



**ALMA**  
ALMATY MANAGEMENT  
UNIVERSITY

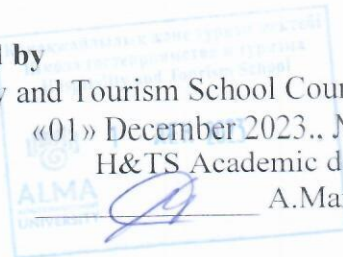
**Approved by**

Hospitality and Tourism School Council

«01» December 2023., № 5

H&TS Academic dean

A.Manap



**Pre-diploma internship program for students of educational  
programs 6B11101-«Restaurant and Hotel Business»,  
6B11188-«Tourism and event-management»**

Edition 04  
Almaty, 2023



Pre-diploma internship program was developed for students of educational program 6B11101 «Restaurant and Hotel Business», 6B11108 -«Tourism and event-management» in accordance with the internal regulatory documents: "Rules for organizing and conducting educational achievements" approved by the Academic Council of the EI "Almaty Management University" No. 2 dated 27 September 2022.

Developed by Associate Professor A. Manap

\_\_\_\_\_


Considered:  
At the meeting of H&TS Council

H&TS Dean \_\_\_\_\_ A. Auyezkhanuly

dated «01» December 2023., №5



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## 1 General regulation

This program is drawn up in accordance with the internal regulatory documents: "Rules for organizing and monitoring educational achievements", approved by the Academic Council of the EI "Almaty Management University" No. 2 dated September 27, 2022.

Pre-diploma internship provides students with practical skills, the study of principles, technologies, processes and management tools in the hospitality industry.

Pre-diploma internship allows students to acquire skills in managing technological processes, strategic planning of enterprise activities, the ability to apply the basic concepts of service management, ethics and service culture, the ability to perceive and analyze information, setting goals and choosing ways to achieve them.

The educational and professional program provides for pre-diploma internship to prepare and write a diploma project. The scientific management of pre-diploma practice is carried out by the head of the practice from among professors, associate professors, experienced teachers who are well aware of the specifics of the profession and the activities of practice bases.

Based on the results of pre-diploma internship, students submit a written report, which is checked by the head of the practice and present in front of a commission created by the school Dean order.



## **2 Goals and objectives of pre-diploma internship**

### **2.1. Goals of pre-diploma internship are:**

- the ability to analyze the activities of the hospitality enterprise, plan the management and technological process at the enterprise, coordinate and control the activities of the enterprise;
- application of methods for analyzing the quality of services provided, pricing and assortment policies, personnel management systems;
- acquisition of skills in performing independent applied research, collecting, analyzing and interpreting the results obtained and making decisions.

### **2.2. The basic objectives of pre-diploma internship are:**

- determination of the place and role of the investigated enterprise in the market;
- conducting an economic analysis of the activities of the research object for a certain period, identifying the dynamics of changes in the main economic indicators, their trends for the future;
- research of the directions of the enterprise activity;
- generalization of the results of the enterprise analysis and the development of proposals for its improvement.

## **3 Timing and duration of pre-diploma internship**

The duration of pre-diploma internship is set in accordance with the number of credits allocated for practical training and writing a diploma project.

Pre-diploma internship in the final year is organized after the full completion of theoretical part.


The period of pre-diploma internship is determined by the annually approved schedule of the educational process.

Based on the results of pre-diploma internship, students submit a written report, which is checked by the head of the practice and present in front of a commission created by the school Dean order (Appendix 3).

The results of the presentation of the report are assessed differentially according to the established point-rating letter system.

## **4 Objects of pre-diploma internship**

The objects of pre-diploma internship can be enterprises and institutions of various forms of ownership (private, public), various organizational and legal forms (partnerships, joint stock companies, etc.), carrying out various types of activities in the hospitality industry, EP 6B11101 – "Restaurant business and hotel business" in the hospitality industry (catering, research organizations engaged in the study of problems of nutrition development, marketing in catering organizations, advertising agencies engaged in the promotion of services in the restaurant business and hotel business) for EP 6B11188 – "Tourism and event management" in the tourism sector and event management (travel agency, event agencies, organizations that study the problems of tourism development, marketing, advertising agencies engaged in the promotion of services in the tourism sector). It is most advisable to choose a large or medium-sized enterprise as an object of practice that has been operating on the market for at least three years.

