATION OF STUDENTS' COMPETENCES LEVEL UPON COURSE COMPLETION

The assessment toolkit and the grading system for assessing the level of competence (part of competences) formation based on the results of mastering the Business Engineering in Tourism Industry course are presented in the Appendix to this Course Syllabus.

* The assessment toolkit and the grading system are formed on the basis of the requirements of the relevant local normative act of RUDN University (regulations / order).

DEVELOPERS:

Professor, Doctor habil. in Economics

E.S. Bogomolova

| Position, Educational Department | Signature | Name |

| Position, Educational Department | Signature | Name |

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