

## **The study on the Development of Learn and Earn Project for Tourism and hotel students, Faculty of Economics and Tourism, Souphanouvong University**

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**Article Info:**

*Submitted: Sep 12, 2023*

*Revised: Oct 30, 2023*

*Accepted: Nov 30, 2023*

**Abstract:**

The issue of creating Lao society values in learning was raised at the 4th Central Party Congress of the 11th term. The purpose of this study is to survey the opinion of students in the department of tourism and hotels on the "learn and earn" project. Comparison of students' self-development before and after supplementary work to create a learn-and-earn program for tourism and hotel students that will provide an excellent opportunity for them to develop their employability skills while also learning and earning some income and experiences from part-time work in the tourism industry. The results of the study found that: 77 students are interested in participating in the program, accounting for 100%. In conclusion, this study demonstrates the need for students to participate in learning and generate income while learning, as well as to see the self-development of students in the profession when self-training is being trained from work, such as glue, is important information in promoting the way for tourism and hotel development projects to become a reality in the future. Guidelines for the development of the Learn and Earn program for tourism and hotel students sectors is to cooperate with the private sector in the implementation of the program, improve the curriculum, cooperate with the Confucius Institute in training Chinese language skills for students, create a system for the project by creating legislation, and arrange for students to study full time for the first year and the second year.

**Keywords:** *Development, Learning, Tourism Income, Experiences*

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### **1. Introduction**

The national economic-social development plan was raised at the 4th Central Party Congress of the 11th term; it was raised that the national economic-social development plan is responsible for the creation of human resources to serve in the development of the nation.

The Employability Skills Project aims to teach and earn money in the tourism industry for students in the Department of Tourism and

Hotel Management. More than 10% of female students in our department drop out each year for family economic reasons and marriage incidents (FET, 2019). This action plan will help our students and partners make the most critical service-learning contributions to the tourism department and hospitality industry.

This action research project was created in consultation with the Department of Tourism Management and the Department of Human Resources of La Residence Hotel Phou

Luang Prabang (DTH, 2020). It is to ensure this project can enhance and develop the knowledge and skills of tourism for the qualified graduates needed for the future world of work. In the future, they will need the skills to manage a varied career and be an effective learner after completing their studies. These are the skills that will allow students to develop and make use of their strengths. They could easily be called "enabling skills" because they will enable them to effectively manage their work and its relationship with the rest of their lives. Therefore, this action research project will enhance students' studies and will also be a model project for students of other faculties to create a learn-and-earn project for students to learn and earn some compensation and practical skill and service experiences from their part-time job. It will also increase the numbers of students enrolled from low income and ethnic minority backgrounds. Based on the survey in 2021, the students from the faculty of economics and tourism need to strengthen their competency in ICT skills, English and Chinese for communication, problem-based solving, and professional training in hospitality and tourism (SU, 2018). Research shows that, in general, graduate applicants seeking their first career jobs do not possess the personal, transferable and employability skills which employers require, and Dearing has recommended that most students should undertake work experience (Davies, 2000). In research on gender equality (GESI), it was found that the decline of female students from university is due to lack of financial support (SENGSOURIVONG, 2022).

This action research project is to create an opportunity for students to access qualified graduates, and the specific objectives of the study are:

- 1) The opinion of the students on the development of the "Learn and Earn" project for tourism and hotel students
- 2) Evaluate the level of self-development in the student's vocational career before and after work.

3) Guidelines for the development of the Learn and Earn program for tourism and hotel students for students in the Department of Tourism and Hospitality, Faculty of Economics and Tourism, Suphanuvong University.

## **2. Materials and methods**

### **2.1 Literature Review**

The concept of creating a learning program and making money is an idea that plays an important role in preparing students for success in the future. It will make the curriculum work, create relevant work experience, and help reduce the financial aspect of student life. (Garner and Bartkus, 2015).

