



COURSE SYLLABUS

2019/2020 Academic Year

1. GENERAL COURSE INFORMATION

1.1. Course Name	Work Placement								
1.2. Study Programme	Tourist Destination Management and Marketing professional undergraduate study programme								
1.3. Course Short Name	STPR	1.7. Year of Study	Third						
1.4. Course Code	TDM19350	1.8. Semester	Sixth / Winter						
1.5. Course Status	Obligatory	1.9. ECTS	7						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Type of Class</th> <th>Total Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td></td> </tr> <tr> <td>Exercises</td> <td>210</td> </tr> </tbody> </table>		Type of Class	Total Hours	Lectures		Exercises	210	1.10. Class Venue and Schedule
	Type of Class	Total Hours							
	Lectures								
Exercises	210								
		Bernays – According to the published schedule							

2. TEACHING STAFF

2.1. Lecturer in Charge	Romana Lekić	2.6. Course Associates	Karlo Kolesar
2.2. Academic Rank	PhD	2.7. Academic Rank	Struč. spec. oec.
2.3. Teaching Rank	College professor with tenure	2.8. Teaching Rank	Assistant
2.4. Contact e-mail	romana.lekic@bernays.hr	2.9. Contact e-mail	karlo.kolesar@bernays.hr
2.5. Consultations	Accordance to published schedule	2.10. Consultations	Accordance to published schedule

3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the course is to acquire, through practical training and actual work in the field, all of the necessary knowledge and competencies to allow students to participate successfully in the labour market. The objective is to apply the theoretical knowledge from the classroom and the field specifically in the work of the organization in which the work placement is being held. Furthermore, the objective is to unite with the organization and, through its challenges, prepare the final paper.
3.2. Enrolment Criteria	Enrolled in the Fourth semester of the study programme.



3.3. Learning Outcomes	<p>LO1: Analyse the situation in which the organization is in.</p> <p>LO2: Apply a theoretical basis in concrete situations.</p> <p>LO3: Apply the necessary skills to successfully overcome business challenges.</p> <p>LO4: Critically evaluate business situations.</p> <p>LO5: Apply lessons learned in specific business situations.</p>																		
3.4. Course Content	<p>The work placement is an obligatory part of the Tourist Destination Management and Marketing study programme for all full-time students. The content of the work placement is intended to direct students to do work placements in tourism destinations, organizations and companies in a tourist destination in which they plan to work.</p> <p>Through a 210-hour work placement, students receive insights into all departments of the organization in which they acquire concrete experience of working in the real sector and receive first-hand access to all the necessary skills and competencies to perform a specific job. The students describe their experience in their work placement journal, which must afterwards be delivered to the work placement coordinator.</p>																		
3.5. Types of Class Activities	<table border="1"> <tr> <td>Lectures</td> <td>X</td> <td>Exercises</td> <td>X</td> <td>Field Trips</td> <td></td> <td>Multimedia ar Network</td> <td>X</td> <td>Mentored Paper</td> </tr> <tr> <td>Seminars and Workshops</td> <td></td> <td>Distance Learning</td> <td>X</td> <td>Independent Assignments</td> <td></td> <td>Laboratory</td> <td>X</td> <td>Misc./Practice Journal</td> </tr> </table>	Lectures	X	Exercises	X	Field Trips		Multimedia ar Network	X	Mentored Paper	Seminars and Workshops		Distance Learning	X	Independent Assignments		Laboratory	X	Misc./Practice Journal
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3.6. Course Language	Croatian Language																		
3.7. Student Obligations	Regular attendance of work placement and carrying out other duties prescribed by the curriculum of the programmes and acts of Bernays																		
3.8. Monitoring Student Work and ECTS	<table border="1"> <tr> <td>Class Attendance</td> <td></td> <td>Written Exam</td> <td></td> <td>Seminar Paper</td> <td></td> <td>Preliminary Exam (s)</td> <td>7</td> <td>Project/Practice</td> </tr> <tr> <td>Activities in Class</td> <td></td> <td>Oral Exam</td> <td></td> <td>Research</td> <td></td> <td>Essay</td> <td></td> <td>Misc.</td> </tr> </table>	Class Attendance		Written Exam		Seminar Paper		Preliminary Exam (s)	7	Project/Practice	Activities in Class		Oral Exam		Research		Essay		Misc.
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3.9. Grading Students during Class and Final Exam	<table border="1"> <thead> <tr> <th>Grade Type</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>1. Placement Attendance</td> <td>10</td> </tr> <tr> <td>2. Keeping Placement Journal</td> <td>20</td> </tr> <tr> <td>3. Placement Tasks (mentor evaluation)</td> <td>30</td> </tr> <tr> <td>4. Defence of Professional Practice</td> <td>40</td> </tr> <tr> <td>Total Points (lectures + final exam)</td> <td>100</td> </tr> </tbody> </table>	Grade Type	Points	1. Placement Attendance	10	2. Keeping Placement Journal	20	3. Placement Tasks (mentor evaluation)	30	4. Defence of Professional Practice	40	Total Points (lectures + final exam)	100						
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3.10. Obligatory Literature	<ol style="list-style-type: none"> 1. Regulations on Work Placements and Field Trips of the Edward Bernays University College 2. Instructions on Work Placements 																		
3.11. Supplementary Literature	<ol style="list-style-type: none"> 1. Work Placement Journal 2. Certificate on Completed Work Placement 																		



3.12. Quality Monitoring Methods

Observations and evaluation of teaching, student questionnaires.