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## **5 Organization of pre-diploma internship**

### **5.1. Responsibilities of the school**

General management of pre-diploma internship is carried out by the School of Hospitality and Tourism of Almaty Management University.

The school carries out educational and methodological preparation of practice: it develops a program of pre-diploma internship, holds an organizational meeting of students before starting practice, provides them with the necessary documentation (program of pre-diploma internship, referral to practice, diary (Appendix 1.2).

In accordance with the allocation of teaching load hours between the teachers of the school, each student is assigned a head of practice from the school.

### **5.2. Responsibilities of the head of practice from the school**

The head of the practice from the school is obliged:

- to provide methodological assistance to the student in drawing up a calendar plan for undergoing pre-diploma practice in accordance with the characteristics of a particular enterprise;
- to control the implementation of tasks provided for by the Program of pre-diploma practice, as well as individual tasks;
- to carry out systematic control over the collection of data for writing a report and a diploma project, as well as the degree of their mastery by the student;
- advise a student during the internship on all issues of an educational, methodological and organizational nature that arise;
- to ensure the control of the timeliness of the preparation and submission the report on practice by the student to the school.

### **5.3. Responsibilities of the head of practice from the enterprise**

The head of the practice from the enterprise is obliged:

- to organize the work of the student at the workplace, provide qualified guidance;
- to advise the student on all issues arising in the course of the internship;
- to provide practical assistance in collecting initial analytical materials on the activities of the enterprise;
- to get acquainted with the report on the practice and give a short written review-characteristic of the student with an objective assessment of his theoretical and practical training.

### **5.4. Responsibilities of interns**

The trainee student is obliged to:

- show up at the place of internship within the prescribed period;
- together with the head of the enterprise, develop a calendar plan for undergoing pre-diploma practice;
- completely complete the tasks stipulated by the pre-diploma internship program;
- collect materials for writing a diploma project;
- in due time submit to the department a written report on the results of pre-diploma internship, a notice of arrival at the practice place and a diary of pre-diploma internship, certified by the seal of the enterprise;
- presentation of the pre-diploma internship report.



## 6 Content of pre-diploma internship

### 6.1. General characteristics of the enterprise

The student should describe the following questions in this section:

- a brief history of the creation and philosophy of the development of the practice object: name, location of the enterprise, year of formation, organizational and legal form, as well as documents defining its status (charter, memorandum of association, etc.);
- study the mission, profile and goals of the organization;
- describe the main and auxiliary activities of the organization;
- to study the organizational and production structure of the organization (give a management scheme) and describe the tasks and functions of its main and auxiliary services and workshops;
- to characterize the development strategies of the organization;
- describe the process of strategic and tactical planning in the organization, the formation of its economic portfolio, ensuring and increasing competitiveness, etc.

### 6.2. Analysis of the company's operating activities

A detailed analysis of the organization's operating results should be carried out and an assessment should be made against key performance indicators within the framework of this section, including:

#### 6.2.1 For Hotel enterprises:

- Room Revenue — выручка от продаж за номерной фонд.
- Occupancy — shows the percentage of available rooms or beds being sold for a certain period of time.
- ADR (Average daily room rate) — the average price or rate for each hotel room sold for a specific day.
- RevPAR (Revenue per available room per day) — revenue they have made within a certain period of time.
- RevPAC (Revenue per Available Customer) — room fund revenue per guest per day, month, year.
- Double Occupancy — average number of guests per room.

For catering establishments:

- Average number of guests at one table per day;
- Revenue per square meter;
- Average bill per guest and average bill for the menu;
- Return on sales,
- payroll,
- share of rent,
- share of F&B cost.

#### 6.2.2 For enterprises in the field of tourism and event management:

- the volume of tourist flow;
- the average amount of tourist expenses per day;
- the state and development of the material and technical base;
- indicators of financial and economic activity of a travel company;
- indicators of the development of international tourism.
- analyze consumer requests and the possibilities of their implementation;
- calculate the cost of a tour package depending on the request of the consumer;



- calculate the cost of the tour;
- to conduct marketing research of the tourist services market in order to form a popular tourist product;
- analyze consumer requests for a corporate event;
- calculate the cost of the event depending on the request of the consumer;
- conduct market research in the field of Event management at the enterprise, etc.

