**CATALOGUE OF KNOWLEDGE**

**1. NAME OF THE SUBJECT**

**PRACTICAL EDUCATION: ENTERPRISE WITH THE ORGANISATION**

**2. GENERAL OBJECTIVES**

The overall objectives of the course are:

• preparing and maintaing a marketing communications company in relation to the needs and capabilities of the organization,

• qualifying for sectoral and inter-branch integration with other entities in the area.

**3. THE SUBJECT SPECIFIC COMPETENCES**

In the course the student acquires the following competences in addition to the generic subject specific competences:

• entrepreneurial thinking, creative thinking and decision-making,

• management of marketing in the protected area,

• marketing of products and services in the field of nature protection, ecoremediation, renewable energy,

• preparing and presenting a business plan for a business idea,

• monitoring of environmental policy, public procurement and record keeping and compliance applications.

**4. OPERATIONAL OBJECTIVES**

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| **INFORMATIVE OBJECTIVES** | **FORMATIVE OBJECTIVES** |
| Student: | |
| Entrepreneurship | |
| * recognizes the importance of entrepreneurship, * masters the development and evaluation of business ideas, * has knowledge of leadership and teamwork, * describes the company and other possible forms of the status of implementation of activities in the field of nature conservation * explains the importance of public institutions whose business is to protect nature and save energy, * knows the agricultural and complementary activities on farms and the possibilities of inclusion and integration of these in the field of nature conservation and acquisition of alternative energy sources, * define the meaning and the content of a business plan | * develops entrepreneurial qualities, * formulates and carries out the process of developing business ideas * has entrepreneurial attitude * chooses the appropriate organisational form of the company for its economic activity, * elaborates and presents a business plan for their business idea |
| Marketing | |
| * clarifies and defines the concept of marketing, * explains the life cycle of a product, * defines the product, * knows the sales channels and ways of marketing communication, * knows the basic elements of the marketing mix, * knows the marketing data * knows the basics of sales and promotion of products and services in the field of nature conservation, alternative energy sources, ecoremediation. | * plans production and services according to market opportunities, * looks for market gaps, * evaluates the basic elements of marketing strategy, * examines the impact of marketing channels and marketing communications to sales and customers * establishes a sales price of items * communicates with the market, * gathers internal and external information in the field of economy, * evaluates and compares the collected data * carries out the segmentation of the target market. |
| Market researrch | |
| * explains the process of market research and analysis. | * carries out the process of market research and analysis, * examines competition, * plans the production and services as a result of market research, * collects and uses available data. |
| Marketing communication | |
| * explains and describes the elements of the marketing mix, * knows the organisational forms of collective communication. | * prepares and develops a product or services in the field of nature protection, ecoremediation and obtaining alternative sources of energy that will be interesting for purchasers * establishes a selling price * selects the appropriate sales channels, * plans marketing communication, * gets ready for work in the organisational forms of joint marketing |
| Trademarks | |
| * describes the importance of the brand, * identifies the importance of providing quality products and services, | * seeks appropriate brands * critically assesses the importance of the brand for its products, |

**5.** **OBLIGATIONS OF STUDENTS AND SPECIAL FEATURES IN PERFORMANCE**

The total of 90 hours of the student's work in the company amounts to 3 credits. It is required that the presentation of the report on a practical training under the mentorship of the company and mentor at school is carried out.