

Nabor izbirnih predmetov v magistrskih študijskih programih na DOBA Fakulteti (od študijskega leta 2024/25 naprej)

Št.	Izbirni predmet	KT
1.	Družbeno odgovorno podjetništvo in poslovna etika	6
2.	Intelektualna lastnina	6
3.	Kitajščina z značilnostmi azijske poslovne kulture	6
4.	Kognitivno vedenjski coaching	6
5.	Komuniciranje z vplivnimi javnostmi in lobiranje	6
6.	Kreativno razmišljanje po Edvardu de Bonu II.	6
7.	Mednarodno gospodarsko pravo	6
8.	Mednarodni marketing	6
9.	Mednarodne poslovne finance	6
10.	Merjenje in zagotavljanje kakovosti življenja	6
11.	Napredna umetna inteligenca za poslovne inovacije in digitalni menedžment	6
12.	Osebni coaching	6
13.	Pozitivna psihologija	6
14.	Privabljanje, izbor in zaposlovanje kadrov	6
15.	Psihologija izobraževanja	6
16.	Psihologija vodenja	6
17.	Sistemi trajnostne in pametne mobilnosti	6
18.	Trajnostni in zeleni marketing	6
19.	Trajnostni kadrovski menedžment in menedžment varnosti in zdravja	6
20.	Upravljanje energije v mestih, pametne zgradbe in procesi	6
21.	Upravljanje odnosov s strankami (CRM) in poslovna inteligenca (BI)	6
22.	Upravljanje velike količine podatkov	6

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Družbeno odgovorno podjetništvo in poslovna etika

Course title: Business for Social Responsibility and Business Ethics

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Podiplomski magistrski študijski program Mednarodno inovativno poslovanje, Marketing in prodaja, Inovativni menedžment v socialni in izobraževanju, Menedžment pamenih mest, Psihologija	/	2.	/
Master programme – 2 nd cycle International Business Management, Marketing and Sales, Innovation Management in Social and Education Sector, Management of Smart Cities, Psychology	/	2nd	/

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code:

DOPPE

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija študija	Samost. delo Individ. work	ECTS
18	12	0	0	0	125	6

Nosilec predmeta / Lecturer:

prof. dr. Šime Ivanjko

Jeziki /

Predavanja / Lectures:

Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

Languages:

Vaje / Tutorial:

Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Prerequisites:

Znanje, predvideno v učnih načrtih prvostopenjskih bolonjskih programov poslovnih ali tehničnih ved.

Knowledge foreseen in the course syllabi of first-cycle programmes in business and technical sciences.

Vsebina:

1. pred-teden: Pregled področja-Teoretska izhodišča za DOP, razumevanje osnov koncepta DOP
2. pred-teden: Pregled področja-EU usmeritve na področju DOP, vladne politike in večdeležniške mreže
3. teden: Podjetništvo, morala in etika
4. teden: Standardi, načela in orodja DOP
5. teden: Ekonomski, okoljski in družbeni vidiki načrtovanja in poročanja o TR in DO v podjetju
6. teden: Dobre prakse podjetij na področju DOP, nagrajevanje za DOP
7. teden: DOP, delovna mesta, mednarodno in lokalno okolje, obnavljanje snovi, zaključevanje študijskih aktivnosti

Content (Syllabus outline):

1. Pre-week one: Review of the field of theoretical starting points of corporate social responsibility, understanding of the basics of the concept of corporate social responsibility
2. Pre-week two: Review of the field of EU directions in corporate social responsibility, government policies, and multi-stakeholder networks
3. Week three: Entrepreneurship, morals and ethics
4. Week four: Standards, principles and tools of CSR
5. Week five: Economic, environmental and social aspects of planning and reporting on sustainable development and CSR
6. Week six: Best practices in CSR, remuneration for CSR
7. Week seven: CSR, jobs, international and local environment, consolidation of material, completion of study activities

Temeljni literatura in viri / Readings:**Obvezna literatura**

1. Ivanjko, Š. (2024): Pravo, morala in etika. Študijsko gradivo, Maribor, DOBA fakulteta.
2. Hrast, A. (2019a): Posnetek razlage vsebin politik DOP, večdeležniških mrež
3. Hrast, A. (2019b): Družbena odgovornost podjetja - teoretska izhodišča, vladne politike in večdeležniške mreže. Študijsko gradivo pri predmetu DOPPE, Maribor, IRDO inštitut in Doba fakulteta.
4. Hrast, A. (2024): Družbena odgovornost podjetja - izbrane teme (ppt k posameznemu tednu). Študijsko gradivo pri predmetu DOPPE, Maribor, IRDO inštitut in Doba fakulteta.
5. Hrast, A. in Ivanjko, Š. (2020). Vloga nadzornega sveta pri izvajanju družbene odgovornosti v podjetju. V R. Ovin in P. Ašanin Gole (ur.), Trajnostno poslovanje v sodobni družbi: Monografija DOBA Fakultete 2019. Maribor: DOBA Fakulteta, str. 53-69. Dostopno prek: <https://www.fakulteta.doba.si/doba-znanja/raziskave/monografije>. (dostop od 10.1.2020 dalje)
6. Hrast, A. (2019-2024)_ Videoposnetki k posameznim tednom, DOPPE.

Cilji in kompetence:

Študentje bodo pridobili pri predmetu naslednje splošne in predmetno-specifične kompetence - spoznali bodo:

- družbeno odgovornost podjetij in njihovo vpetost v okolje in družbo,
- standarde poslovne morale v praksi,
- kako pripraviti politiko in strategijo TR in DOP v podjetju,
- kako sodelovati z različnimi deležniki in jih vključiti v DO aktivnosti podjetja,
- aktualno zakonodajo, dokumente in standarde ter usmeritve EU na področju TR in DOP
- kako delujejo DOP mreže in kakšne so dobre prakse uspešnih podjetij na področju DOP,
- Kako delujejo častna sodišča in drugi organi, ki odločajo o kršitvi poslovne morale.

Objectives and competences:

During the course, students develop the following general and subject-specific competencies and will learn about:

- corporate social responsibility and the integration of companies into the environment and the society,
- moral business standards in practice,
- how to prepare a company's sustainable development and CSR policy and strategy,
- how to cooperate with various stakeholders and involve them in the company's CSR activities,
- current EU legislation, documents and standards and directions in the field of sustainable development and CSR,
- how CSR networks work and what are the best practices of successful companies in the field of CSR, the functioning of courts of honour and other bodies ruling on breaches of business morals.

Predvideni študijski rezultati:

Študent/-ka bo:

- znal-a ocenjevati poslovne odločitve z vidika družbene odgovornosti podjetja in z vidika poslovne etike ter morale
- znal-a ločevati etično in moralno odgovornost
- znal-a uporabljati dobre poslovne običaje kot standarde poslovne morale
- znal-a sprejemati poslovne odločitve, ki so v skladu s pravom, moralo in etiko ter družbeno odgovornostjo
- spoznal-a vsebino osnovnih teorij, metodoloških konceptov in razumel-a njihove medsebojne povezanosti in soodvisnosti,
- razvil-a komunikacijske veščine in veščine timskega dela,
- razvil-a zmožnost kritične presoje in zmožnost argumentiranja lastnih stališč in odločitev ter samoiniciativnosti in prevzemanja odgovornosti,
- znal-a prepoznati in konkretizirati probleme v poslovnem okolju ter uporabljati ustrezne metodološke pristope za reševanje problemov,
- se znal-a povezovati z družbeno odgovornimi podjetji in preučevati njihove dobre prakse.

Intended learning outcomes:

The student will:

- be able to evaluate business decisions from the viewpoint of corporate social responsibility and the viewpoint of business ethics and morals,
- be able to distinguish between ethical and moral responsibility,
- be able to use good business practices as standards of business morals,
- be able to make business decisions that are in line with the law, morals and ethics and corporate social responsibility,
- learn about the content of the basic theories and methodological concepts and understand their interconnections and interdependencies,
- develop communication and teamwork skills,
- develop the ability to critically assess and explain their own views and decisions, as well as to take initiative and assume responsibility,
- be able to identify and give concrete expression to problems in the business environment and use appropriate methodological approaches to solve problems,
- be able to connect with socially responsible enterprises and to study their best practices.

Metode poučevanja in učenja**Frontalno delo:** predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)**Sodelovalno delo:** projektno delo, timsko delo, delo v virtualnem učnem okolju**Individualno delo:** naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, pisni izdelki, delo v virtualnem učnem okolju**Sodelovanje gostujočega predavatelja**

Opređeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.

Learning and teaching methods:**Frontal:** lectures with active participation of students (explanations, discussions, case study);**Collaborative work:** project work, team work, work in the virtual environment;**Individual:** coursework, study of literature and sources, development and research work, reflexions, self-evaluation, public performance, written tasks, work in the virtual environment;**Guest lecturer**

All the enumerated teaching and learning methods used at online study are appropriately supported by modern information-communication tools and perfected with effective approaches to teaching and learning in the virtual environment.

