POLTAVA UNIVERSITY OF ECONOMICS AND TRADE
Educational and scientific institute of day education
Department of Hotel, Restaurant, and Resort Business

SYLLABUS

of the academic course

«Design Thinking & Resilience to Crises»

2026-2027 academic year

Course and semester of study	1st study year, 2nd semester
Educational program/specialisation	"Hotel and Restaurant Business"
Specialty	J2 "Hotel and restaurant business and catering"
Field of knowledge	J "Transport and services"
Degree of higher education	Master of Hotel and Restaurant Affairs

Full Name of Teacher, scientific degree and academic title, position at the department	**Valentyna Stolyarchuk** PhD (candidate of technical science), Associate Professor
Contact phone	+38-068-154-91-91
E-mail address	wstolyarchuk@gmail.com
Educational Class Schedule	http://schedule.puet.edu.ua/
Consultations	full-time form of education http://www.grks.puet.edu.ua/stud.php online: information on the department website, Student tab
Distance course webpage	

Description of the course

The purpose of studying the course	The purpose of studying the "Design Thinking & Resilience to Crises" course is to develop epy ability to analyse and effectively solve complex problems in conditions of crises and rapid change through the application of design thinking methodology, creative and systems thinking tools, as well as approaches to strengthening individual and organisational resilience in professional practice
Duration	2th semester: 5 ECTS credits / 150 hours (lectures 8 hours, practical classes 32 hours, individual work 110 hours)
Forms and methods of teaching	lectures and practical classes, and independent work outside the schedule Methods: verbal, visual, practical, interactive, case study, discussions
Current and final control system	Current control: attending classes; discussion on the theoretical issues; performance of educational tasks and presenting the results; test fulfilment, Final control: modular control work, credit (PMK)
Basic knowledge	Basic knowledge in basic knowledge of hospitality and restaurant management, service organisation, marketing and customer-oriented approaches
Language teaching	English

List of competencies, which provides the given educational course, and the programming results of teaching

Programming results of the teaching	Competencies that the students should have
Analyse complex and uncertain problem situations in the hospitality and restaurant industry, including crisis and risk-related contexts. Apply design thinking methodology to identify customer needs and generate innovative service and management solutions.	Think abstractly, analyse and synthesise information to address complex problems under crisis conditions. Capacity to make reasoned decisions in dynamic and crisis-prone environments. Work effectively in teams and communicate efficiently with diverse stakeholder groups. Ability to adapt to change and demonstrate

Develop, prototype, and evaluate creative solutions aimed at improving service quality and organisational resilience. Make informed managerial decisions under conditions of uncertainty using systems and critical thinking approaches. Assess and enhance the resilience and adaptability of hospitality enterprises in dynamic environments. Communicate design concepts and strategic solutions clearly to professional stakeholders.	resilience in professional activities. Ability to apply design thinking tools to develop innovative service and management solutions in the hospitality and restaurant business. Competence in identifying customer needs and translating them into value-driven service concepts. Ability to assess risks and crisis impacts on hospitality enterprises and propose adaptive strategies. Skills in designing, testing, and implementing solutions that enhance organisational resilience and service quality.

Thematic plan of the educational course

The Theme	Types of work	Tasks of independent work in the context of topics
Module I. MICE industry: Theoretical foundations		
Topic 1. Introduction to design thinking and crisis resilience	Class attendance, discussion of theoretical material, performing educational tasks and presenting the results, independent work, and test	1. Study of lecture material, preparation for practical work, and fulfilment of tasks, as well as execution of homework. 2. Performing a test to control knowledge on the material discussed in topic 1 of the distance course. 3. Identifying challenges or crisis scenarios in hospitality and restaurant management, analysis of real-world cases, formulating, and structuring problems
Topic 2. Resilience concepts in hospitality	Class attendance, discussion of theoretical material, performing educational tasks and presenting the results, independent work, and test	1. Study of lecture material, preparation for practical work, and fulfilment of tasks, as well as execution of homework. 2. Performing a test to control knowledge on the material discussed in topic 1 of the distance course. 3. Prepare brief summaries and reflections on key concepts
Topic 3. Human-centred problem solving and ideation (customer needs and empathy)	Class attendance, discussion of theoretical material, performing educational tasks and presenting the results, independent work, and test	1. Study of lecture material, preparation for practical work, and fulfilment of tasks, as well as execution of homework. 2. Performing a test to control knowledge on the material discussed in topic 2 of the distance course. 3. The case study and definition of the core problems using human-centred and systems thinking approaches
Topic 4. Ideation, creative problem-solving methods and testing solutions	Class attendance, discussion of theoretical material, performing educational tasks and presenting the results, independent work, and test	1. Study of lecture material, preparation for practical work, and fulfilment of tasks, as well as execution of homework. 2. Performing a test to control knowledge on the material discussed in topic 2 of the distance course. 3. The case study, generating new ideas by applying innovative approaches in professional activities; teamwork, including collaborative work and presentation of ideas. 4. Create simple prototypes or models of proposed service solutions. Prepare brief summaries and reflections on simulating their implication.

