

<b>Study program:</b> Tourism and hospitality			
<b>Course name:</b> Professional practice (1 <sup>st</sup> year)			
<b>Professor:</b> Tatjana Đekić PhD			
<b>ECTS:</b> 4			
<b>Requirements:</b> no requirements			
<b>Aim of the course:</b> Acquiring professional skills and knowledge			
<b>Outcome of the course</b> Knowledge and practical skills in accordance with the outcome of 1 <sup>st</sup> year courses on this study program.			
<b>Content of professional practice</b> Understanding the position of enterprises in the economic system; Monitoring investment, performance and factors of enterprise reproduction; Commitment and expenditure of funds; Introduction to applied methodology of calculation of expenses and cost price; Analysis of achieved results of operations and their distribution; Quality rating economy of enterprises; Introduction to investment and growth strategy and enterprise development; Consideration of environmental factors of companies; Critical review of the organizational structure; Introduction to business documents and business records and inventory; Introduction to the application of the chart of accounts and accounting elements of the organization; Accounting in practice: fixed assets, funds, assets and liabilities, materials, ongoing production and finished goods, merchandise, sources of funds, expenditures and revenues; Introduction to accounting reports; Introduction to Marketing Information System; Practical techniques in motivational research; Practical formulation of marketing strategy; The management of elements of marketing mix in practice; Market segmentation; Analysis of the product life cycle; Introduction to tourism development; Consideration of characteristics of tourist offer, tourist demand and factors affecting tourism supply and demand; Understanding the importance of tourism for economic development at the local, national and global levels; Consideration of the characteristics of certain types of tourism; Getting to know the most significant achievements through periods in the development of culture and cultural heritage; Practical application of measures of central tendency, measures of variation, skewness and kurtosis, probability theory and model theory schedules; Statistical inference, statistical hypothesis testing; The practical application of regression and correlation analysis; Application of acquired knowledge of a foreign language in business communication and business correspondence, with emphasis on the use of professional terminology.			
<b>Number of classes, if specified</b>			<b>45</b>
<b>Method of teaching</b> Professional practice of students is realized in travel agencies, tourism, catering and trade enterprises, as well as other private and public companies / organizations with which the school has a signed contract on the implementation of practical work or agreement on business cooperation. Implementation of professional practice involves independent work under the supervision of student teachers' and mentors in a company - organization. In this way, students get acquainted with business activities in the creation, promotion and sale of tourist packages, preparation of tourist packages to perform as well as charging for travel arrangements. Through the implementation of professional practice, students also learn about the professional servicing, selling and collecting catering services, procedures and standards in the hospitality industry, practice and demonstrate creativity in preparation, cooking and presentation of food.			
<b>Evaluation (maximum points 100)</b>			
<b>Evaluation is performed on the basis of written and submitted professional practice diary. According to the instructions of KAPK as of Nov 14<sup>th</sup> 2011, professional practice is not graded.</b> <a href="http://www.kapk.org/images/stories/ODGOVOR%20NA%20PITANJA%20O%20STRUCNOJ%20PRAKSI.pdf">http://www.kapk.org/images/stories/ODGOVOR%20NA%20PITANJA%20O%20STRUCNOJ%20PRAKSI.pdf</a>			
<b>Pre-exam activities</b>	<b>Points</b>	<b>Exam</b>	<b>Points</b>
Report about the accomplished assignment by the person in charge of monitoring a student during the practice.	<b>up to 40</b>	Oral presentation of diary and oral report about accomplished activities followed by the person in charge.	<b>up to 30</b>
Written professional practice diary	<b>up to 30</b>		