Načini ocenjevanja:

Delež (v %) /

Assessment:

Weight (in %)

Sprotno preverjanje in ocenjevanje znanja:		Continuous knowledge assessment:
<ul style="list-style-type: none"> • krajši pisni izdelki • daljši pisni izdelki • online test 	<p>50</p> <p>20</p> <p>30</p>	<ul style="list-style-type: none"> • Shorter individual assignments • Complex written assignment • Online test
Končno preverjanje in ocenjevanje znanja:		Final knowledge assessment
<ul style="list-style-type: none"> • seminarska naloga-esej • pisni izpit 	<p>20</p> <p>80</p>	<ul style="list-style-type: none"> • Seminar paper • Written exam

Reference nosilca / Lecturer's references:

- IVANJKO, Šime. Odgovornost za krivice, storjene družbenikom izbranih družb. *Pravna praksa : PP.* 11. mar. 2021, leto 40, št. 10, pril. str. ii-viii, z avtorj. sl. ISSN 0352-0730. [COBISS.SI-ID **55277059**]
- IVANJKO, Šime. Zavarovalec kot potrošnik. *Pravna praksa : PP.* 25. avg. 2016, leto 35, št. 33, str. ii-viii, avtorj. sl. ISSN 0352-0730. [COBISS.SI-ID **4212424**]
- IVANJKO, Šime. Sestopanje pravnikov med ljudi. *Pravna praksa : PP.* 7. maj 2020, leto 39, št. 17/18, str. 3, z avtorj. sl. ISSN 0352-0730. [COBISS.SI-ID **14437891**]
- IVANJKO, Šime. Pravna obramba zavarovanca oziroma zavarovalca pri zavarovanju pred odgovornostjo. *Davčno-finančna praksa.* nov. 2016, letn. 17, št. 11, str. 17-21. ISSN 1580-237X. [COBISS.SI-ID **5402155**]
- IVANJKO, Šime. Pravna ureditev sklepanja življenjskih zavarovanj. *Davčno-finančna praksa.* jun. 2016, letn. 17, št. 6, str. 15-20. ISSN 1580-237X. [COBISS.SI-ID **5136427**]
- IVANJKO, Šime, GRUŠOVNIK, Lara. Nadaljevanje agonije za družbenike izbranih družb?. *Pravna praksa : PP.* 20. dec. 2018, leto 37, št. 49/50, str. 22-24, avtorj. sl. ISSN 0352-0730. [COBISS.SI-ID **16494161**]
- TERZIČ, Nataša, IVANJKO, Šime. Predlog zakona za odpravo krivic družbenikom izbranih družb. *Pravna praksa : PP.* 1. jul. 2021, leto 40, št. 26/27, str. 6-7, z avtorj. sl. ISSN 0352-0730. [COBISS.SI-ID **69296899**]
- IVANJKO, Šime. Spornost sklepanja zavarovanja poklicne odgovornosti po sistemu claims-made = Controversy in acquisition of professional liability insurance by the claims-made-system. V: *Strategija za novo realnost : e-zbornik = Strategy for new reality : e-proceedings.* 23. dnevi zavarovalništva v Sloveniji, Portorož, 2. in 3. junij 2016. Ljubljana: Slovensko zavarovalno združenje, 2016. Str. 198-208. ISBN 978-961-6593-41-0. <http://www.zav-zdruzenje.si/wp-content/uploads/2016/06/23.-DSZ-E-zbornik.pdf>. [COBISS.SI-ID **5354283**]
- IVANJKO, Šime. Odprava tihe družbe in uvedba novih oblik pogodbenega združevanja kapitala v podjetništvu. V: *Aktualna vprašanja gospodarskega prava (pravo gospodarskih družb, gospodarsko pravo EU, gospodarske pogodbe, davčno pravo, delovno pravo).* Triindvajseto posvetovanje o aktualni problematiki s področja gospodarskega prava Gospodarski subjekti na trgu, 14. in 15. maj 2015 v Portorožu. V Mariboru: Inštitut za gospodarsko pravo: Pravna fakulteta, 2015. 13 str. [COBISS.SI-ID **4876331**]
- IVANJKO, Šime. Osobnostni stečaj u Sloveniji : sedam godina (ne)snalaženja. V: *53. Susret pravnik, Opatija '15, 13.-15. svibnja 2015.* Zagreb: Hrvatsko udruženje pravnik u gospodarstvu, 2015. Str. 533-548. Pravo u gospodarstvu, Vol. 54, no. 3, svib. 2015. ISSN 1330-5476. [COBISS.SI-ID **4930091**]
- IVANJKO, Šime. Statusno pravni oblici javno-privatnog partnerstva s posebnim osvrtom na slovenska rješenja. V: AVIANI, Damir (ur.), BOBAN, Marija (ur.). *Aktualnosti regionalne i lokalne samouprave : zbornik radova.* Aktualnosti regionalne i lokalne samouprave, znanstveno-stručni skup s međunarodnim sudjelovanjem, Lun- Novalja, Otok Pag, [2014]. U Splitu: Pravni fakultet; Novalja, 2014. Str. 63-72. ISBN 978-953-6102-96-9. [COBISS.SI-ID **4931371**]
- IVANJKO, Šime, DŽIDIĆ, Miroslav. Zavarovanje odgovornosti kot varstvo pacientov in zdravstvenih delavcev. V: KRALJIĆ, Suzana (ur.), REBERŠEK GORIŠEK, Jelka (ur.), RIJAVEC, Vesna (ur.). *Varnost pacienta in zdravstvenih delavcev : (konferenčni zbornik).* 26. posvet Medicina, pravo in družba, 23.-24. marec 2017, Maribor. Maribor: Univerzitetna založba Univerze, 2017. Str. 91-105. ISBN 978-961-286-021-9. <http://press.um.si/index.php/ump/catalog/book/208>. [COBISS.SI-ID **2067937**]
- HRAST, Anita, IVANJKO, Šime. Vloga nadzornega sveta pri izvajanju družbene odgovornosti v podjetju. V: OVIN, Rasto (ur.), AŠANIN GOLE, Pedja (ur.). *Trajnostno poslovanje v sodobni družbi : monografija Doba fakultete 2019 =*

Sustainable business in a modern society : 2019 monograph of the Doba Business School. Elektronska izd. Maribor: Doba Fakulteta za uporabne poslovne in družbene študije: = Doba Business School, 2020. Str. 53-69. Zbirka Spoznanja iz ekonomskih ter uporabnih poslovnih in družbenih študij. ISBN 978-961-7061-05-5. <https://www.fakulteta.doba.si/doba-znanja/raziskave/monografije>. [COBISS.SI-ID 513103152]

- IVANJKO, Šime. Izum in odprava aktivnega družbenika v slovenskem korporacijskem pravu. V: GRILC, Peter. *Izbrani vidiki razvoja slovenskega gospodarskega in civilnega prava od srede 20. stoletja do danes : liber amicorum Bojan Zabel*. 1. natis. Ljubljana: Pravna fakulteta, 2015. Str. 99-120. ISBN 978-961-6447-50-8. [COBISS.SI-ID 14410065]
- IVANJKO, Šime, GRUŠOVNIK, Lara. Izbris pravnih oseb iz sodnega registra v luči presoje Ustavnega sodišča. V: SENČUR PEČEK, Darja (ur.). *Teorija in praksa, pravo in življenje : liber amicorum Etelka Korpič - Horvat*. 1. izd. Maribor: Univerzitetna založba Univerze; Tišina: Ustanova dr. Šiftarjeva fundacija; Murska Sobota: Pomurska akademska znanstvena unija (PAZU), 2018. Str. 47-56. ISBN 978-961-286-200-8. <http://press.um.si/index.php/ump/catalog/download/319/333/577-1>, DOI: 10.18690/978-961-286-199-5.7. [COBISS.SI-ID 5649195]
- STAJNKO, Jan, IVANJKO, Šime, ŠEPEC, Miha. Mediji o podjetništvu. V: RIJAVEC, Vesna (ur.). *Gospodarski subjekti na trgu in evropske dimenzije 2018*. 1. izd. Maribor: Univerzitetna založba Univerze: Pravna fakulteta, 2019. Str. 145-166. ISBN 978-961-286-288-6. <https://press.um.si/index.php/ump/catalog/view/431/503/761-2>. [COBISS.SI-ID 5776427]

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UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Intelektualna lastnina

Course title: Intellectual Property

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Podiplomski magistrski študijski program Mednarodno inovativno poslovanje, Marketing in prodaja, Inovativni menedžment v socialni in izobraževanju, Menedžment pamenih mest, Psihologija	/	2.	/
Master programme – 2 nd cycle International Business Management, Marketing and Sales, Innovation Management in Social and Education Sector, Management of Smart Cities, Psychology	/	2nd	/

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code:

IL

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
18	12	0	0	0	125	6

Nosilec predmeta / Lecturer:

doc. dr. Ana Hafner

Jeziki /

Predavanja / Lectures:

Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

Languages:

Vaje / Tutorial:

Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Poznavanje osnovnih prvin mikroekonomije in temeljev prava iz učnih načrtov prvostopenjskih programov.

Prerequisites:

Knowledge of the basic elements of microeconomics and the foundations of law from the course syllabi of first-cycle programmes

Vsebina:

<ol style="list-style-type: none"> 1. Opredelitve osnovnih pojmov 2. Pravni temelji intelektualne lastnine 3. Oris mednarodnega sistema intelektualne lastnine 4. Koncepti konkurence in tržna klasifikacija pravic intelektualne lastnine 5. Ekonomika patentov in avtorske pravice 6. Ekonomika blagovnih in storitvenih znamk 7. Strateško upravljanje z intelektualno lastnino

Content (Syllabus outline):

<ol style="list-style-type: none"> 1. Definitions of basic terms 2. The legal bases of intellectual property 3. Outline of the international intellectual property system 4. Competition concepts and market classification of intellectual property rights 5. Economics of patents and copyrights 6. Economics of product and service brands 7. Strategic intellectual property management
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Temeljni literatura in viri / Readings:

<ul style="list-style-type: none"> - Damij, N., Hafner, A., & Modic, D. (2022). Activity-to-skills framework in the intellectual property big data era. IEEE Transactions on Engineering Management. - Hafner, A. (2022). How to apply for your trade mark? Video: https://youtu.be/icSNvMdDvWk - Holgersson, M., & Aaboen, L. (2019). A literature review of intellectual property management in technology transfer offices: From appropriation to utilization. Technology in Society, 59, 101132. - IP Panorama (2022). IP Valuation. Available at: https://www.wipo.int/export/sites/www/sme/en/documents/pdf/ip_panorama_11_learning_points.pdf - Jolly, A. (2015). The handbook of European intellectual property management : developing, managing and protecting your company's intellectual property. Kogan Page. - Maskus, K.E. et al. (2018). Intellectual Property and Digital Trade in the Age of Artificial Intelligence and Big Data. CEIPI-ICTSD, Geneva, Strasbourg. Available at: https://www.fontagro.org/wp-content/uploads/2018/07/ceipi-ictsd_issue_5_final_0.pdf - Modic, D. & Damij N. (2018). Towards Intellectual Property Rights Management: Back-office and Front-office perspectives. Palgrave Macmillan. - Pretnar, B. (2002). Intellectual property in knowledge economy competition; Legal foundations, economic analysis and business objectives of patents, copyright and trademarks. WIPO, Geneva. - Junghans, C., Levy, A. (2006.) Intellectual property management, Wiley-Vch Verlag GmbH&Co. KGA, Weinheim. - IP Monitor (2024). Dostop: https://ip-monitor.eu/

Cilji in kompetence:

<p>Študentje bodo pridobili pri predmetu naslednje splošne in predmetno-specifične kompetence:</p> <ul style="list-style-type: none"> - poznavanje pravnih načel intelektualne lastnine, - poznavanje ekonomskih načel intelektualne lastnine, - poznavanje poslovnih načel in poslovnih ciljev intelektualne lastnine, - sposobnost razumevanja pomena in trendov v razvoju intelektualne lastnine, - usposobljenost analize uporabe intelektualne lastnine v vsakodnevem in strateškem upravljanju v podjetjih, - razumevanje povezanosti intelektualne lastnine z inovativnimi podjetniškimi procesi, - sposobnost za ocenjevanje konkurenčnih prednosti podjetij na podlagi portfelja pravic intelektualne lastnine, - razumevanje sodobne tržne družbe znanja,

Objectives and competences:

<p>During the course, students develop the following general and subject-specific competencies:</p> <ul style="list-style-type: none"> - the knowledge of the legal principles of intellectual property, - the knowledge of the economic principles of intellectual property, - the knowledge of management principles and business objectives of intellectual property, - the ability to understand the importance and trends in the development of intellectual property, - the ability to analyse the use of intellectual property in everyday strategic management in enterprises, - the understanding of the connections between intellectual property and innovative entrepreneurial processes, - the ability to evaluate an enterprise's competitive advantages on the basis of the portfolio of intellectual property rights,
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- razumevanje pomena intelektualne lastnine v komercialnem prenosu tehnologije,
- sposobnost vgraditve varstva intelektualne lastnine v strateško upravljanje inovativnih podjetij.