#### **1) Self Development**

The meaning of self-development: Self-development is knowing how to learn and improve oneself to grow and flourish effectively by living a meaningful and purposeful life as well as pursuing intellectual growth and virtue. Self-development means building qualities, virtues, habits, attitudes, expertise, thoughts, knowledge, and understanding in oneself to help oneself be a happy person, prosperous and complete, ready to be useful to society, the nation, that is consistent and suitable with the desires, interests, and potential in oneself (Shanvichit, 729).

The significance of self-development: self-development is defined as "a change to improve a person both physically and mentally in order to become a complete person who will bring happiness and prosperity to oneself, society, and the nation" (Phathanarangsarn 2001). The importance of development has three points: to know oneself in reality, both the weak and strong points, to prepare for better adaptation, and to set a path to develop life towards the desired goals in a systematic and quality manner. The self-development process: For self-development to be successful, it should be a step-by-step process (Souvaly & Tiaothat, 1999). He mentioned the processes of self-development: self-exploration, cultivation of good qualities, cultivation of self-esteem, self-

promotion, self-development, and self-evaluation.

Elements of self-development: self-development has three elements: professional development, physical development, and mental development.

❖ Performance appraisal is regarded as an important organizational tool that aids in measuring success. Appraisal is a method of measuring the performance of the employees in terms of their ability to work to help the company be more successful, and the evaluation of the performance of this task is also considered important for the career development of the organization.

As a result, self-development in the professional line of students is focused on the following study to evaluate the level of self-development of students before and after work:

- The nature of efficiency in the performance of tasks

The concept of task performance has the following characteristics (Sompit Suksan, 2013): speed and on-time performance; accuracy is the key to performing tasks; knowledge that can be used and improved; experience from seeing; being touched on the task at hand; and having creative ideas that can be used in the workplace.

#### - SERVICE MIND

The service mind is at the heart of service. is to serve customers wholeheartedly and dedicate attention to the service according to the duties of the service provider. The service mind consists of: S (smile), R (rapidity), V (value), I (impression), C (courtesy), E (endurance), M (make believe), I (insist), N (necessitate), and D (devote).

- The good characteristics of the service staff Tourism of Thailand (2002) proposed the following specific qualities of service workers that are required for the service and tourism businesses: expertise in work, being able to communicate in a foreign language to impress