The student needs to give a brief analysis of the factors that caused the change in indicators. Within the framework of this section, a detailed analysis of the main economic indicators of the enterprise for the last three years should be carried out, having previously formalized them in a tabular material:

*Example of table design:*

Table 1 - Key economic indicators of the restaurant "Alasha" for 2019-2023

№	Indicators	Unit measurements	Year			Change 2020 in% to the level	
			2019	2020	2021	2022	2023
1	2	3	4	5	6	7	8
1.	Average number of guests at one table per day	thousand tenge					
2.	Revenue per square meter	thousand tenge					
3.	Average bill per guest and average bill for the menu	tenge					
4.	Return on sales,	%					
5.	Employee wage fund	per.					
6.	Share of rent	%					
7.	Share of F&B cost.	%.					

NOTE - the data in the table should be for the last three years.


Data in tables should be analyzed in their dynamics with an explanation of changes in indicators.

The analysis of the company's operating activities should be carried out by years (period 2-3 years) and presented in the form of detailed, easy-to-read tables used to draw up plans for the development of the enterprise, as well as identify shortcomings, opportunities and prospects.

### 6.3 Analysis of data on the topic of the diploma project

In this section of the report, the main emphasis should be placed on identifying general patterns of change in indicators characterizing the development process of the research object, as well as negative aspects and shortcomings in the use of administrative, managerial, organizational, legal and economic mechanisms to ensure the effective development of this object. In particular, this section analyzes the tendencies of the development of the object of the diploma project, on the materials of which the work is carried out, and conducts a deep analysis of indicators and forecasts to improve the results of the activity of the object of research over the past 3 to 5 years.



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## 7 Report structure and requirements of pre-diploma internship

### 7.1. Requirements for the preparation of a report on pre-diploma practice

The report on pre-diploma internship must be drawn up in accordance with the Pre-Diploma Internship Program (section 6 "Content of Pre-Diploma Internship").

The total volume of the report is 15-20 pages of computer typing (without attachments).

The structural elements of the report are:

- Title page (sample attached) (Appendix 3)
- Content (with indication of pages)
- Textual part of the report (sections of the report and conclusion)
- Reference list
- Applications (forms, diagrams, calculations, etc.)

*An example of formatting the content of a report on pre-diploma practice:*

#### **Content**

	Page
1 General characteristics of «Solis LTD» LLP, «Rixos Almaty» hotel	7
2 Analysis of operating activities of «Solis LTD» LLP, «Rixos Almaty» hotel	10
3 Analysis of data on the topic of the diploma project	
Conclusion	19
Reference list	20
Applications	21

The text is typed on a computer in a text editor MS Office Word, font - Times New Roman, size - 14, single spacing. Statistical information and calculation tables can be drawn up in MS Office Excel. Drawings are performed in any graphics editor in the drawing format.

The quality of the printed text and the design of illustrations, tables must comply with the requirement for their clear reproduction. It is necessary to maintain uniform density and clarity of the image throughout the report.

When writing text by page, the following margins are maintained: left - 30 mm, right - 10 mm, top - 20 mm and bottom - 20 mm. Paragraphs in the text begin with an indent (Tab) equal to five characters (1.25 cm).

The pages of the report should be numbered with Arabic numerals, observing the continuous numbering throughout the text. Numbering begins with a title page, the page number on which is not affixed.

Page numbers are put in the lower right part of the sheet without a dot.

The names of such structural elements of the report as "Contents", "Section titles", "Appendices" should be typed in the center of the page in capital letters and separated from the text by one spacing. Dots at the end of the name are not used and underscores are not allowed.

Each structural element of the report should start on a new page.

The names of structural elements and sections are centered (bold type), without paragraph indentation, a dot at the end, underlining. Word hyphenation is not allowed.

Sections of the report should have sequential serial numbers throughout the document, designated by Arabic numerals without a dot.

In order to unify the approach to the design of the diagrams, graphs, photographs used in the report, it is customary to designate them with pictures. Figures in the report should be placed immediately after the text in which they are mentioned for the first time or on the next page. The



text must contain a link to the picture. Drawings should be executed using appropriate software, color images are acceptable.

Requirements for drawings: readability, consistency, maximum clarity, the ability to be read and understand autonomously, to be read and understandable without text, brevity, line thickness in the drawings is not less than 1 point, size - not less than 12.