- the understanding of the modern knowledge-based market society,
- the understanding of the importance of intellectual property in commercial technology transfers,
- the ability to embed intellectual property protection in strategic management of innovative companies.

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/-ka bo:

- seznanil-a se z osnovno terminologijo in kategorijami intelektualne lastnine
- z osnovnimi pojmi t.i. družbe znanja
- z osnovno vlogo intelektualne lastnine v sodobni tržni ekonomiji
- seznanil-a se in razumel-a osnovna pravna načela varstva glavnih pravic intelektualne lastnine – patentov, znamk, avtorske pravice, itd.
- razumel glavna načela mednarodnega sistema varstva intelektualne lastnine, ter spoznal vlogo ključnih mednarodnih in evropskih organizacij
- razumel-a glavne ekonomske modele sodobne konkurence;
- spoznal-a vlogo intelektualne lastnine v posameznih teoretičnih ekonomskih modelih konkurence;
- razumel-a povezavo med silnicami trga in posameznimi pravicami intelektualne lastnine
- spoznal-a in razumel ekonomska načela patentov in avtorskega prava, vključno s kritiko prevladujoče ekonomske doktrine in s predstavitev ustrežnejših teoretičnih modelov
- razumel-a vlogo in ekonomski pomen znamk v sodobni konkurenci in njihov vpliv na inovativno poslovanje
- spoznal-a in razumel pomen strateškega upravljanja z intelektualno lastnino kot bistveni del strateškega managementa inovacij;
- spoznal-a in razumel različne oblike strateškega upravljanja za različne vrste inovacijskih strategij

Intended learning outcomes:

Knowledge and understanding:

The student will:

- learn about the basic terminology and categories of intellectual property,
- the basic concepts of the knowledge society,
- the role of intellectual property in the modern market economy,
- learn about and understand the basic legal principles of the protection of the main intellectual property rights – patents, brands, copyright, etc.,
- understand the main principles of the international system of intellectual property protection and learn about the role of the key international and European organisations,
- understand the main economic models of modern competition,
- learn about the role of intellectual property in various theoretical economic models of competition,
- understand the link between market forces and individual intellectual property rights,
- learn about and understand the economic principles of patents and copyright law, including criticism of the prevailing economic doctrine and the presentation of more appropriate theoretical models,
- understand the role and economic importance of brands in contemporary competition and their impact on innovative business,
- learn about and understand the importance of strategic intellectual property management as an essential part of strategic management of innovations,
- learn about and understand the different forms of strategic management for different types of innovation strategies.

Metode poučevanja in učenja:

Learning and teaching methods:

<p>Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)</p> <p>Sodelovalno skupinsko delo: seminarske vaje (projektno delo, timsko delo)</p> <p>Individualno delo: individualne aktivnosti (naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, javni nastop, pisni izdelki)</p> <p>Študij v virtualnem okolju: sodelovalne in individualne aktivnosti (naloge, forum, klepetalnica, študij gradiva)</p> <p>Opredeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>	<p>Frontal lectures: virtual lectures with active involvement of students (explanations, discussion, solving the assignments, examples and case studies)</p> <p>Team work: project work, team work, virtual teams, peer reviewing</p> <p>Individual work: literature search and study, completing assignments, research, reflection, self-evaluation, written assignments, usage of virtual learning environment</p> <p>Study in the virtual environment: collaborative and individual activities (tasks, forums, chat-box, literature study);</p> <p>All the enumerated teaching and learning methods used at online study are appropriately supported by modern information-communication tools and perfected with effective approaches to teaching and learning in the virtual environment.</p>
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Delež (v %) /

Načini ocenjevanja:	Weight (in %)	Assessment:
Sprotno preverjanje in ocenjevanje znanja: <ul style="list-style-type: none"> • krajši pisni izdelki • daljši pisni izdelki • online test 	30 40 30	Regular evaluation of knowledge <ul style="list-style-type: none"> • Short seminar works • Longer seminar works • Online test
Končno preverjanje in ocenjevanje znanja <ul style="list-style-type: none"> • Pisni izpit • Seminarska naloga • Ustni izpit 	30 40 30	Final evaluation of knowledge <ul style="list-style-type: none"> • Written exam • Seminar paper

Reference nosilca / Lecturer's references:

<ul style="list-style-type: none"> • Hafner, A., Damij, N., & Modic, D. (2022, April). Augmented intelligence for state-of-the-art patent search. In <i>2022 IEEE Technology and Engineering Management Conference (TEMSCON EUROPE)</i> (pp. 61-66). IEEE. • Damij, N., Hafner, A., & Modic, D. (2022). Activity-to-skills framework in the intellectual property big data era. <i>IEEE Transactions on Engineering Management</i>. • MODIC, Dolores, HAFNER, Ana, DAMIJ, Nadja, ČEHOVIN ZAJC, Luka. Innovations in intellectual property rights management : their potential benefits and limitations. <i>European journal of management and business economics</i>. 2019, vol. 28, no. 2, str. 189-203, ilustr. ISSN 2444-8494. DOI: 10.1108/EJMBE-12-2018-0139 • HAFNER, Ana, ČEHOVIN ZAJC, Jožica. Inovacijska dejavnost upokojenih izumiteljev = Innovation activity of retired inventors. V: LIPIČ, Nikolaj (ur.). <i>Prilagoditve na trgu dela za starejše v Mestni občini Ljubljana</i>. Ljubljana, 2021. Str. 21-32, ilustr. ISBN 978-961-92650-9-3. [COBISS.SI-ID 89868035] • JOHNSON, Alan Richard, MODIC, Dolores, LUŽAR, Borut, VUČKOVIČ, Miha, ROŽAC, Borut, HAFNER, Ana. Intellectual Property Linked Open Data : building bridges between science and business. V: FRIC, Urška (ur.). <i>11th International Conference on Information Technologies and Information Society : (ITIS2019) : book of abstracts : Dolenjske Toplice, Slovenia, November 7-8 2019</i>. Novo mesto, 2019. Str. 13. ISBN 978-961-93391-6-9. http://itis.fis.unm.si/. [COBISS.SI-ID 2048623123] • HAFNER, Ana, ČEHOVIN ZAJC, Jožica. Differences between independent inventors and organizations in intellectual property rights management : the case of Slovenian automotive industry. V: HAFNER, Ana (ur.), LEVNAJIČ, Zoran

(ur.). *Book of Abstracts*. Novo mesto, 2018. Str. [4]. <http://itis.fis.unm.si/wp-content/uploads/2018/10/ITIS2018-Proceedings.pdf>. [COBISS.SI-ID [2048550675](#)]

- FRIC, Urška, HAFNER, Ana, MODIC, Dolores. Why should we care about transfer of knowledge and technology?. V: HAFNER, Ana (ur.), LEVNAJIĆ, Zoran (ur.). *Book of Abstracts*. Novo mesto, 2018. Str. [5-6]. <http://itis.fis.unm.si/wp-content/uploads/2018/10/ITIS2018-Proceedings.pdf>. [COBISS.SI-ID [2048551187](#)]
- HAFNER, Ana, KRAPEŽ, Katarina. Technology transfer process : what is in it for the researcher?. V: RODIČ, Blaž (ur.). *Book of Abstracts*. Novo mesto, 2017. Str. [7]. <http://itis.fis.unm.si/wp-content/uploads/2017/12/ITIS-2017-Book-of-Abstracts.pdf>. [COBISS.SI-ID [2048482323](#)]
- HAFNER, Ana, MODIC, Dolores. Patent databases as a source of information for social science researchers and a source of challenges for information scientists. V: RODIČ, Blaž (ur.). *Book of Abstracts*. Novo mesto, 2017. Str. [9-10]. <http://itis.fis.unm.si/wp-content/uploads/2017/12/ITIS-2017-Book-of-Abstracts.pdf>. [COBISS.SI-ID [2048482835](#)]
- HAFNER, Ana, MODIC, Dolores, DAMIJ, Nadja. HPC as an object of intellectual property and a tool for IPR management. V: RONČEVIĆ, Borut (ur.), COSCODARU, Raluca (ur.), FRIC, Urška (ur.). *Go with the flow : high performance computing and innovations in the Danube region*. London; Budapest; Ljubljana, cop. 2019. Str. 60-72, ilustr. ISBN 978-1-909736-11-5. [COBISS.SI-ID [2048592915](#)]
- HAFNER, Ana, ČEHOVIN ZAJC, Jožica. *Inovacijska dejavnost upokojenih izumiteljev : predstavitev na znanstvenem posvetu z naslovom Prilagoditve na trgu dela za starejše v Mestni občini Ljubljana, online, 21. 10. 2021*. [COBISS.SI-ID [82758915](#)]
- HAFNER, Ana, FRIC, Urška. *Kako postati izumitelj? : predavanje na usposabljanju za javne raziskovalne organizacije in gospodarstvo z naslovom Uvod v prenos tehnologij, na Fakulteti za informacijske študije, Novo mesto, 10.10.2017*. [COBISS.SI-ID [2048472339](#)]
- HAFNER, Ana. *Upravljanje inovacij - razmere v praksi : predavanje na B2, Visoki šoli za poslovne vede, Ljubljana, 16.10.2017*. [COBISS.SI-ID [2048487187](#)]
- HAFNER, Ana. *Problemi samostojnih izumiteljev v povezavi z varstvom pravic intelektualne lastnine : predavanje na Fakulteti za management, Škofja Loka, 26. oktober 2015*. [COBISS.SI-ID [2048486931](#)]