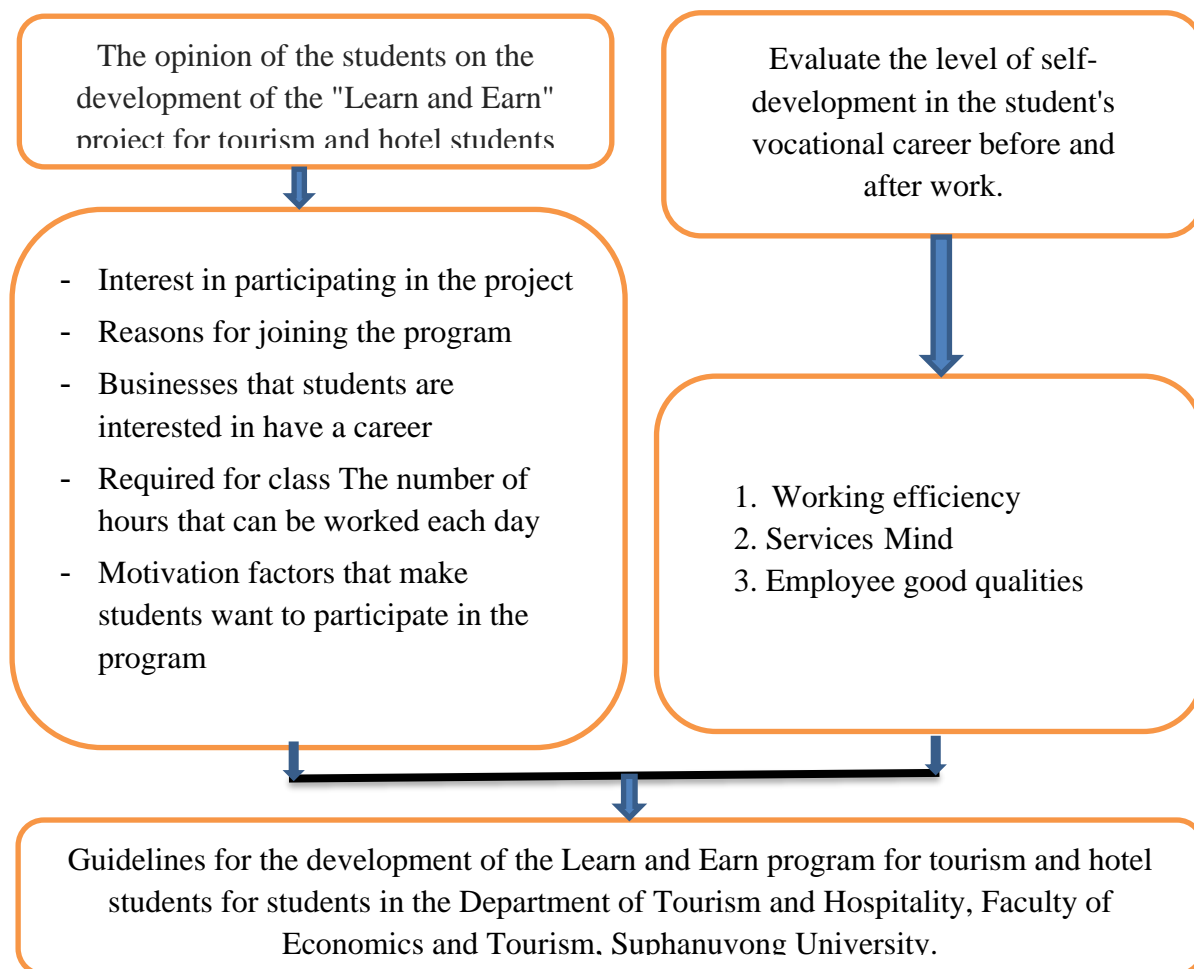
customers, having a good attitude towards oneself, having a good personality, being able to adapt, being able to approach people in the society well, having the ability to speak foreign languages, being healthy, having a good memory, knowing how to communicate in a foreign language, knowing how to communicate in a foreign language, knowing how to.

## 2.2 Research Method

In this study, quantitative and qualitative study methods have been determined by defining the study methods according to the set objectives, such as: the first objective is a quantitative study by collecting questionnaires on the survey of students' opinions in the project to develop learning and earn income for tourism and hotel students, Faculty of Economics and Tourism, Suphanu Vong University, with 77 questionnaires; the second objective is to evaluate the level of self-development of students before and after work, with 10 questionnaires, both of which are used in the SPSS Version 21 (Statistical Package for the Social Sciences) program Participate in the analysis to determine the average value and standard deviation of each indicator in accordance with this objective. The third objective is a qualitative study using the method of data collection by interviewing students in the Department of Tourism and Hospitality on the way of developing learning programs and generating income. The main informant in this study is the head of the Department of Tourism and Hospitality.

criteria for the level of elevation of the weapon To interpret the mean value at 5 levels, do as follows: average 4.51–5.00, the highest level average; 3.50–4.49, high level The mean is 2.50-3.49 for moderate, 1.50-2.49 for low, and 1.00-1.49 for lowest.