Figure captions must be placed horizontally or vertically, without borders. Signatures must be consistent in size and font. It is necessary to monitor the high contrast of the graphic material. The title of figures is placed at the bottom center.

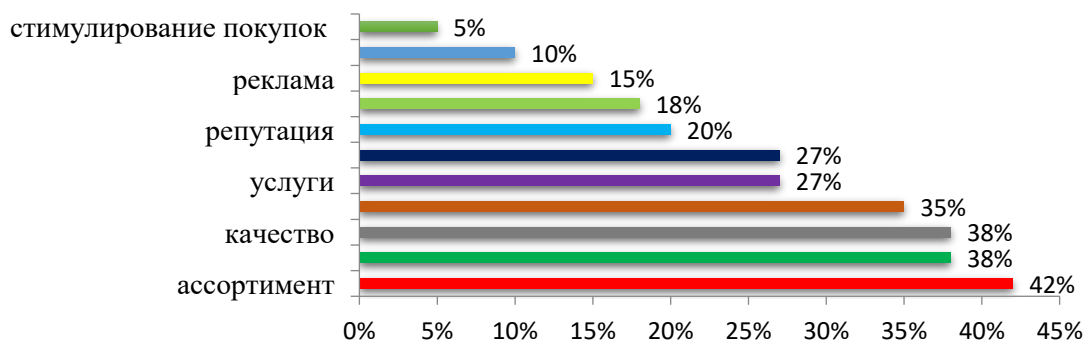


Figure 1 - Factors influencing the choice of purchase

Note - compiled by the author based on the source [2]

If the figures are compiled on the basis of own research, then this should be indicated in the note, if they are borrowed from any sources, then it is necessary to make a reference to the source indicating the source number according to the list of references.

Illustrations and tables, located on separate sheets, are included in the general page numbering of the pre-diploma report. Illustrations, tables on a sheet of A3 format count as one page.

Tables are used for better clarity and ease of comparison of indicators. The table should be placed immediately after the text in which it is mentioned for the first time, or on the next page with a reference to it, for example: (table 1). Tables are numbered sequentially within the entire report in Arabic numerals, the “№” sign is not put.

The table must be provided with a text title, which is located above the table on the left, after the word "Table", its serial number and the "dash" sign. The title is written with a capital letter without a dot at the end.

One interval (one "empty line") must be observed before the table name, after the table name and after the table. It is allowed to use a font size smaller in the table than in the text (size - 12).

***An example of how to split a table into two pages:***

Table 1 - The main technical and economic indicators of the enterprise for 2019-2020 \*

№	Indicators	2018 г.	2019 г.	Growth (+, -)	Rates of growth, %
1	2	3	4	5	6
1	Production volume in kind (thousand tons)	1844,0	1860,0	16,0	100,8

Continuation of table 1

1	2	3	4	5	6
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2	Volume of products sold (thousand tenge)	374979,0	532800,0	157821,0	142,0
3	Number of IPP (industrial and production personnel) (people)	120	160	40,0	133,3
48	Costs per 1 tenge of production (tiyn)	78,0	87,0	39,0	111,5
49	Average annual cost of PCS (thousand tenge)	330 000,0	345500,0	15500,0	104,7
Note * - compiled by the author based on sources [5]					

Formulas and equations should be separated from the text on a separate line. Above and below each formula or equation must be left at least one free line. If a formula or equation does not fit on one line, then it should be wrapped after the equal sign (=) or after the plus (+), minus (-) signs, multiplication (\*), division (:), or other mathematical signs on another line, and the character at the beginning of the next line is repeated. When transferring a formula to a sign symbolizing the operation of multiplication, use the sign "x".

Explanations of the symbols meanings and numerical coefficients should be given directly under the formula in the order in which they are given in the formula. The sign of each character and numerical coefficient should be given on a new line. The first line of explanation begins with the word "where" followed by a colon.

Formulas should be centered and numbered within the entire work in parentheses in the extreme right position on one line, for example:

$$K = \sum_{i=1}^N W_i K_i , \quad (1),$$

where:  $K_i$  - single indicators of the competitiveness of an organization (products) with a total number of  $N$ ;

$W_i$  - indicator of significance (weight) of the  $i$ -th unit indicator competitiveness.

Scanning graphs, charts, diagrams, tables, formulas, equations is not allowed.



### 7.3. Application design

Attachments should be drawn up as a continuation of the report on its subsequent pages.

