

Документ подписан простой электронной подписью

Информация о владельце:

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Abstract of Discipline

Наименование дисциплины:	Corporate culture in tourism
Содержание	Corporate culture: concept, essence, content, main elements. Models and types of corporate culture. Formation of the corporate culture of the tourist enterprise. Methods and techniques for diagnosing corporate culture at tourism enterprises. Personnel management in tourism enterprises
Реализуемые компетенции	UC-3 is able to carry out social interaction and realize its role in the team GPC-2 is able to provide the required quality of service delivery processes in the chosen field of professional activity
Результаты освоения дисциплины (модуля)	Competence code UC-3 To know: - theoretical bases of formation of corporate culture of the tourist enterprise; - mechanisms of formation of corporate culture in tourism; To be able: - act in a spirit of cooperation; - to make decisions in compliance with ethical principles of their implementation; show respect for the opinions and culture of others; - to realize your role in the team; To master: - skills of distribution of roles in the conditions of team interaction; - methods of assessing their actions, planning and time management; - skills of team work; Code of competence GPC-2 To know: - geography of Russian and foreign resorts; - types of natural medical resources, their qualitative and quantitative parameters; - modern methods of using natural healing factors. To be able: - apply communication skills; - to represent to the consumer the sanatorium-resort enterprise; - analyze the competitive advantages of health resort enterprises in the region. To master: - ability to provide the required quality of service delivery processes in the chosen field of professional activity
Трудоемкость, з.е.	3 c.u.
Форма отчетности	Credit - 5 semester
The list of basic and additional literature necessary for the development of the discipline	
Основная литература	1. Valeeva E.O. Ethics and culture of management in socio-cultural service and tourism [Electronic resource] / E.O. Valeeva. - Electron. text data. - Saratov: IP Er Media, 2015 .-- 142 p. - 978-5-905916-89-2. - Access mode: http://www.iprbookshop.ru/31938.html 2. Deineka, A.V. Organization personnel management: textbook / A.V. Deineka. - Moscow: Publishing and Trade Corporation "Dashkov and K o", 2017. - 288 p.
Дополнительная литература	1. Kozlovskaya T.N. Professional ethics [Electronic resource]: teaching aid / Kozlovskaya TN, Epanchintseva GA, Zubova LV - Electron. text

	<p>data.— Orenburg: Orenburg State University, EBS ACV, 2015.— 218 pp. — Access mode: http://www.iprbookshop.ru/54147.— EBS "IPRbooks", by password</p> <p>2. Shapiro, S.A. Management of the labor career of employees of the organization: textbook / S.A. Shapiro, P.I. Ananchenkov. - Moscow; Berlin: Direct-Media, 2017 .-- 300 p.</p>
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