< figure>: Research Model



### 3. Result

through a survey of the opinions of students in the Department of Tourism and Hospitality by distributing questionnaires to 77 year 2 and 3 students and using the SPSS program to help analyze the data as shown below:

The results of Table 1 show that the number of students who provided information is mostly female, accounting for 48 people, considered as a percentage equal to 62.3%, with single status accounting for 76 people, accounting for a percentage equal to 98.7%, most of them do not have additional jobs, accounting for 55 people, accounting for a percentage equal to 71.8%. The period of time that the students used to work as an extra job is mostly 1-3 months, with 12 people accounting for a percentage of 15.6%. The source of daily expenses of students is mostly from A total of 61 parents think that the percentage is 79.2%, the monthly income that the students currently receive

is between 500,001 and 1,000,000 Kip, with a total of 29 people representing 37.7%, and the current residence of most of the students is with their families, with a total of 32 people representing 41.6%.

3.1 The opinion of the students on the development of the "Learn and Earn" project for tourism and hotel students.

The results of the study of the needs of students in the development of the "Learning and Earning" program of the students of tourism and hotel departments found that the interest of the students to participate in the program is 77, which is 100%. The reason most students are interested in participating in the program is to gain new knowledge and experience; 40 people believe this is the reason; 34 people believe this is the reason; 29 people believe this is the reason; 22 people believe this is the reason; and 11 people believe this is the reason to create opportunities to meet people in society. Additional careers that students are interested in

while learning are mostly in the hotel industry; 23 people believe 29.9%, followed by the restaurant industry; 18 people believe 23.4%. then in the general merchandise business, 15 people think 19.5%, in the tour guide business, 14 people think 18.2%, in the transport business, 5 people think 6.5%, and in other businesses, 2.6%. Most of the students' regular class time requirements are Monday-Friday, 8:00-11:30 (study only in the morning; work in the evening). A total of 60 people think as a percentage of 77.9%, followed by Monday-Friday 8:00–16:00 (study all day, work in the evening). Saturday-Sunday 8:00-16:00 (study all day, work during the day from Monday to Friday), and 7 people think as a percentage of 9.1% 7 people think that the percentage is 9.1%, and the least is Monday-Friday, 13:00-16:00 (study only in the evening; work in the morning). There are three people who believe the percentage is 3.9%. The number of hours that most students can work each day is 5–6 hours per day for 33 people, as a percentage of 42.9%, followed by 3–4 hours per day for 28 people, as a percentage of 36.4%, more than 7 hours per day for 13 people, as a percentage of 16.9%, and less than 3 hours per day for 3 people, as a percentage of 3.9%.

The results of the study of the factors that make students want to participate in the program to earn income during the study of tourism and hotel students, separated by internal factors, are at the most agreeable level with a mean value of 4.39 and a standard deviation of 0.487, which are detailed as follows: the aspect of progress is at the most agreeable level with an average value of 4.48 and a standard deviation of 0.641, the survival aspect is at the most agreeable level with an average value of 4.37 and a standard deviation value of 0.495 and a good relationship with an average value of 4.90 and 0.50 and a standard deviation of 0.50. which has details in each aspect as follows: The factors that make students want to participate in the income-earning program based on survival are generally at the level of most agreement with a

mean value of 4.37 and a standard deviation of 0.495, which are detailed as follows: being able to lighten the burden of the family is at the level of most agreement with a mean value of 4.71 and with a standard deviation of 0.558, having income to spend in daily life is at the level of most agreement with a mean value of 4.68 and a standard deviation of 0.612; Having income to spend on education is at the most agreeable level with an average value of 4.62 and a standard deviation of 0.744; reducing the stress of life from lack is at the most agreeable level with an average value of 4.22 and a standard deviation of 0.788; and working to be healthy is at a very agreeable level with an average value of 3.62 and a standard deviation of 0.932. The factors that make students want to participate in the program to earn money while learning, separated by relationship, are generally at the most agreeable level, with an average value of 4.30 and a standard deviation value of 0.590, which is detailed as follows: Being able to develop good human relations at the highest level of agreement with a mean value of 4.54 and a standard deviation of 0.735; having a good relationship with colleagues at the most agreeable level with a mean value of 4.31 and a standard deviation of 0.693; receiving good friendships from people in society at the most agreeable level with a mean value of 4.25 and a standard deviation of 0.714; and being accepted by society at a high level of agreement with a mean value of 4.11 and a standard deviation of 0.842; The factors that motivate students to participate in the income-earning program while learning, separated by relationship, are generally at the highest level of agreement with an average value of 4.48 and a standard deviation of 0.641, as detailed below: continuous self-development at the highest level of agreement with an average value of 4.50 and a standard deviation of 0.641; using the skills learned in real work at the highest level of agreement with an average value of 4.50 and a standard deviation of 0.641; The study found that the factors that enabled students to participate in