All attachments should be referenced in the text of the report. Applications are arranged in the order of links to them in the text.

Each appendix should start on a new page with the word "Appendix" and its number at the top right of the page.

The application should have a title that is written symmetrically relative to the capitalized text on a separate line.

The application number is given without the "No." sign, example:

Appendix 1

Applications should share sequential pagination with the rest of the report.

Notes are included in the report when clarification or reference is required to the content of text, tables, or graphics. "Note" should be capitalized from a paragraph in a row, without underlining. If there is only one note, then a dash is placed after the word "Note" and the note is printed with a capital letter. One note is not numbered. Several notes are numbered in Arabic numerals without a dot. A note to the table is placed at the end of the table above the line indicating the end of the table.

Formulas and equations should be separated from the text on a separate line. Above and below each formula or equation must be left at least one free line. If the equation does not fit on one line, then it must be wrapped after the equal sign (=) or after arithmetic and mathematical signs to another line. Explanations of the meanings of symbols and numerical coefficients should be given directly under the formula in the order in which they are given in the formula. The sign of each character and numerical coefficient should be given on a new line. The first line of the explanation begins with the word "where" with a colon. Formulas should be numbered in sequential numbers throughout the entire work in parentheses in the rightmost position on the line.

Formula design example:

$$n = \frac{t^2 \sigma^2 N}{t^2 \sigma^2 + \Delta^2 N}, \quad (1)$$

where: t –confidence coefficient, depending on the probability (p) with which it can be guaranteed that the marginal error does not exceed t - a multiple of the average error;;

$\sigma^2$ – variance of the trait under study;

$\Delta$  – marginal (specified) sampling error;


N – number of units in the studied (general) population.

*References* to the sources used should be given in square brackets (for example, [1, p. 15]). In case of repeated reference to the same source in square brackets, in addition to the serial number of the source, the corresponding page is put down.

The list of definitions, designations and abbreviations, conventions, symbols, units of physical quantities and terms should be arranged in a column. In the order of mention or in alphabetical order, abbreviations, conventions, symbols, units of physical quantities, terms are given on the left, their detailed decoding on the right.

Information about the *sources used* should be arranged in the order in which the references to the sources appear in the text of the report, numbered with Arabic numerals without a dot, and printed with paragraph indentation.

#### *Design of reference list*

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### Reference list

- 1 1 Gerasimov B.I. Logistics Basics: Textbook - M: "FORUM", 2008.- 304 p.
- 2 2 Moiseeva N.K. Economic foundations of logistics. - M: "INFRA-M", 2008.- 528 p.
- 3 3 Gadzhinsky A.M. Logistics - M.: «Дашков и К°», 2012. - 484 p.
- 4 4 Statistical Yearbook of Kazakhstan, 2013. Statistical compilation / Ed. A. E. Meshimbaeva / Agency of the Republic of Kazakhstan on Statistics. – Astana, 2014. – 516 p.
- 5 Reporting data of Obis LLP for 2013 - 2015.

### 8 The order of the report presentation on pre-diploma internship for students

At the end of the internship, the student submits a written report to the school (*not later than 2 working days after the end of the internship*), in which all materials collected during the internship should be systematized and its main results should be reflected.


The report of the pre-diploma practice is reviewed by the head of the practice from the enterprise, who gives a short review, noting the level of theoretical and practical training of the student, his attitude to work, adherence to labor discipline (Appendix 4).

The academic adviser reviews the report for compliance with section 6 of the Pre-Diploma Practice Program and gives an opinion on admission to present.

The presentation of the pre-diploma internship report is carried out in front of a commission appointed by the dean of the school.

Based on the results of the report presentation on pre-diploma practice, an assessment is given according to the point-rating letter system. This takes into account the quality of execution of the report, strict adherence to the report submission schedule (Appendix 5), as well as the content of answers to questions from members of the commission.

Students who did not complete the internship program for unreasonable reasons or received an unsatisfactory mark on the presentation of the internship report may be left for a second course as having academic debt.

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## Appendix 1



### PRACTICE PLACEMENT

Almaty Management University sends " \_\_\_\_\_ 4th year student of the full-time department of the specialty "Restaurant and hotel business for pre-diploma (industrial) internship to \_\_\_\_\_ from " \_\_\_\_" \_\_\_\_\_ to " \_\_\_\_" \_\_\_\_\_ 20\_\_\_\_.