Vir bibliografskih zapisov: vzajemna baza podatkov COBISS.SI/COBIB.SI, 23. 6. 2022

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Kitajščina z značilnostmi azijske poslovne kulture
Course title:	Chinese with Asian Business Culture

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Podiplomski magistrski študijski program Mednarodno inovativno poslovanje, Marketing in prodaja, Inovativni menedžment v socialni in izobraževanju, Menedžment pamenih mest, Psihologija	/	2.	/
Master programme – 2 nd cycle International Business Management, Marketing and Sales, Innovation Management in Social and Education Sector, Management of Smart Cities, Psychology	/	2nd	/

Vrsta predmeta / Course type Izbirni / Elective

Univerzitetna koda predmeta / University course code: KZAPK

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija študija	Samost. delo Individ. work	ECTS
18	12	0	0	0	125	6

Nosilec predmeta / Lecturer: doc. dr. Tina Čok

Jeziki / Languages:	Predavanja / Lectures:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian
	Vaje / Tutorial:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Temeljna znanja s področja mednarodnega poslovanja in globalne ekonomije, pridobljena v prvostopenjskih programih. Jezikovne in sporazumevalne kompetence, ki jih je študent / študentka že pridobil v procesu učenja drugih tujih jezikov v predhodnem izobraževanju ali v življenjski praksi.

Prerequisites:

Fundamental knowledge of international business management and the global economy obtained in first-cycle programmes. Linguistic and communication competencies already acquired by the student in the process of learning other foreign languages in prior education or in life.

Vsebina:

1. Kitajski jezik in pisava – uvod
 - a. jezikovne osnove (osnove fonologije, posebnosti tonalnega jezika, vrste tonov, izgovorjava, pisava (pinyin - pismenke), poudarek na fonetiki)
 - b. pozdravi, predstavitve, naslavljanje, opravičilo,...
 - c. pogoste teme vsakdanje komunikacije in besedišče pogovorne in poslovne kitajščine
2. Kitajski jezik in pisava – izbrane teme

Content (Syllabus outline):

4. Spoken and written Chinese – introduction
 - a. Linguistic basics (basics of phonology, specifics of tonal languages, types of tones, pronunciation, writing (pinyin – Chinese characters), emphasis on phonetics)
 - b. Welcoming, presentation, addressing, apologising, etc.
 - c. Common topics in everyday communication and the vocabulary of conversational and business Chinese
5. Spoken and written Chinese – selected topics

<p>a. osnovno besedišče s področja poslovanja</p> <p>b. vsakdanje komunikacijske situacije v poslovnem okolju (na letališču, na obisku, na sestanku, pri poslovnem kosilu/večerji)</p> <p>c. značilnosti osnovne poslovne pisne komunikacije s kitajskim poslovnim partnerjem (elektronska pošta, vabilo ipd.)</p> <p>3. Komunikacija v azijskem poslovnem okolju</p> <p>a. temeljne značilnosti poslovanja v azijskem okolju, regionalne razlike (Kitajska, Japonska, Južna in Jugovzhodna Azija)</p> <p>b. opredelitev temeljnih razlik v vedenjskih vzorcih in navadah kitajskega in evro-ameriškega poslovnega okolja (kognitivno-jezikovni in družbeno-kulturni vidiki)</p> <p>c. poslovna etika in etiketa v azijskem poslovnem okolju</p> <p>d. verbalna in neverbalna komunikacija v formalnih in neformalnih poslovnih situacijah (predstavitve, sestanki, pogajanja, družabni dogodki, vzdrževanje kontaktov, reševanje konfliktov)</p>	<p>a. The basic vocabulary of business management</p> <p>b. Everyday communication in the business environment (at the airport, visiting, at a meeting, during a business lunch/dinner)</p> <p>c. Characteristics of basic business written communication with Chinese business partners (email, invitation, etc.)</p> <p>6. Communication in the Asian business environment</p> <p>a. The main characteristics of doing business in the Asian environment, regional differences (China, Japan, South and Southeast Asia)</p> <p>b. Identification of the fundamental differences in behavioural patterns and habits of the Chinese and Euro-American business environments (cognitive-linguistic and socio-cultural aspects)</p> <p>c. Business ethics and etiquette in the Asian business environment</p> <p>d. Verbal and non-verbal communication in formal and informal business situations (introductions, meetings, negotiations, social events, maintaining contact, solving conflicts)</p>
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Temeljni literatura in viri / Readings:

Obvezna literatura (izbrana poglavja) / Basic readings (selected chapters):

- Čok, T. (2021) Interno gradivo - zvočni in video posnetki besed, fraz in dialogov in transkripcije, pisni dokumenti
- Li, W. (2009). The Formation of Chinese Characters. In *Chinese Writing and Calligraphy* (pp. 73-83). University of Hawai'i Press.
- Cardon, P. & Scott, J. (2003). Chinese Business Face: Communication Behaviors and Teaching Approaches. *Business Communication Quarterly* 66: 9-22.
- Ding, D. D. (2006). An Indirect Style in Business Communication. *Journal of Business and Technical Communication* 20(1): 87-100.
- Nowak, L. & Dong, D. (1997). Intercultural Differences between Chinese and Americans in Business. *Business Communication Quarterly* 60(1): 115-123. (especially pp. 117-122)
- Seligman, S. D. (1999). *Chinese Business Etiquette: A Guide to Protocol, Manners, and Culture in the People's Republic of China*. New York, Boston: Warner Business Books. Selected chapters: Chapter 6 (pp. 87-108), Chapter 9 (pp. 166-179), Chapter 10 (pp. 180-196), Chapter 11 (pp. 197-211).
- Verstappen, S. H. (2008). *Chinese Business Etiquette: The Practical Pocket Guide*. Berkley: Stone Bridge Press. Selected chapters: Introductions (pp. 45-53), Meetings (pp. 54-66), Business Entertainment (str. 85-110), Business Gift Giving (str. 110-118).
- Zhu, Y. (2000). 'Structural Moves Reflected in English and Chinese Sales Letters.' *Discourse Studies* 2(4): 473-496. Selected parts: background to writing sales letters (pp. 474-475), Table 1 (p. 480) and a comparison of two letters (pp. 489-492), conclusion (p. 492).
- Tyler, D. C. (2020). Culture in communication: Dolce & Gabbana's Chopsticks Backlash.
- Huan Q. & Janssens A. (2019). Come mangiare un cannolo con le bacchette: The Contested Field of Luxury Fashion in China, a Case Study of the 2018 Dolce & Gabbana Advertising Incident. *ZoneModa Journal*. 9(2).

- Alon, I., Littrell, R. & Chan, A. (2009). Branding in China: Global Product Strategy Alternatives. *Multinational Business Review*. 17(4).
- Sang, J. & Zhang, G. (2008). Communication across languages and cultures: A perspective of brand name translation from English to Chinese. *Journal of Asian Pacific Communication*. 18(2), 225–246.
- Ying, F. (2002). The National Image of Global Brands *Journal of Brand Management*, 9(3), 180–192
- Cardon, P. (2009). A model of face practices in Chinese business culture: implications for Western Businesspersons. *Thunderbird International Business Review*. 51, 19–36.
- Su, C. & Littlefield J. E. (2001). Entering *Guanxi*: A Business Ethical Dilemma in Mainland China? *Journal of Business Ethics* 33: 199-210.

Cilji in kompetence:

Cilji:

Temeljni namen predmeta je učenje standardne kitajščine na vstopni ravni za potrebe študentov magistrskega programa v okviru njihovih delovnih potreb ali poslovnih priložnostih na Kitajskem in v drugih državah azijske regije oziroma drugod v tujini. Ponujene vsebine pri predmetu vključujejo različne elemente učenja kitajskega jezika in ustrezne tematske sklope, kjer se študentje seznanjajo z različnimi specifikami kitajskega poslovnega okolja, navad, značilnosti politično-ekonomskega sistema in kulturno specifičnih vzorcev poslovnega obnašanja kitajskega in azijskega poslovnega sveta. Na visokošolski ravni ponudimo ta predmet predvsem v programih, ki usposablajo študente za širše poznavanje azijske poslovne kulture in za splošno komunikacijsko rabo kitajščine.

Poleg sporazumevanja ter ustreznega odzivanja v preprosti jezikovni interakciji bodo študentje pridobili zavest o specifikah medkulturnega stika različnih in oddaljenih kultur in zakonitosti tega poslovnega okolja in pri tem še boljše pridobili sposobnost razumevanja in obvladovanja globalnega poslovnega okolja.

Splošne kompetence:

Študentje bodo:

- pridobili sposobnost razumevanja globalnega okolja in medkulturnih razlik,
- zvišali raven zmožnosti medjezikovnega zavedanja
- uporabljali kritično analizo za boljše razumevanje kitajskega in azijskega poslovnega okolja
- usvojili spretnosti za prepoznavanje in vrednotenje vpliva kulture na poslovne dejavnosti

Predmetno-specifične kompetence:

Študentje bodo

- pridobili osnovne sporazumevalne, slušne in bralne spretnosti v kitajskem jeziku (razumeti kratke dialoge, vprašati in odgovoriti na enostavna vprašanja, prebrati nekaj osnovnih pismenk).
- usvojili osnovno izrazoslovje in komunikacijske vzorce v poslovnem okolju s specifičnih področij (poslovanje..),

Objectives and competences:

Objectives:

The main purpose of the course is learning standard Chinese at entry level to meet the needs of master's students in the context of their work needs or business opportunities in China and other countries of the Asian region or abroad. The content offered in the course includes different elements of Chinese language learning and relevant thematic sets where students learn about the different specifics of the Chinese business environment, habits, characteristics of the political and economic system and culturally specific patterns of business behaviour of the Chinese and Asian business world. At higher education level, this course is mainly offered in programmes that qualify students for a broader knowledge of the Asian business culture and for general communication in Chinese.

In addition to communicating and reacting appropriately in simple linguistic interactions, students gain awareness of the specifics of intercultural contact between different and remote cultures and the laws governing this business environment, and improve their ability to understand and manage the global business environment.