income programs during learning by separating external motivations were at the highest consensus level, with an average of 4.26 and a standard deviation of 0.580, which detailed the following details: the appropriate compensation based on the job at the most favorable level, with an average of 4.51 and a standard variable of 0.699, creating an advantage in the post-graduate job application competition at the most favorable level, with an average of 4.36 and a standard change of 0.857, School time and work are properly arranged at the most consensus level, with an average of 4.33 and a standard change of 0.736, with a team transferring knowledge before work at the most consensus level, averaging 4.19 and a standard change of 0.946, setting up the task to be at the most consensus level, with an average of 4.14 and a standard change of 0.738, and experience as a business unit's employment condition at a very consensus level of 4.01 and a standard change of 0.786.

**3.2** Evaluation of students' level of self-development in their professional line before and after additional work.

Through a survey to measure the level of self-development in the professional line of students in the tourism and hospitality department by distributing questionnaires to 10 students, Among them, there are 5 female students and 5 male students who have worked in various service businesses for at least 3 months to 4 years, which includes working in the hotel business, restaurants, transport companies, general stores, and providing online service using the SPSS program to help in the analysis of the data as shown below:

The results of the study of self-development in the professional line of students for themselves after work found that the work efficiency as a whole is at a very high level with an average value of 4.12 and a standard deviation of 0.285, which is detailed as follows: Agility and working on time are high, with an average value of 4.00 and a standard deviation value of 1.074; accuracy in performing tasks is

high, with an average value of 4.10 and a standard deviation value of 0.918; knowledge that can be used and improved is high, with an average value of 4.10 and a standard deviation value of 0.632; and the experience of seeing and touching the work being performed is high, with an average value of 4.10 and a standard deviation value of 0.632. Customer service (SERVICE MIND) is at the highest level, with an average value of 4.50 and a standard deviation of 0.230. In this, it can be seen that: optimism is at the highest level, with an average value of 4.70 and a standard deviation value of 0.918; patience in controlling emotions is at the highest level, with an average value of 4.70 and a standard deviation value of 0.843; speed and quality in customer service are at a high level, with an average value of 3.80 and a standard deviation value of 0.737; and value creation in the service is at a high level, with an average value of 3.80 and Happiness and love in the service are at the highest level, with an average value of 4.50 and a standard deviation of 0.966; tolerance to the obstacles that occur in the work is at the highest level, with an average value of 4.80 and a standard deviation of 0.918; and giving importance to customers without dividing the service is at the highest level, with an average value of 4.80 and a standard deviation of 1.173.

The good characteristics of service workers are at the highest level, with an average value of 4.34 and a standard deviation of 0.139. In this, it can be seen that: Expertise in the work is at the highest level, with an average value of 4.50 and a standard deviation of 0.567. Being able to communicate in foreign languages to impress customers is at a high level, with an average value of 3.70 and a standard deviation of 0.948. Having a good attitude towards oneself is at a high level with an average value of 4.20 and a standard deviation of 0.788. Having a good personality is at the highest level, with an average value of 4.50 and a standard deviation of 1.523. Adaptability is at the highest level, with an average value of 4.60

and a standard deviation of 0.671. Being able to approach people well in society is at the highest level, with an average value of 4.50 and a standard deviation of 0.843. Endurance is at the highest level with a mean value of 4.50 and a standard deviation of 1.595. Being healthy is at the highest level, with a mean value of 4.30 and a standard deviation of 1.178. Good memory is at a high level with a mean value of 4.10 and a standard deviation of 1.032, knowledge is at a very agreeable level with a mean value of 4.10 and a standard deviation of 0.966, Good hygiene is at the highest level, with a mean value of 4.80 and a standard deviation of 1.032. Dressing is at a maximum level with a mean value of 4.90 and a standard deviation of 1.286. Competence and flexibility are in high agreement, with a mean value of 4.100 and a standard deviation of 0.737. Complacency is at the highest level, with a mean value of 4.80 and a standard deviation of 1.337.

