

Study program: Tourism and hospitality			
Course name: Professional practice (2 nd year)			
Professor: Tatjana Đekić PhD			
ECTS: 4			
Requirements: no requirements			
Aim of the course: Acquiring professional skills and knowledge			
Outcome of the course Knowledge and practical skills in accordance with the outcome of obligatory and elective 2 nd year courses on this study program.			
Content of professional practice Getting acquainted with the organizational structure and types of management; The importance of planning, organizing, controlling, leadership and human resources; Defining the objectives of the company; Environmental analysis and analysis of the organization's resources as a function of management; Forecasting and Strategic Planning; Strategy implementation; Integration of information in decision making; Introduction to generative and attractive potential emissive and receptive tourism in the region; Getting to know the most important directions of tourist flows in the world, with emphasis on regional tourism development; Introduction to the most important tourist regions of Serbia and the Mediterranean; Tourism market research; The organization, management and encouragement of the development of rural tourism; Investment, financing and entrepreneurship in rural tourism; Introduction to the most important regulations in the field of commercial law; Determining the degree of adaptability of the product to consumers' needs; Introduction to operations within the tourism and hospitality enterprises; Introduction to the technology of production and processing of products and the criteria for classification, nomenclature and marking goods; Testing the quality of goods; Operations in the preparation of food; Determining the nutritional value of food and analysis of the conditions under which they are produced, processed, stored or used; Introduction to the basic rules for creating menus and pricing; The organization providing services in the hospitality industry; Instruments of offers in catering, sales, inventory and charging for hospitality services; Getting to know the structure of the computer network company / organization; Getting to know the most important application software in an enterprise / organization; Management information system; The organization, implementation and control of management information systems; Techniques for data security in information systems in a company / organization; Systems for database management; The use of public computer networks (the Internet) in the company / organization; e-business; The application of standard application software (with a focus on software package Microsoft Office) in business correspondence and business decision making; Amadeus support system for airlines and travel agencies; Fidelio software support package for hotel companies; The role of innovation in entrepreneurship; Introduction to the practice of entrepreneurship and entrepreneurial strategies; Creating a concise statement of risk management and analysis techniques for risk management; Analysis of commercial contracts in a company / organization; Analysis of compulsory elements of negotiable instruments in terms of commercial law; Application of acquired knowledge of a foreign language in business communication and business correspondence, with emphasis on the use of professional terminology.			
Number of classes, if specified			45
Method of teaching Professional practice of students is realized in travel agencies, tourism, catering and commercial 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.			
Evaluation (maximum points 100)			
Evaluation is performed on the basis of written and submitted professional practice diary. According to the instructions of KAPK as of Nov 14th 2011, professional practice is not graded.			
http://www.kapk.org/images/stories/ODGOVOR%20NA%20PITANJA%20O%20STRUCNOJ%20PRAKSI.pdf			
Pre-exam activities	Points	Exam	Points

Report about the accomplished assignment by the person in charge of monitoring a student during the practice.	up to 40	Oral presentation of diary and oral report about accomplished activities followed by the person in charge.	up to 30
Written professional practice diary	up to 30		