General competencies:

The students will:

- Gain the ability to understand the global environment and intercultural differences,
- Improve their level of cross-language awareness,
- Use critical analysis to better understand the Chinese and Asian business environment,
- Acquire skills to identify and assess the impact of culture on business activities,

Subject-specific competencies:

The students will:

- Acquire basic speaking, listening and reading skills in Chinese (understand short dialogues, ask and answer simple questions, read basic Chinese characters),
- Acquire basic terminology and communication patterns in the business environment from specific fields (business management, etc.),
- Learn about the key cultural elements for business success in China in the 21st century,

- spoznali bistvene kulturne elemente za poslovni uspeh na Kitajskem v 21. stoletju.
- uporabljali medkulturno komunikacijo v dani poslovni situaciji,
- spoznali specifične kitajskega politično-ekonomskega sistema,
- poznavanje temeljnih zakonitosti poslovanja v kitajskem in azijskem kulturnem okolju.

Predvideni študijski rezultati:

- Use intercultural communication in a given business situation,
- Learn about the specifics of the Chinese political and economic system,
- Learn about the main characteristics of doing business in the Chinese and Asian cultural environment.

Intended learning outcomes:

Po zaključku tega predmeta bo študent sposoben:

- prepoznati temeljne značilnosti kitajskega jezika in pisave
- pozdraviti, predstaviti sebe in druge, podjetje, državo
- sporazumeti se z uporabo osnovnega besedišča in fraz iz življenjskih in poslovnih situacij tudi v skladu z azijsko poslovno etiko in etiketo
- uporabljati osnovno besedišče s področja poslovanja
- prepoznati in uporabiti specifične poslovanja v azijskem okolju
- razumevati regionalne razlike azijskega področja
- pri svojem delu in stikih s tujimi azijskimi partnerji upoštevati etiko in kulturno drugačnost

After the completion of the course, the student will be able to:

- Recognise the fundamental characteristics of the Chinese language and characters,
- Introduce themselves and others, their company and country,
- Communicate using basic vocabulary and phrases from life and business situations, also in accordance with Asian business ethics and etiquette,
- Use basic business vocabulary,
- Recognise and use the specifics of doing business in the Asian environment,
- Understand regional differences in Asia,
- Consider ethics and cultural diversity when dealing with Asian business partners.

Metode poučevanja in učenja:

Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)

Sodelovalno skupinsko delo: seminarske vaje (projektno delo, timsko delo)

Individualno delo: individualne aktivnosti (naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, javni nastop, pisni izdelki)

Študij v virtualnem okolju: sodelovalne in individualne aktivnosti (naloge, forum, klepetalnica, študij gradiva)

Sodelovanje gostujočega predavatelja

Opremljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.

Learning and teaching methods:

Frontal instruction: lectures with active participation of students (explanation, discussion, problem-solving)

Collaborative teamwork: tutorial (project work, teamwork)

Individual work: individual activities (assignments, study of literature and resources, research and development work, reflection, self-assessment, public speaking, papers)

Studying in the virtual environment: collaborative and individual activities (assignments, forum, chat room, studying the material)

Visiting lecturer

The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

Sprotno preverjanje in ocenjevanje znanja:

- krajši pisni izdelki
- ustni izpit

90

10

Continuous knowledge assessment:

- Shorter written assignments
- Oral exam

Končno preverjanje in ocenjevanje znanja:

- pisni izpit
- ustni izpit

90

10

Final knowledge assessment:

- Written exam
- Oral exam

Reference nosilca / Lecturer's references:

- ČOK, Tina. Lexical aspect classification for unrelated languages : a case study on Slovenian and Chinese lexical aspect. *Acta linguistica asiatica*. 2020, vol. 10, no. 2, str. 49-64. ISSN 2232-3317. <https://revije.ff.uni-lj.si/ala/article/view/9228/9043>, DOI: [10.4312/ala.10.2.49-64](https://doi.org/10.4312/ala.10.2.49-64). [COBISS.SI-ID [24114691](#)]
- ČOK, Tina. ICT-supported language learning tools for Chinese as a foreign language : a content review = Jezikovnotehnoška orodja za učenje kitajščine kot tujega jezika : pregled vsebine. *Revija za elementarno izobraževanje*. [Tiskana izd.]. jun. 2016, letn. 9, št. 3, str. 103-120, graf. prikazi, tabele. ISSN 1855-4431. [COBISS.SI-ID [1538484932](#)]
- ČOK, Tina. A Study on Conceptualisation and Verbalisation of Actions in Chinese and Slovene. V: *Aktualni problemi v savremennata kitaistika i iztokoznanie : Dokladi ot meždunarodnata konferencija, posvetena na 25-godišnjata ot otkrivaneto na specialnost Kitaistika v SU Sv. Kliment Ohridski : Tom 1 = Current issues in contemporary Chinese and Oriental studies : Papers from the International conference, dedicated to the 25th anniversary of the establishment of the Chinese Studies Program at Sofia University "St. Kliment Ohridski" : Vol. 1*. Sofija, 2018. Str. 68-77, ilustr. ISBN 978-954-07-4550-3. https://drive.google.com/file/d/173Egh_VqgVOSWjbx9MahFSIAHqgNkD1/view. [COBISS.SI-ID [1541110212](#)]
- ČOK, Tina. Predlog smernic in priporočil za razvoj medjezikovnega zavedanja pri tujejezikovnem učenju in poučevanju. V: BRATOŽ, Silva (ur.), KOCBEK, Alenka (ur.), PIRIH, Anja (ur.). *Zbornik povzetkov Mednarodne konference Obrazi raznojezičnosti v evropskih izobraževalnih kontekstih Koper, 12. april 2019 = Sommari del convegno internazionale Aspetti del plurilinguismo nei contesti educativi europei Capodistria, 12 aprile 2019 = Abstracts of the International Conference A Plurilingual Mindset in European Education Contexts Koper, 12 April 2019*. Koper, 2019. Str. 20. ISBN 978-961-7055-48-1. [COBISS.SI-ID [1541251268](#)]
- ČOK, Tina. A Cross-linguistic Analysis on Verb Processing in Chinese and Slovene : an Empirical Study. V: *CLUL LingMe : book of abstracts : June 16th, 2016*. Lisboa, 2016. Str. 65-67. <http://cards-fly.clul.ul.pt/clullingme/resources/Book-of-abstracts.pdf>. [COBISS.SI-ID [1538485956](#)]
- ČOK, Tina, MOTOH, Helena. *Kultura na koncu jezika : razprave o prepletu kitajskega jezika in kulture*. Koper, 2017. 124 str., ilustr. ISBN 978-961-6964-87-6. [COBISS.SI-ID [293140480](#)]
- ČOK, Tina. *Konceptualizacija in upovedovanje glagolskega dejanja v slovenščini, kitajščini in italijanščini : doktorska disertacija*. Koper, 2019. [13] f., 206 str., ilustr. https://share.upr.si/PEF/EDIPLOME/DOKTORSKE_DISERTACIJE/Cok_Tina_2019.pdf. [COBISS.SI-ID [1541668292](#)]
- ČOK, Tina (intervjuvanec). *Razvoj kitajskega jezika*. Ljubljana, 2018. Jezikovni pogovori. <https://4d.rtvsllo.si/arhiv/jezikovni-pogovori/174565644>. [COBISS.SI-ID [1540838084](#)]
- ČOK, Tina (intervjuvanec). *Zakaj imenujejo Kitajci rjavo reko rumena*. Ljubljana, 2018. Jezikovni pogovori. <https://4d.rtvsllo.si/arhiv/jezikovni-pogovori/174567127>. [COBISS.SI-ID [1540838340](#)]
- ČOK, Tina. *Conceptualisation And Verbalisation of Actions In Chinese and Slovene : a Comparative Study : predavanje na "25-th Anniversary Conference of the Chinese Studies Program in Sofia University "St. Kliment Ohridski": Current Issues in Contemporary Chinese and Oriental Studies, 1-2 December 2017, 15 "Tsar Osvoboditel" Blvd, Sofia University "St. Kliment Ohridski", Bulgaria"*. [COBISS.SI-ID [1540476868](#)]
- ČOK, Tina. *ICT-supported language learning tools for Chinese as a foreign language: a content review : lecture at First postgraduate conference on teaching Chinese as a foreign language (TCFL), April 25th 2015, University of Sheffield*. [COBISS.SI-ID [1537429956](#)]
- ČOK, Tina (diskutant), MOTOH, Helena (diskutant), PEJIČ, Nina (diskutant), UDOVIČ, Zdenko (diskutant). *Izzivi sodobne kitajske globalizacije : debata z gosti in predstavitev knjige o kitajskem jeziku in kulturi*, Ljubljana, UL FDV, Raziskovalno središče za Vzhodno Azijo (EARL), 11. decembra 2018, ob 10. uri. [COBISS.SI-ID [1540919236](#)]

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UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Kognitivno vedenjski coaching
Course title:	Cognitive behavioural coaching

Študijski program in stopnja	Študijska smer	Letnik	Semester
Study programme and level	Study field	Academic year	Semester
Podiplomski magistrski študijski program Mednarodno inovativno poslovanje	/	2.	/
Master programme - 2 nd cycle International Innovative Business Management	/	2nd	/

Vrsta predmeta / Course type Izbirni/Elective

Univerzitetna koda predmeta / University course code: KVC

Predavanja	Seminar	Vaje	Klinične vaje	Druge oblike študija	Samost. delo	ECTS
Lectures	Seminar	Tutorial	work		Individ. work	
18	12	0	0	0	125	6

Nosilec predmeta / Lecturer: Izr. Prof. Dr. Daša Grajfoner

Jeziki /	Predavanja / Lectures:	Slovenski, angleški /Slovene, English
Languages:	Vaje / Tutorial:	Slovenski, angleški /Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:	Prerequisites:
/	/

Vsebina:	Content (Syllabus outline):
1. Uvod v vedenjski coaching <ul style="list-style-type: none"> • Cilji SMART • Motivacijski in psihološki vidiki postavljanja ciljev in načrtovanja aktivnosti 	1. Introducing the behavioural approach <ul style="list-style-type: none"> • SMART goals • Motivational and psychological aspects of goal setting and action planning

<p>2. Model GROW</p> <ul style="list-style-type: none"> • Cilji • Realnost • Opcije • Pot naprej <p>3. Kognitivno-vedenjski coaching</p> <ul style="list-style-type: none"> • Napake v mišljenju • Samoučinkovitost <p>4. Pozitivni psihološki coaching</p> <ul style="list-style-type: none"> • Individualne moči / prednosti • Čustvena inteligenca • Življenjski zanos <p>5. Praktična uporaba orodij in tehnik kognitivno vedenjskega coachinga in coachinga s pozitivno psihologijo</p>

<p>2. GROW model</p> <ul style="list-style-type: none"> • Goals • Reality • Options • Way forward <p>3. Cognitive behavioural coaching</p> <ul style="list-style-type: none"> • Thinking errors • Self-efficacy <p>4. Positive psychology coaching</p> <ul style="list-style-type: none"> • Strengths • Emotional intelligence • Flow <p>5. Practical application of CBC and positive psychology coaching tools and techniques</p>

Temeljni literatura in viri / Readings:

Obvezna literatura / Mandatory Readings:

- Palmer, S. & Whybrow, A. (Eds.). (2019). *Handbook of coaching psychology: A guide for practitioners*. Routledge. (Chapter 3,5,6)
- Palmer, S. (2007c). PRACTICE: A model suitable for coaching, counselling, psychotherapy and stress management. *The Coaching Psychologist* 3(2): 71-77.
- Peltier, B. (2010). *The Psychology of Executive Coaching: Theory and Application*. Routledge. (Chapter 4)
- Williams, H. & Palmer, S. (2013). The SPACE model in coaching practice: A case study. *The Coaching Psychologist*, 9 (1), 45-47.