**3.3** Guidelines for the development of the Learn and Earn program for tourism and hotel students for students in the Department of Tourism and Hospitality, Faculty of Economics and Tourism, Suphanuvong University.

From the results of the study of students' opinions towards the learning and earning program of tourism and hotel students and the evaluation of the ability level in various aspects before and after the work of the students, it is seen that the tourism and hotel department has the following guidelines for the development of the project:

According to the interview with the Head of Tourism and Hospitality Department on February 2, 2023, the way to develop the project is to collaborate with the private sector in the project's implementation, improve the tourism management and hotel management curriculum to have more time and more in the second teaching and learning in line with the project, and not lose experience by giving students the opportunity to participate in the project to develop skills. An interview with the head of the tourism department and collaboration with the

Confucius Institute in training Chinese language skills for students; creating a project system with the creation of project legislation; appointing a responsible committee; training students before providing services; having tools to evaluate the project; organizing meetings to plan the project's implementation; having an agreement to share the benefits that will arise; And from the interview with the Deputy Dean of the Faculty of Economics and Tourism on January 3, 2023, he gave the guidelines for the development of the program to adjust the teaching-learning curriculum, such as dividing the time for students to study in the morning and giving students the opportunity to find additional work in the evening; arranging for students to study full time for the 1st year and the 2nd year and earning along with it; when he reaches the 4th year, he returns to study according to the regular course and writes a graduation project, which conditions are related to many parts, such as: developing the teaching-learning curriculum; getting cooperation from various business units; getting cooperation from various departments; getting cooperation from various business units; getting the From an interview with a group of students who were evaluated on their level of self-development in the professional field in various aspects regarding the way to develop the project to learn and generate income for the students of the tourism and hotel departments, focusing on the implementation model, especially the distribution of study time in the classroom of half a day per day, working during the free time for a day or an hour, From the results of the study and the guidance from the department, the service business unit of the private sector, and the students themselves, the student also saw the development of the program to learn and earn money for the students of the tourism and hospitality department in the form of implementation after the completion of the system administration, such as disseminating information about the objectives and goals of the project for students to recognize and

understand so that students can see the importance of working together with education. and is eager to participate in the program, organizing students into teams to receive special service at a specified time, creating opportunities for students to work in the service business by training in the old place until graduation, which will be an opportunity to earn money, develop work skills, and book jobs in the future.

#### **4. Discussion**

This research is to study the development of learning and earning programs for students of the Tourism and Hospitality Department at Suphanu Vong University, which can be explained as follows:

Studying through the process of surveying the needs of students in the field of tourism and hospitality shows the needs of students to develop a Learn and Earn program to meet the economic needs of students and help create work experience for students that is in line with the concept of creating a learning program and generating income as a concept that plays an important role in preparing students to succeed in the future. According to the results of the study, it was found that professional development (Pornnapa & Wongladda, 2022) and professional training experience will help to find future career intentions, create confidence and a good attitude, influence career decisions in the tourism and service industries, and also provide the opportunity to gain career advancement (Choudhary, 2021).

