

Study program: Management of business and logistics	
Course name: Professional practice (2 nd year)	
Professor: Zaklina Andjelkovic, M.Sc.	
ECTS: 4	
Requirements: no requirements	
Aim of the course: Acquiring professional skills and knowledge	
Course outcomes Knowledge and practical skills in accordance with the outcome of 2 nd year courses on this study program	
Content of the course Familiarization with organizational structure, 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; Understanding of general concepts and activities in the process of human resources management; Recognizing the importance of human resource planning; Monitoring the process of recruitment and selection of human resources; Identifying the training needs of employees; Familiarization with activities related to leaving an organization; Considering the importance of trade and the concept of trade management; Analysis of marketing, promotion of competition and communication in trade; Practical formulation of marketing strategy of a trading company; Importance of the introducing of e-commerce in an organization; Sales management, sales facilities and company pricing policies; Understanding the role of innovation in entrepreneurship; Familiarization with entrepreneurship practice and entrepreneurial strategies; Preparing a short version of a business plan; Pointing out the importance of business incubators in starting and managing businesses; Familiarization with the process of providing business legality and necessary resources; Capacitating students to manage an established business; Analysis of (un)favorable conditions for entrepreneurship development; Familiarization with the most important regulations in the field of business law; Analysis of business contracts in a company/organization; Analysis of compulsory elements of securities from the aspect of commercial law; Familiarization with marketing information system; Practical techniques in motivational research; Practical formulation of marketing strategy; Preliminary research; Managing marketing mix instruments; Familiarization with market segmentation and product life cycle analysis; Recognizing the importance and role of agronomy in the transition process; Application of information systems in agribusiness; Recognizing the economic importance of organic production; Understanding the quality control system for agricultural products for export and import; Familiarization with principles, techniques, tools, instruments and elements of an organization; Understanding organizational forms, organizational structures and organizational behavior; Familiarization with the purpose and process of market research; Practical design of market research questionnaires; Conducting experimental research; Capacitating students to collect data used in the market research process; Conducting exploratory research, descriptive research and causal research; Getting to know the organizers and market researchers; Application of acquired foreign language skills in business communication and business correspondence, with emphasis on the use of professional terminology.	
Number of classes, if specified	
Method of teaching Professional practice is realized in trade and large retail outlets, private and public organizations/companies with which the School has a signed contract on 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 a particular company/organization. This way students become familiar with management operations in companies, trade organizations and large retail outlets, and marketing operations. Moreover, through the realization of professional practice, students become familiar with the procedure of starting one's own business, procedure and realization of different projects and preparation of business plans.	
Evaluation (maximum points 100)	
Evaluation is performed on the basis of written and submitted professional practice	