References

1. Burgiel-Szewc, A. (2024). Crisis as a stimulant of the resilient mindset of market entities. Scientific Papers of Silesian University of Technology. Organization and Management Series, 2024(214), 21–38. https://doi.org/10.29119/1641-3466.2024.214.2
2. Cheggag, M., & Mokhlis, C.-E. (2023). Innovation as a lever for business resilience in times of crisis: The case of Morocco's energy sector. E3S Web of Conferences, 412, 01032. https://doi.org/10.1051/e3sconf/202341201032
3. Kokkranikal, J., Prayag, G., Meera, S., Vinoadan, A., & Shyju, P. J. (2024). Organisational resilience and recovery of tour operators: towards a challenge-metamorphosis model. Tourism Recreation Research, 1–17. https://doi.org/10.1080/02508281.2024.2413833
4. Prayag, G., Jiang, Y., Chowdhury, M., Hossain, M. I., & Akter, N. (2023a). Building Dynamic Capabilities and Organizational Resilience in Tourism Firms During COVID-19: A Staged Approach. Journal of Travel Research, 004728752311649. https://doi.org/10.1177/00472875231164976
5. Rohoza, M. and Stolyarchuk, V. (2022), Theoretical and methodological approach to the study of the process of change in the European Accommodation Industry. Wspotczesne trendy bezpieczehstwa biznesu Problemy i wyzwania gospodarek wschodnich. Collective monograph. Beata Glinkowska-Krauze - Uniwersytet Lodzki, Wydzial Zarzdzania, 2022. - p. 45-60. https://wydawnictwo.uni.lodz.pl/wp-content/uploads/2022/05/Glinkowska_Wspolczesne-trendy_.pdf
6. Rohoza, M., Stolyarchuk, V. and Ishchenko, V. (2023), Change in consumption pattern and accommodation activity types: the evidence of seizing recovery opportunities and mitigating risk from European countries in crisis time, *Int. J. Services, Economics and Management*, 2023, pp. 1-30. https://doi.org/10.1504/IJSEM.2023.10057605
7. Rohoza, M., Stolyarchuk, V. (2020), Achievements and Limits of Development of Tourism and Hospitality: Evidence from Ukraine. Tourismis Gesellschaftsrechtliche Transformationen von wirtschaftlichen Systemen in den Zeiten der Neo-Industrialisierung: Collective monograph. Verlag SWG imex GmbH, Nuremberg, Germany, 2020. – p. 475-482.
8. Stolyarchuk V. (2024), Fishbowl Discussion as a Methodological Tool for Hospitality and Tourism Education. *Rethinking Hospitality and Tourism Education: Disruptors and Transformations.* Part 3: Curricula Implications. Chapter 22. ISBN:9781845419424. (Scopus) https://www.channelviewpublications.com/page/detail/?K=9781845419424
9. Stolyarchuk, V. (2023), Applying the principles of separation in development of the restaurant business. *Tourism and hospitality management*, 2023, 29(3). pp. 1-28. https://doi.Org/10.20867/thm.29.3.4
10. Stolyarchuk, V. (2023), Opportunity of the accommodation establishment development: a need for nature-based services and eco-friendly activity, *Journal of Tourism Futures*. https://doi.org/10.1108/JTF-09-2022-0218
11. Stolyarchuk, V. (2024), Creative approach to the accommodation industry recovery under changing conditions: a multimethodological intervention, *Current Issues in Tourism*, https://doi.org/10.1080/13683500.2023.2242558

Course software

The electronic devices (such as a personal computer or laptop) with a stable Internet connection.
PUET's distance learning system and its video conferencing tools.
Microsoft products, programs, and services.

Policy for studying the academic course and evaluation

The policy for evaluating applicants for higher education: tasks submitted in violation of the terms without valid reasons are assessed at a lower grade (75% of the possible maximum number of points for the type of activity). Reassembly of modules occurs with the permission of the leading teacher, provided there are valid reasons (for example, sick leave).