The result of the study on the self-development of students who work in addition to regular studies is that students have self-development in specific subjects, especially about the service business in the tourism industry, at the highest level In accordance with the results of the study that Self-evaluation and real achievements are still very positively classified by the students after the internship, confirming the importance of this experience in their formation (Lsabel, 2016). especially efficiency in work, serving customers, and good

characteristics of employees, which is in line with the research paper. The results of the study found that students who received education related to the tourism industry and services will have a case perspective and receive opportunities for self-development, as well as finding suitability for themselves and career decisions. At the same time, students who wish to work in the tourism industry and professional services (Unguren & Huseyinli, 2020) and Self-development from practical work on a specific job leads to an easier opportunity to be employed. (As Yang et al, 2016), employability skills are highly valued by employers looking for quality graduates. To this end internships provide valuable real-world work experience and enhancing employability skills leads to greater. (Quoted in Chen's research, Chen, (Shen & Gosling, 2018).

The study of how to develop the Learn and Earn program of the Department of Tourism and Hospitality to be able to generate income and develop knowledge for students must cooperate with the public and private sectors in developing the curriculum in accordance with the content and time to be implemented to suit the needs of the relevant parties and create a training program for students to be able to get jobs related to providing services to society. This method is seen to be in line with the needs of students, in line with the idea of Suni Phupan (2006), He said that the subject content and learning experience must be in line with the needs, interests, and qualifications of the learner, which is important for the learner and useful for the learner in the present and the future. (2005) that focuses on teaching and learning that allows students to learn from actual hands-on activities.

#### **5. Conclusion**

After conducting a survey of students' opinions about the creation of a learning program and making money for students, it was seen that the students who provided information in this survey agreed to participate in the program, with the main reason being to seek



knowledge and experience and make money for themselves. The result of the study on the self-development of students who work in addition to regular studies is that students have self-development in specific subjects at the highest level, especially efficiency in work, customer service, and the good characteristics of employees, and from interviews with many relevant parties about the development of the Learn and Earn program to be able to respond to complaints and solve problems that arise. This can be done in many ways, such as: improving the course content in accordance with the time to learn and have time to work; cooperating with business entities in the private sector so that students can enter the workplace and earn a suitable income. Students can get jobs related to providing services to society.

In conclusion, through research on the Learn and Earn program for students in the Department of Tourism and Hospitality, the Faculty of Economics and Tourism of Souphanouvong University found that the Learn and Earn program is very important for creating experience, Learn and Earn for students and is also useful for service work in the tourism industry in Laos because business units will have experienced, quality and sufficient labor to meet further needs.

## 6. Conflict

In this research study, there is no technical or budget conflict; the information contained in this research paper is from research and data with correct sources of information.

## 7. Acknowledgments

I am a Teacher of Faculty of Economics and Tourism, Souphanouvong University. I have succeeded in writing research for a fund from the SHEEP project, especially for Dr. Choi, who brought the project in to develop research work for professors within the Souphanouvong University.

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- <Table1> factors that make students want to participate in the program to earn income during the study of tourism and hotel students (N=77)

factor	SD	Mean
<b>Internal motivation</b>	<b>.487</b>	<b>4.39</b>
Survival aspect	.495	4.37
In terms of good relationships	.590	4.30
In terms of prosperity	.641	4.48
<b>External motivation</b>	<b>.580</b>	<b>4.26</b>
There is a team passing on knowledge before work	.946	4.19
School time is arranged and worked properly	.736	4.33
Manage tasks according to your ability	.738	4.14
Appropriate compensation based on the job	.699	4.51
Experience as a condition of business unit employment	.786	4.01
Create an advantage in post-graduate job application competition	.857	4.36

<Table2> Evaluation of students' level of self-development in their professional line before and after additional work (N=10)

factor	SD	Mean
<b>Self-development in the profession before strengthening work</b>	<b>.473</b>	<b>2.65</b>
Working efficiency	.602	2.24
Services Mind	.601	2.80
Employee good qualities	.733	2.92
<b>Self-development in the profession After strengthening work</b>	<b>.174</b>	<b>4.32</b>
Working efficiency	.285	4.12
Services Mind	.230	4.50
Employee good qualities	.139	4.34