**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
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| 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.
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|  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.
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| 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
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| 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,
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**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.