Izbirna literatura / Recommended Readings:

- Biswas-Diener, R. (2009). Personal coaching as a positive intervention. Coaching as Positive Intervention. *Journal of Clinical Psychology*, 65(5), 544-553.
- Boyatzis, R. E., Smith, M. L., & Beveridge, J. (2013). Coaching With Compassion: Inspiring Health, Well-Being, and Development in Organizations. *Journal of Applied Behavioral Science*, 49(2), 153-178.
- Grant, A.M & Cavanagh, M.J. (2007) Flourishing or languishing? *Australian Psychologist*, 42(4), 239-254.
- Schutte, N.S., Malouff, J.M., Hall, L.E., Haggerty, D.J., Cooper, J.T., Golden, C.J., & Dornheim, L. (1998). Development and validation of a measure of emotional intelligence. *Personality and Individual Differences*, 25, 167-177.

Cilji in kompetence:

Temeljni cilj predmeta je seznaniti študente z osnovami coachinga in coaching psihologije ter jih usposobiti za načrtovanje in aplikacijo coachinga v delovnem okolju.

Predmetno-specifične kompetence:

- sposobnost razmišljati o uporabi in praksi modela coachinga GROW
- kritičen pogled na pozitivni psihološki coaching in na to, kdaj je ta pristop najbolje uporabiti
- sposobnost kritične ocene psihometričnih lastnosti čustvene inteligence
- sazumeti koncept "močnih sposobnosti" in kako ga uporabiti v coachingu

Objectives and competences:

The key objective of the course is to provide an overview of theoretical context of cognitive behavioural and positive psychology approach in coaching and associated tools and techniques most commonly used in practice.

Subject-specific competences:

- Be able to reflect on the application and practice of the GROW model of coaching
- Have a critical perspective on positive psychology and when this approach is best applied
- Critical thinking about psychometric elements of emotional intelligence
- Understand the concept of 'strengths', and how to apply it in coaching practice

<ul style="list-style-type: none"> • sposobnost ocenjevanja koncepta življenjskega zanosa in povezanosti s coachingom <p><u>Splošne/prenosljive kompetence:</u></p> <ul style="list-style-type: none"> • Sposobnost kritične refleksije in sposobnost za razvoj socialnih in komunikacijskih kompetenc za delovanje v mednarodnem okolju. • Sposobnost analize kompleksnih problemov in sinteze rešitev ter sprejemanja odgovornosti za prognoziranje, strategijo in trajnostni razvoj malih in srednjih podjetij ter ustanov.

<ul style="list-style-type: none"> • Ability to evaluate the concept of flow and how it relates to coaching <p><u>General/transferable competences:</u></p> <ul style="list-style-type: none"> • Critical reflection and the ability to develop social and communication competences to work in an international environment. • Ability to analyse complex problems and synthesise solutions, and to take responsibility for foresight, strategy and sustainable development of SMEs and institutions.

Predvideni študijski rezultati:

<p>Študent/ka bo:</p> <ul style="list-style-type: none"> ▪ Znal/a oceniti in uporabiti cilje SMART v coaching praksi ▪ Opredel/a in uporabil/a vsak del modela GROW v praksi ▪ Kritično ovrednotil/a in uporabil/a kognitivno-vedenjska pristop pri oblikovanju študij primera ▪ Razumeti in aplicirati orodja kognitivno-vedenjskega coachinga v praksi ▪ Opredeliti, meriti in razlagati osebnostne moči v coaching praksi ▪ Sposobnost uporabe in kritičnega vrednotenja tehnik pozitivne psihologije pri coachingu
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Intended learning outcomes:

<p>A student will:</p> <ul style="list-style-type: none"> • Understand, evaluate and apply SMART goals in coaching practice • Define and apply each stage of GROW model in practice • Critically evaluate and apply cognitive behavioural coaching tools for case formulation • Understand and apply Cognitive behavioural coaching tools in practice coaching sessions • Define, measure and interpret 'strengths' in coaching practice • Ability to apply and critically evaluate positive psychology coaching techniques

Metode poučevanja in učenja:

Learning and teaching methods:

<p>Sodelovalno delo v virtualnem učnem okolju (spletni seminarji z aktivno udeležbo študentov, diskusijski forumi, individualne konzultacije itd.)</p> <p>Individualno delo (študij temeljne literature in virov, analiza in kritično vrednotenje primerov izvedenih raziskav, priprava krajših in daljših pisnih izdelkov).</p> <p>Timsko delo (aplikativne naloge: uporaba naprednejših multivariatnih statističnih metod in interpretacija izračunov/ugotovitev)</p>
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<p>Collaboration in a virtual learning environment (webinars with students' active participation, discussion forums, individual consulting hours etc.)</p> <p>Individual work (studying mandatory literature and resources, analysis and critical evaluation of selected research examples, preparation of shorter and longer written assignments etc.)</p> <p>Teamwork (applicative assignments: use of advanced multivariate statistical methods and interpretation of calculations/findings)</p>
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Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

<p>Sprotno preverjanje in ocenjevanje znanja:</p> <ul style="list-style-type: none"> ▪ Kompleksna individualna naloga (samorefleksija) ▪ Timske naloge 	<p>60 %</p> <p>40 %</p>	<p>Continuous knowledge assessment:</p> <ul style="list-style-type: none"> ▪ Complex individual assignment (Self reflective report) ▪ Team assignments
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Končno preverjanje in ocenjevanje znanja: ▪ Daljši pisni izdelek	100 %	Final assessment: ▪ Project work
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Reference nosilca / Lecturer's references:

1. Grajfoner, D., Bolton, L. & Ke Guek, N. (nov 2023). Psychology of Leadership Across Cultures. In M. N. Craith, & K. Strani (Eds.). *Intercultural Issues in Business Management*.
2. Silvia King, Dasha Grajfoner, Lucy Bolton & Ke Guek Nee (nov 2023). Intercultural Coaching. In *Intercultural Issues in the Workplace: Leadership, Communication and Trust* Strani, Pfeiffer (eds)
3. Ke, G. N., Grajfoner, D., Carter, S., De-Lima, N., Khairudin, R., Lau, W. Y., Kamal, K. A., & Lee, S. C. (2022). Psychological Well-being and Employability of Retrenched Workforce during COVID-19: A Qualitative Study Exploring the Mitigations for Post Pandemic Recovery Phase. *Frontiers in Public Health*.
<https://www.frontiersin.org/articles/10.3389/fpubh.2022.907797/abstract>
4. IF: 6.461/ Q1/ WoS, <https://www.frontiersin.org/journals/public-health>
5. Johnston C, van Huyssteen S, Grajfoner D et al (2022) Exploring the effect of a therapy dog in a group for young people experiencing anxiety. *Mental Health Practice*. doi: 10.7748/mhp.2022.e1629
6. Grajfoner, D., Rojon, C., & Eshraghian, F. (2022). Academic leaders: In-role perceptions and developmental approaches. *Educational Management Administration & Leadership*, 0(0). <https://doi.org/10.1177/17411432221095957> (Tier-Q1, IF: 4.71/ ISI/ Scopus). Lead author
7. Ke, G. N., Grajfoner, D., Wong, R. M., Carter, S., Khairudin, R., Lau, W. Y., Kamal, K. A., & Lee, S. C. (2022). Building the Positive emotion-Resilience-Coping efficacy model for COVID-19 pandemic. *Frontiers in Psychology*, 13, 764811 (Tier-Q1, IF: 2.99/ ISI/ Scopus). <https://doi.org/10.3389/fpsyg.2022.764811>
8. Grajfoner, D., Ke, G. N. & Wong, M. M (2021). Pet ownership and mental health and wellbeing of Malaysians During Covid-19 Movement Control. *Animals* 11(9) 2689 (Tier-Q1, IF: 2.323/Scopus) DOI: <https://doi.org/10.3390/ani11092689>. Lead author
9. King, S. ., Grajfoner, D., Beckett-McInroy, C., Ke, G.-N. ., & Bolton, L. (2021). Conference Proceedings: Coaching Psychology in a Post-COVID World (IPCD Panel Discussion, October 8-9, 2021). *Middle East Journal of Positive Psychology*, 7, 140-146.
10. Danby, P. & Grajfoner, D. (2022). Human-Equine Tourism and Nature-Based Solutions: Exploring Psychological Wellbeing through Transformational Experiences, *Journal of Hospitality & Tourism Research: Special Edition: Nature-based Solutions in Hospitality and Tourism*, Vol. 46, Issue. 3, pp. 607-629
DOI: [o1gdr/.o/i/p:stht0.1177/1096348020978555](https://doi.org/10.1177/1096348020978555)
11. Grajfoner, D. (2020). Razvoj sistemskega coachinga in oblikovanje ciljev na delovnem mestu. Spremnna študija v knjigi Klausu Theuretzbacherja in Petra Nemetscheka *Coaching in sistemska supervizija s srcem, rokami in razumom*
12. Grajfoner, D. (2020). Coaching and Coaching Psychology in the Workplace: Analytical Perspectives and Development in Theory and Practice. *Slovenian Journal of Psychotherapy Kairos*, 14(1/2), 11-27.
13. Grajfoner, D. & Darrenshoori, M. (2020). A Novel Exploration of The Effect of Parental Divorce Early in Life on Stress-Coping Ability, Resilience and Mental Health in University Students. *Slovenian Journal of Psychotherapy Kairos*, 14(1/2), 31-57.
14. Ellam-Dyson, V., Grajfoner, D., Whybrow, A. & Palmer, S. (2019). Leadership and Executive Coaching. In S. Palmer & A. Whybrow (Eds.). *Handbook of Coaching Psychology: A Guide for Practitioners (2nd edition)* (pp. 439-452). London and New York: Routledge.
15. Dodds, G. & Grajfoner, D. (2018). Executive Coaching and National Culture in the United Arab Emirates: An Interpretative Phenomenological Analysis. *International Coaching Psychology Review*, 13 (1), 89-105.
16. Passmore, J, Brown, H, Peebles, D, Grajfoner, D & the European Coaching and Mentoring Research Consortium (2018) *The State of Play in Scottish Coaching*. Henley-on-Thames: Henley Business School
ISBN 978-1-912473-01-4
17. Grajfoner, D., Harte, E., Potter, L. M. and McGuigan, N. (2017). The Effect of Dog-Assisted Intervention on Student Well-Being, Mood, and Anxiety. *Int. J. Environ. Res. Public Health* 2017, 14, 483.
18. Grajfoner, D. & Shams, M. (2015) Exploring coaching skills and competencies for family business coaching practice. In M. Shams & D. Lane (Eds.). *Supporting the Family Business: A Coaching Practitioner's Handbook* (pp. 147-171). Karnac.