Regulations on the organisation of the educational process https://puet.edu.ua/wp-content/uploads/2023/06/polozhennya-pro- organizacziyu-osvitnogo-proczesu-1 .pdf

Regulations on the procedure and criteria for assessing the knowledge, skills and abilities of applicants for higher education https://puet.edu.ua/wp-content/uploads/2023/07/polozh_por_kryt_ocinyuvannya.pdf

The procedure for the elimination of academic debt by applicants for higher education https://puet.edu.ua/wp- content/uploads/2023/07/por-likvid-akad-zaborgovanosti.pdf

Attendance policy: Attendance is a mandatory component. For objective reasons (for example, illness, employment, internship), training can take place in an online form (Moodle) in agreement with the leading teacher.

Academic integrity policy: students must consciously adhere to academic integrity; prevent cheating (from each other, from personally written text, printed or electronic media, etc.) while performing individual training tasks and didactic tests; qualitatively draw up links to sources of information when writing reports, preparing presentations, abstracts, etc.

The PUET operates:

Student's Code of Honour https://puet.edu.ua/wp-content/uploads/2023/07/kodeks_chesti_studenta.pdf.

Academic Integrity Regulation https://puet.edu.ua/wp-content/uploads/2023/07/polozh_akadem_dobrochesnist.pdf Academic Plagiarism Prevention Regulation https://puet.edu.ua/wp-content/uploads/2023/07/polozhennya-pro-zapobigannyavypadkam- akademichnogo-plagiatu.pdf

The following documents define the policy of recognition of training results:

Regulations on the procedure for recalculating the results of training obtained in foreign and domestic educational institutions of https://puet.edu.ua/wp-content/uploads/2023/07/polozhjpor_perezarah_rez_zvo.pdf.

Regulations on academic mobility of higher education applicants https://puet.edu.ua/wp-content/uploads/2023/07/polozhajpro_akademichnu_mobilnist.pdf

Regulations on the procedure for recognition of learning outcomes obtained through informal and/or non-formal education https://puet.edu.ua/wp-content/uploads/2023/07/polozhennya-pro-poryadok-syznannya-rezultativ-navchannya-zdobutyh-shlyahom- neformalnoyi-ta-abo-informalnoyi-osvity.pdf; infographics (section Education/Organisation of the educational process/Non-formal education) https://puet.edu.ua/neformalna-osvita/.

Conflict Resolution Policy:

Regulation on conflict resolution rules https://puet.edu.ua/wp-content/uploads/2023/07/polozhennya-pro- pravyla-vyrishennya- konfliktnyh-sytuaczij -u-puet.pdf

Provision on the appeal of the results of the final control in the form of an exam https://puet.edu.ua/wp- content/uploads/2023/07/polozjpro-apeljpidscontr.pd f

Authorised person for the prevention and detection of corruption https://puet.edu.ua/zapobigannya-ta-protidiya-korupciyi/.

Policy to support participants in the educational process:

Psychological service: http://puet.edu.ua/psyhologichna-pidtrymka-v-puet/.

Student Ombudsman (Commissioner for Student Rights) PUET http://puet.edu.ua/other-dhisions/studentskyj- ombudsman- upovnovazhenyj-z-prav-studentiv-puet/

Commissioner for Corruption Rights https://puet.edu.ua/zapobigannya-ta-protidiya-korupciyi/

Safety of the educational environment: Information on the protection of the PUET educational environment is given in the "Life safety" tab http://puet.edu.ua/pro-puet/bezpeka-zhyttyediyalnosti/

Assessment

The final grade for the study of the course is calculated through the current assessment

Types of work	Maximum number of points
Module 1. (topics 1-4) educational work in practical classes (20 points); independent work on preparation for classes and homework (20 points); tests (40 points)	80
Final control	20
Total	100

The awarding of extra points for academic coursework is based on the types of work performed

Form of work	Type of work	Points
Scientific and research	Completion of additional educational courses, writing, and public defence of a scientific abstract on topics outlined in the independent work assignments within the scope of the themes.	10

For additional types of educational work, a student can receive a maximum of 10 points. Extra points are added to the total final score for studying the course, but the total final score cannot exceed 100 points.

Scale of assessment of applicants for higher education based on the results of studying the course

The sum of points for all types of educational activities	Score for the ECTS scale	Assessment on a national scale
90-100	A	Perfectly (excellent)
82-89	B	Very good
74-81	C	Good
64-73	D	Satisfactorily
60-63	E	Satisfactory enough
35-59	FX	Unsatisfactory with the possibility of reassembly
0-34	F	Unsatisfactory with the compulsory repeated study of the course