

<b>Study program:</b> Tourism and hospitality			
<b>Course name:</b> Professional practice (3 <sup>rd</sup> year)			
<b>Professor:</b> Rodoljub Čučulović PhD			
<b>ECTS:</b> 3			
<b>Requirements:</b> no requirements			
<b>Aim of the course:</b> Acquiring professional skills and knowledge			
<b>Outcome of the course</b> Knowledge and skills in accordance with the outcome of obligatory and elective 3 <sup>rd</sup> year courses on this study program.			
<b>Content of professional practice</b> Analysis of the benefits and costs of environmental protection; Introduction to the policy of sustainable development and legislation in the field of environmental protection; Understanding the role and importance of travel agencies in the tourism market; Getting to know the business scope and organization of travel agencies; Defining the mission, policies and objectives of tourist destinations; SWOT analysis of tourist destinations; Introduction to business operations in the formation and execution of the travel arrangement; Introduction to the management of commercial activities on the domestic and foreign markets; Providing conciliative business operations in travel agencies; Analysis of master plans for tourism destinations; Restaurant management and concierge services; Realization of foreign tourist packages; Managing business operations in a tourism and catering company; The gastronomic offer in tourism; Recognizing the importance of creative gastronomy in modern hospitality industry; Practical application of basic principles of gastronomy; Activities of connecting in the hospitality industry; Forms of promotion in tourism and hospitality; Developing abilities and skills for business communication in tourism; The organization of carrying out financial operations, financial records and instruments; Financial marketing; Liquidity policy of a company / organization; Introduction to international payment transactions, international payments and reporting systems for payment; Introduction to operations in the foreign exchange market; Analysis of the environment and resources of the organization; The role of strategy in the implementation of operations with a choice of strategic options; Understanding the role of information for business decision-making, with the value expression as a condition for the integration of information; Observation of the processes of business connection between the general strategy and partial strategies; Introduction to control and audit strategy, through timely and reliable assessment of the current implementation of the strategy and the creation of conditions for taking corrective actions; 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 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.			
<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>		