19. Grajfoner, D. (2012). Animal Assisted Coaching: A novel approach to animal assisted interventions. Psihološki trening s pomočjo živali. Nov pristop k intervencijam s pomočjo živali. V Redulić, U. (ur.), *Živali in psihologija. Zbornik strokovnih prispevkov. Poletna Psihošola 2012* (62 – 66). Društvo študentov psihologije Slovenije (DŠPS).
20. Grajfoner, D. (2012). The Introduction to Animal Assisted Coaching Psychology: Definition and Challenges. *Coaching Psychology International*, 5 (1), 22-25.

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Komuniciranje z vplivnimi javnostmi in lobiranje
Course title:	Communication and Lobbying

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Podiplomski magistrski študijski program Mednarodno inovativno poslovanje, Marketing in prodaja, Inovativni menedžment v socialni in izobraževanju, Menedžment pamenih mest, Psihologija	/	2.	/
Master programme – 2 nd cycle International Business Management, Marketing and Sales, Innovation Management in Social and Education Sector, Management of Smart Cities, Psychology	/	2nd	/

Vrsta predmeta / Course type Izbirni / Elective

Univerzitetna koda predmeta / University course code: KVJL

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
18	12	0	0	0	125	6

Nosilec predmeta / Lecturer: prof. dr. Boris Cizelj

Jeziki / Languages:	Predavanja / Lectures:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian
	Vaje / Tutorial:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Znanje, predvideno v učnih načrtih prvostopenjskih bolonjskih programov poslovnih ali tehničnih ved.

Prerequisites:

Knowledge foreseen in the course syllabi of first-cycle programmes in business and technical sciences.

Vsebina:

- Opredelevanje pojmov: javne/vladne zadeve, zastopanje interesov, komuniciranje z vplivnimi javnostmi, zagovorništvo, interesne in skupine pritiska, mreženje, možganski trusti in lobiranje;
- Kategorije lobiranja po kriteriju družbene korektnosti (zakonito, legitimno, etično);
- Kategorije vplivnih struktur: šampioni, zavezniki, omahljivci, mehki in trdi nasprotniki;
- Razvoj lobistične dejavnosti in specifika glede na kulturno-politični kontekst;
- Tipologija lobiranja (domače, profesionalno, neposredno- posredno, formalno-neformalno, povratno);

Content (Syllabus outline):

- Definition of following concepts: public/government affairs, interest representation, communication with influential public, advocacy, interest and pressure groups, networking, brain trusts, and lobbying;
- Categories of lobbying according to social correctness (legal, legitimate, ethical);
- Categories of influencers: champions, supporters, undecided, soft and hard opponents;
- Development of lobism and specifics in various cultural-political contexts;
- Typology of lobbying: internal, professional, direct-indirect, formal-informal, reversal;
- Activities of lobbyists;

6. Dejavnosti lobistov;
 7. Lobiranje in korupcija;
 8. Lobiranje in mediji;
 9. Zakonodaja in samoregulacija lobistične dejavnosti: smoter, problemi in učinkovitost;
 10. Kvalitete in kompetence uspešnega lobista;
 11. Lobistične strategije in taktike;
 12. Specifika lobiranja v EU (kdo, koga, kako in zakaj lobira EU institucije);
 13. Organizacija – subjekt v evropskem komunikacijskem prostoru;
 14. Orodja in metode komuniciranja z vplivnimi javnostmi
 15. Koncipiranje, sestava in sprejetje programa komuniciranja z vplivnimi javnostmi in lobiranja (KVJL)
 16. Izvajanje KVJL programa
 17. Zastopanje interesov in lobiranje za posamezno organizacijo v Bruslju;
 18. Opredelitev pogajalskega procesa;
 19. Tipologija pogajanj in pogajalcev;
 20. Mednarodna pogajanja in multikultura.

7. Lobbying and corruption;
 8. Lobbying and the media;
 9. Legislation and self-regulation of lobbying: purpose, problems and efficiency;
 10. Qualities and competences of a successful lobbyist;
 11. Lobbying strategies and tactics;
 12. Specific features of lobbying in EU (who, whom, how and why lobbying EU institutions);
 13. Organisation – an actors in the European lobbying context;
 14. Tools and methods of communication with influential public;
 15. Design, structure and adoption of the program of communication with influential public and lobbying (CIPL);
 16. Challenges in execution of CIPL program;
 17. Interest representation and lobbying for an individual organisation in Brussels;
 18. Definition of the negotiating process;
 19. Typology of negotiations and negotiators;
 20. International negotiations and multicultural.

Temeljni literatura in viri / Readings:

OBVEZNA/MANDATORY:

- Cizelj Boris, Sara Mlakar (2022) »Lobiranje in demokracija« Sobotna priloga, Delo, 17. december 2022
 - Cizelj, Boris; Gökgöz Fazlı Mehmet (2018): The Legitimacy of Lobbying, Teorija in praksa, Ljubljana, 55 (1): str. 130-145, Ljubljana.
 - Guéguen, Daniel (2007) Evropsko lobiranje, uvod B.Cizelj, DOBA EPIS, Maribor, skripta, 140 strani.
 Guéguen, Daniel (2007): European Lobbying. Europolitics. <http://www.pacteurope.eu/sites/default/files/publications-free/PACT%20EurLobUK%202012.pdf>;
 - Alemanno Alberto (2017) Lobbying for Change: Find Your Voice to Create a Better Society, Amazon, <https://www.amazon.co.uk/Lobbying-Change-Create-Better-Society/dp/1785782851>;
 - Zakon o integriteti in preprečevanju korupcije, (ZIntPK), Uradni list RS, št. 69/11 – uradno prečiščeno besedilo, 158/20, 3/22 – ZDeb in 16/23 – ZZPri) <http://pisrs.si/Pis.web/pregledPredpisa?id=ZAKO5523>

Cilji in kompetence:

Študentje bodo pridobili pri predmetu naslednje splošne in predmetno-specifične kompetence:

1. Celovito in avtentično razumevanje vloge organizacije, kot subjekta v lokalnem, državnem in mednarodnem komunikacijsko-lobističnem prostoru za različne profile strokovnjakov (managerjev, tržnikov, vodij razvojno-inovacijskih oddelkov, vodilnih v lokalnih skupnostih);
2. Obvladaovanje lobističnih orodij in instrumentov komuniciranja z vplivnimi javnostmi, zagovorništva, vključevanja v interesne in skupine pritiska ter v možganske truste;
3. Sposobnost opredeliti ustrezno strategijo in taktike v konkretnem primeru lobiranja;
4. Pravilno izbirati in učinkovito uporabljati lobistična orodja v različnih kontekstih;
5. Produktivno angažiranje in sodelovanje z zunanjimi strokovnjaki za komuniciranje in lobiranje;
6. Upoštevati pri svojem lobističnem delovanju kriterije zakonitega, legitimnega in etičnega lobiranja;

Objectives and competences:

With the subject students will develop the following general and subject-specific competences:

1. Ability to appreciate and define the position and role of an organisation in the local, national and international communication and lobbying space for various profiles of experts (managers, marketers, heads of research and innovation departments, heads of local communities);
2. Mastering of the lobbying tools and instruments of communication with influential public, public advocacy, joining interest and pressure groups, and brain trusts;
3. Capability to define appropriate strategy and tactics in a specific lobbying case;
4. Correct selection and efficient use of lobbying tools in various contexts;
5. Productive engagement and collaboration with external communication and lobbying experts;
6. Respecting in their lobbying activities the criteria of legal, legitimate and ethical lobbying;
7. Capability to develop a suitable and effective lobbying program for the organisation in the EU context;

7. Sposobnost opredeliti primeren in učinkovit program lobiranja za svojo organizacijo v EU kontekstu;
8. Obvladati pogajalske veščine in tehnike kot sestavnega dela lobističnih procesov.
9. Prepoznavanje potencialnih nasprotnikov in podpornikov pri lobističnih naporih organizacije;
10. Sposobnost objektivne analize doseženih rezultatov in napak/pomanjkljivosti v opravljeni lobistični akciji.

8. Mastering of negotiating skills and techniques as a component of the lobbying processes.
9. Recognition of potential supporters and opponents to lobbying efforts of our organisation.
10. Capability to analyse objectively the results achieved and mistakes/failures committed in the lobbying activity.

