Modernization and Harmonization of Tourism Study Programs in Serbia, 544543-TEMPUS-1-2013-1-RS-TEMPUS-JPCR







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	WP Type	Participation of stakeholders in	
		educational process	

University of Kragujevac
Faculty of Hotel Management and Tourism in Vrnjačka Banja

REPORT FROM THE GUEST LECTURE

WOMEN IN ENTERPRENEURSHIP

	Autori;	
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March 2016. Vrnjačka Banja

Project task:

5.2. Participation of stakeholders in educational proces

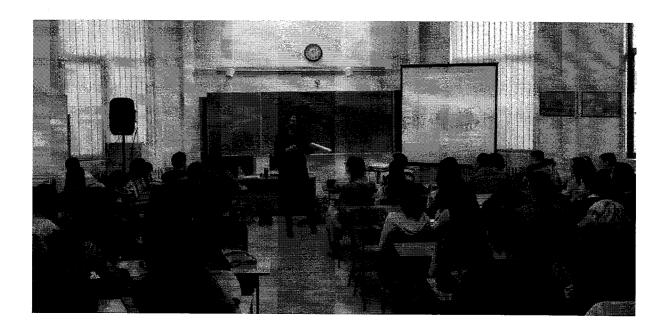
Description of project task:

The participation of stakeholders in the educational process is conducted through guest lectures that are organized for students all the years at the Faculty of Hotel Management and Tourism in Vrnjacka Banja, University of Kragujevac. Guest lectures are organized as part of the courses and the topic of the lecture was harmonized with the content of courses and with the subject of the project. The report contains information about the subject and content of the lectures, as well as about the number and gender structure of participants.

Description of outcomes:

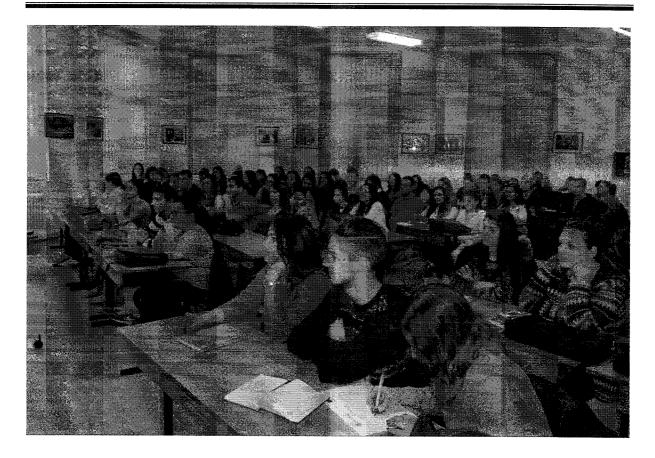
This report is the result of joint work of staff at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac and stakeholders.

On the Faculty for Hotel Management and Tourism in Vrnjačka Banja, within the TEMPUS project "Modernization and Harmonization of Tourism study programmes in Serbia" 544543-TEMPUS-1-2013-1-RS-TEMPUS-JPCR, there was organized a guest lecture on the theme "Women in Entrepreneurship". The lecture was held by Suzana Doljanica, president of Creative Center "Kadar" from Kragujevac. The lecture was held on 01.03.2016. within the subject Entrepreneurship and Management. Students of all years attended a lecture, a total of 122, including 28 males and 94 females.



At the beginning of her lecture, Suzana Doljanica pointed out that the era in which we live and operate in is the era of knowledge. In that sense, she presented herself as a woman entrepreneur who founded the Creative Center "Kadar" in Kragujevac, where she, along with a team of teachers from various fields, for several years successfully teach students in primary and secondary schools. In addition to attending theoretical lectures, students are able to educate practical through the exercise of professional practice, allowing them to open employment opportunities.

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After the introduction, students were presented four ways of earning money: employees, self-employed, business and investors. For each of the four ways, Suzana Doljanica stated advantages and disadvantages, as well as her experience, because she is employed in all four spheres. Most important of all, as she says, is that a man has an idea and to focus on the positive rather than the negative side of this idea. Great influence in achieving success has the state, which can help entrepreneurs through various grants, funds and projects.



During the lecture, students were given a questionnaire in order to test whether they have a predisposition for leaders. A small number of participants scored enough points that show potential for leadership.



Great interest of female students compared to males reflects the success of selected topic of lecture and actuality of topic for increasing equality between women and men in the business world.



SCHEDULE

Registration lists of participants are given in the attachment.







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