

<b>Study program:</b> Business informatics and e-business	
<b>Course name:</b> Professional practice (2 <sup>nd</sup> year)	
<b>Professor:</b> Dragan Stojanovic, PhD	
<b>ECTS:</b> 4	
<b>Requirements:</b> no requirements	
<b>Aim of the course:</b> Acquiring professional skills and knowledge	
<b>Course outcomes</b> Knowledge and practical skills in accordance with the outcome of 2 <sup>nd</sup> year courses on this study program	
<b>Content of the course</b> Familiarization with organizational structures, types of management; The importance of planning, organization, control and leadership in a company; Defining the goals of a company; Analysis of business environment and resource organization analysis in the function of management; Predictions and strategic planning; Strategy implementation; Information integration for business decision-making; Familiarization with the work process in an enterprise, its structure and aims of its business operations. Familiarization with MIS; Practical techniques in motivational research; Formulation of marketing strategy; Management of marketing mix instruments; Market segmentation; Product life-cycle analysis; Practical use of skills for identification and efficient problem solving with which modern organizations are faced with; Mastering and use of planning instruments and techniques and enterprise policy; Understanding the basis of developing a business plan; Familiarization with successful management and starting of family business; Recognizing and realization of entrepreneurial ideas; The role of innovations in entrepreneurship; Familiarization with entrepreneurship practice and entrepreneurial strategies; Familiarization with business application of information-communication technology in everyday business operations; Hardware resources of an enterprise; Software resources of an enterprise; Database; Network resources of an enterprise; Familiarization with information system of an enterprise; Understanding the business processes, data and information; Application of concept of e-business (electronic marketing, electronic banking, electronic commerce); Taking part in realization of work assignments and application of acquired economic and informatics skills and knowledge; Familiarization with most important regulations in the area of business law; Analysis of business contracts in an enterprise/organization; Analysis of compulsory elements of securities; Use of acquired knowledge of foreign language in business communication and business correspondence, with special emphasis on the use of professional terminology; Understanding the importance of human resources in every organization; Practical use of basic principles of efficient organization, management and decision-making in relation to human resources; Understanding the importance of risk management in financial institutions as well as the importance of risk protection with financial derivatives.	
<b>Number of classes, if specified</b>	
<b>Method of teaching</b> Professional practice of students takes place in private and public enterprises/organizations with which the school has a signed contract for the implementation of practical work or an Agreement on business cooperation. The realization of professional practice involves independent work under the supervision of student teachers' and mentors for professional practice in the mentioned company. Besides economy related knowledge and skills, students will be familiarized with the role and importance of information and knowledge as strategic resource for successful business operations. Students will be able to make an overview of current situation and trends relating to the use of modern information-communication technology, i.e. acquire knowledge and skills on their use in business operations (both from an organizational and functional aspect).	
<b>Evaluation (maximum points 100)</b> <b>Evaluation is performed on the basis of written and submitted professional practice</b>	