*Reason:*

*Order on the approval of the practice base No. \_\_\_\_ dated " \_\_\_\_" \_\_\_\_\_ 20\_\_\_\_*

*Hospitality and Tourism School Dean*

\_\_\_\_\_ *A.Auyezkhanuly*

### NOTIFICATION

*About the arrival of the AlmaU student \_\_\_\_\_ to the object of pre-diploma (industrial) practice in*

*Practice start date \_\_\_\_\_*

*Practice end date \_\_\_\_\_*

*Head of practice (full name, current position) \_\_\_\_\_*

*« \_\_\_\_ » \_\_\_\_\_ 20 \_\_\_\_*

*Seal*

*Enterprise Manager* \_\_\_\_\_

*(signature)*

*Student* \_\_\_\_\_

*(signature)*



## Appendix 2



### ALMATY MANAGEMENT UNIVERSITY

#### Pre-Diploma Internship DIARY

**Student** \_\_\_\_\_

**Specialty** \_\_\_\_\_

**Course** \_\_\_\_\_

**Form of study** \_\_\_\_\_

**Place of internship** \_\_\_\_\_

Almaty - 2023



### **DATES OF INTERNSHIP**

1. Arrived at the practice place \_\_\_\_\_ 20

Signature and seal

2. Appointed \_\_\_\_\_  
(workplace, position)  
and got to work \_\_\_\_\_ 20

Signature and seal

3. Transferred to \_\_\_\_\_  
(workplace, position)

4. Seconded to the University \_\_\_\_\_ 20

Signature and seal









### **EXTRACT FROM THE REPORT SHEET OF PRE-DIPLOMA INTERNSHIP PLACE**

Month	Number of days worked	Number of days missed	
		Without good reason	For good reason

### **SAFETY AND LABOUR PROTECTION INSTRUCTIONS**

The nature of the briefing	Date	Who instructed	Student signature
1. Induction training			
2. Initial on-the-job briefing			
3. Refresher orientation on change of workplace			



## INDIVIDUAL ASSIGNMENT TO THE STUDENT FOR THE PERIOD OF INTERNSHIP

### SUBJECT AND SUMMARY OF THE TASK:

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Practice head signature \_\_\_\_\_

« \_\_\_\_ » \_\_\_\_\_ 20














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### Appendix 3

Sample title page design



**ALMA**  
ALMATY MANAGEMENT  
**UNIVERSITY**

**EI «ALMATY MANAGEMENT UNIVERSITY»  
HOSPITALITY AND TOURISM SCHOOL**

**REPORT**  
**on pre-diploma practice**  
**(based on materials from Zharat LLP, Royal Tulip hotel)**

Specialty "6B11101 - Restaurant and hotel business"

Submitted by

Student

№\_\_ group name

\_\_\_\_\_

(student signature )

Full name

Enterprise head of practice

(organization)

(position)

\_\_\_\_\_

(signature)

Full name

School head of practice:

academic degree, scientific

title

\_\_\_\_\_

(signature)

Full name

Almaty, 2023



## Appendix 4

### CHARACTERISTIC OF THE STUDENT'S WORK

*at the place of pre-diploma practice*

(indicating the degree of his theoretical training, the quality of the performed work, labor discipline and shortcomings, if any)

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Practice head signature \_\_\_\_\_

« \_\_\_ » \_\_\_\_\_ 20\_\_

 <b>ALMA</b> ALMATY MANAGEMENT UNIVERSITY	Pre-diploma internship program for students of educational program 6B11101– «Restaurant and Hotel Business», 6B11188 -«Tourism and event-management»	Date 01.12.2023 Edition 04	page 28 out of 28
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## Appendix 5

### Report submission schedule

№ п/п	List of works to be completed (studied) in accordance with the program of pre-diploma practice	Timeframe for the completion of the program of pre-diploma practice		Practice head signature and date
		start	completion	
1	General characteristics of «    » LLP, «    » hotel/ restaurant/ travel agency	15.01.2024	24.01.2024	
2	Analysis of operating activities of «    » LLP, «    » hotel/ restaurant/ travel agency	25.01.2024	01.02.2024	
3	Analysis of data on the topic of the diploma project	02.02.2024	13.02.2024	
4	Final version of the report	14.02.2024	18.02.2024	