

Course unit code	P 200
Course unit title	Practicum II

GENERAL INFORMATION				
Study program	Graduate study program: Business Economics		Year	2.
Director of the course and assistant	Assistant Professor, Aljoša Vitasović, Ph.D. E-mail: avitasov@unipu.hr Iva Slivar, Ph.D. E-mail: iva.slivar@unipu.hr			
Course status	X	Mandatory		Elective
Credits allocated and type of lectures				
			Winter semester	Summer semester
ECTS students workload			7,5	
Number of hours per semester			75	

Course objectives, teaching and learning methods and learning outcomes

Practicum II should enable students to gain experience in the analysis, development and (handling) leading positions in tourism (learning outcome 1). Students will be trained in a completely independent work and search for new organizational, management and innovative solutions within a given theme (learning outcome 2)

Requirements, correspondence and correlativity

- University of Ancona, Faculty of Economics «Giorgio Fua», Italy
- University of Strathclyde, Glasgow, Strathclyde Business School, UK
- Dublin City University, Ireland

Course content (list of topics)

Develop a plan to introduce new tourism products at tourist destinations or companies (the default theme):

- Analysis of the internal and external environment
- Defining the concept of supply (competitive advantage and description). Defining the brand (name, logo slogan)
- Defining the price of tourism products and select distribution partners
- Define the promotion plan
- - Defining the costs of the activity - the necessary budget, work organization, marketing, sales and executive individual activities
- Defining the time limit (deadline for completion of individual activities), sales forecasting and calculating breakeven point.

Themes of Practicum include: development of a pottery workshop as a new tourism product for the purposes of private accommodation guests, development of a dislocated hotel, development of a baby sitting campus for tourists, development of a theme park... As part of the course, students collaborate with project clients, and classes are taught in a computer room.

Modes of instruction and acquiring knowledge (mark in bold)

Lectures	Seminars and workshops	Exercises	Individual tasks	Multimedia and internet
Distance learning	Counseling	Laboratory	Tutorial	Fieldwork

Student requirements**Assessment and evaluation of students (mark in bold)**

Attendance	Class participation	Seminar paper	Experimental work
Written exam	Oral exam	Essay	Research
Project	Continuous assessment	Report	Practical work

Assessment breakdown within the *European credit transfer system*

REQUIREMENTS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE
Project (5 ECTS)	150	1,2	5	66,67%
Practical work (1,5 ECTS)	45	1,2	1,5	20%
Class participation (1 ECTS)	30	1,2	1	13,33%

Bibliography**Mandatory bibliography**

Literature of graduate programs of Tourism Development and Tourism undergraduate study, marketing, management and entrepreneurship, as well as current research (use of Internet).

Additional bibliography**Additional information on the course**