Predvideni študijski rezultati:

Doseženo znanje in razumevanje študentov:
1. Širše, interdisciplinarno razumevanje značaja, potenciala in omejitev zastopanja interesov, komuniciranja z vplivnimi javnostmi in lobiranja v sodobnem svetu (s poudarkom na Evropi – še posebej v EU), zlasti v poslovanju gospodarskih družb in organizacij civilne družbe;
2. Razumevanje pomena sistematičnega delovanja organizacij v prid zaščiti svojih interesov s primerno uporabo instrumentov komuniciranja z vplivnimi javnostmi in lobiranja;
3. Poglobljen vpogled v priložnosti, ki jih ponuja oblikovanje koalicij, posebej angažiranje strokovne javnosti, medijev in komuniciranja preko spletnih omrežij za krepitev položaja naše organizacije pred in v teku lobističnih akcij.
4. Poznavanje zakonitosti, prakse in izzivov zastopanja interesov, komuniciranja z vplivnimi javnostmi in lobiranja, usposablja študente, da lahko prevzemajo odgovornost za pripravo lobističnih programov ter uspešno opravljajo tovrstne aktivnosti za svojo organizacijo ali lokalno skupnost – bodisi samostojno, ali ob angažiranju profesionalnih lobistov.
5. Pridobitev vpogleda v zakonitosti pogajalskih procesov in pogajalskih tehnik, ki jih osposablja da se vključujejo v pogajanja svoje organizacije kot aktivni udeleženci, ali vsaj kvalificirani svetovalci pogajalskega tima.

Intended learning outcomes:

Knowledge and understanding to be achieved by students:
1. Broader, interdisciplinary understanding of the character, potential and limitations of interest representation, communication with influential public and lobbying in contemporary world (with emphasis on Europe – specially in the EU), particularly in business, and in activities of organisations of civil society;
2. Understanding of the importance of systematic efforts by organisations to protect their interests with appropriate use of instruments of communication with influential public and lobbying;
3. Deeper insight into the potential of building coalitions, particularly of engaging professional public, the media, and communication through social networks for strengthening the position of our organisation before and in the course of lobbying activities.
4. Understanding the rules, the actual practice, and the challenges of interest representation, communication with influential public, and lobbying, enables students to take responsibility for the preparation of lobbying action programs, and successfully execute these activities for their organisation or local community – either only by themselves, or by engaging professional lobbyists.
5. Develop insight and understanding of the principles of negotiations and negotiating techniques, enabling them to be part of their organisation's negotiating teams, as active negotiators, or advisors of the team.

Metode poučevanja in učenja:

Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)
Sodelovalno skupinsko delo: seminarske vaje (projektno delo, timsko delo)
Individualno delo: individualne aktivnosti (naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, javni nastop, pisni izdelki)
Študij v virtualnem okolju: sodelovalne in individualne aktivnosti (naloge, forum, klepetalnica, študij gradiva)
Sodelovanje gostujočega predavatelja:
Opredeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.

Learning and teaching methods:

Direct contact activities: lectures with PP and videos – with active participation of students (presentation & interpretation of issues, discussion, case solving).
Cooperative group activities: seminars (projects to be completed by smaller teams).
Individual work: study of mandatory and recommended literature, research tasks, reflective efforts, self-evaluation, presentations, written assignments).
Studying in the virtual environment: collaborative and individual activities (assignments, forum, chat, study of material).
Guest lecturer
The selected online methods of teaching and learning are supported by modern ICT tools and complemented by

	effective approaches to teaching and learning in the virtual environment
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Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Sprotno preverjanje in ocenjevanje znanja:		Continuous knowledge assessment:
<ul style="list-style-type: none"> • krajši pisni izdelki • daljši pisni izdelki 	50 50	<ul style="list-style-type: none"> • Shorter written assignments • Longer written assignments
Končno preverjanje in ocenjevanje znanja:		Final knowledge assessment:
<ul style="list-style-type: none"> • individualna projektna naloga • pisni izpit 	30 70	<ul style="list-style-type: none"> • Individual project assignment • Written exam

Reference nosilca / Lecturer's references:

- CIZELJ, Boris. *Business interest representation and opportunities for lobbying : lecture : European institute for industrial leadership, EILL, MCE 20 Module-Workshop- seminar, 28th-26th January 2006*. Bruselj, 2006. [COBISS.SI-ID [512082736](#)]
- CIZELJ, Boris. EU in razvoj inovativnega podjetništva = The EU and the development of innovative entrepreneurship. *Mednarodno inovativno poslovanje : strokovno-znanstvena revija za področje poslovanja in poslovnega izobraževanja*. 2012, letn. 4, št. 2, ilustr. ISSN 1855-6175. [http://journal.doba.si/letnik_4_\(2012\)_st_2](http://journal.doba.si/letnik_4_(2012)_st_2). [COBISS.SI-ID [512579888](#)]
- CIZELJ, Boris. *EU information sources : lecture : European institute for industrial leadership, EILL, MCE 20 Module-Workshop- seminar, 26th-28th April 2005, Business Lobbying in the EU*. Bruselj, 2005. [COBISS.SI-ID [512082480](#)]
- CIZELJ, Boris. *EU institucije. temeljne politike, sistem odločanja in lobiranje : študijski obisk skupine Istrabenz, 19.-20. sept. 2005*. Bruselj, 2005. [COBISS.SI-ID [512080688](#)]
- CIZELJ, Boris. *Evropski programi za lokalne skupnosti, lobiranje in vloga SGRZ : 5. dnevi lokalne samouprave, Bled, 8.-9. marec 2005*. Bled, 2005. [COBISS.SI-ID [512084528](#)]
- CIZELJ, Boris. Interest representation, networking and lobbying for R&D interests in Brussels. V: KOBAL, Edvard (ur.), RADOŠEVIČ, Slavo (ur.). *Modernisation of science policy and management approaches in Central and South East Europe : [proceedings of the NATO Advanced Training Course on Modernisation of Science Policy and Management Approaches in Central and South Eastern Europe, Ljubljana, Slovenia, 28-29 November 2003]*. Amsterdam: IOS Press, cop. 2005. Str. 181-187, ilustr. NATO science series, Series 5, Science and technology policy, vol. 48. ISBN 1-58603-517-7. ISSN 1387-6708. [COBISS.SI-ID [512076336](#)]
- CIZELJ, Boris, GÖKGÖZ, Fazi Mehmet. The legitimacy of lobbying. *Teorija in praksa : revija za družbena vprašanja*. apr.-jun. 2018, letn. 55, št. 2, str. 370-385, 494. ISSN 0040-3598. [COBISS.SI-ID [35698781](#)]
- CIZELJ, Boris. *Lobbying and interest representation for new members and candidates : Zurich university study visit, Brussels, 16th March 2005*. Brussels, 16.3.2005. [COBISS.SI-ID [512087088](#)]
- CIZELJ, Boris. *Lobiranje v Evropski uniji : predavanje na MO Ljubljana*. Bruselj, 25.10.2005. [COBISS.SI-ID [512083504](#)]
- CIZELJ, Boris. *Negotiations and lobbying in the European union : University of Ljubljana, Department of social studies, Ljubljana, 24th October 2005*. Ljubljana, 24.10.2005. [COBISS.SI-ID [512086832](#)]
- CIZELJ, Boris. *Odločanje v EU in lobiranje : prezentacija na direktorskem forumu koncerna Iskra, Zg. Bela, 10. november 2005*. Zg. Bela, 10.11.2005. [COBISS.SI-ID [512084272](#)]
- CIZELJ, Boris. *Overview of major EU policies : workshop seminar on business lobbying in the EU : European institute for industrial leadership, EILL, MCE 20 Module-Workshop- seminar, 26th-28th April 2005*. Bruselj, 2005. [COBISS.SI-ID [512087600](#)]
- CIZELJ, Boris. *Preparing Slovenian companies : Eurochambres partners project seminar Stabilisation and association process and EU accession, session II: Preparation for enlargement, Brussels 2nd-4th February 2005*. Brussels, 2005. [COBISS.SI-ID [512085808](#)]

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- LETONJA, Marina, CIZELJ, Boris, AŠANIN GOLE, Pedja. Use of business models of customer relationships in Slovenian socially responsible smaller family firms = Uporaba poslovnih modelov odnosov s strankami v manjših slovenskih družbeno odgovornih družinskih podjetjih. V: AŠANIN GOLE, Pedja (ur.), MAČEK, Anita (ur.), OVIN, Rasto (ur.). *Research in theory and practice in contemporary business issues : monograph of the DOBA Business School 2020 = Raziskave v teoriji in praksi sodobnih poslovnih vprašanj : monografija DOBA fakultete 2020*. Brezplačna elektronska izd. Maribor: DOBA Business School: = DOBA Fakulteta za uporabne poslovne in družbene študije, 2020. Str. 79-94, tabele. Book collection Lessons from economic and applied business and social studies. ISBN 978-961-7061-09-3. <https://www.fakulteta.doba.si/doba-znanja/raziskave/monografije>. [COBISS.SI-ID [42896387](#)]
 - CIZELJ, Boris. Znanje in kompetence za mednarodni trg prihodnosti. *Mednarodno inovativno poslovanje : strokovno-znanstvena revija za področje poslovanja in poslovnega izobraževanja*. 2013, year 5, vol. 2, ilustr. ISSN 1855-6175. http://journal.doba.si/letnik_5-2013-st-2/znanje-in-kompetence-za-mednarodni-trg-prihodnosti. [COBISS.SI-ID [512629808](#)]

Vir bibliografskih zapisov: vzajemna baza podatkov COBISS.SI/COBIB.SI, 8. 9. 2021

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Mednarodno gospodarsko pravo
Course title:	International Business Law

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Podiplomski magistrski študijski program Mednarodno inovativno poslovanje, Marketing in prodaja, Inovativni menedžment v socialni in izobraževanju, Menedžment plemenitih mest, Psihologija	/	2.	/
Master programme – 2 nd cycle International Business Management, Marketing and Sales, Innovation Management in Social and Education Sector, Management of Smart Cities, Psychology	/	2nd	/

Vrsta predmeta / Course type Izbirni / Elective

Univerzitetna koda predmeta / University course code: MGP

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
18	12	0	0	0	125	6

Nosilec predmeta / Lecturer: doc. dr. Jasna Murgel

Jeziki / Languages:	Predavanja / Lectures:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian
	Vaje / Tutorial:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Znanje, predvideno v učnih načrtih prvostopenjskih bolonjskih programov poslovnih ved.

Prerequisites:

Knowledge required by the curricula of the first-degree Bologna business programs.

Vsebina:

1. Temelji mednarodnega javnega in mednarodnega zasebnega prava
 - a. viri mednarodnega javnega in mednarodnega zasebnega prava
 - b. mednarodne in evropske organizacije (OZN, EU, SE)
2. Mednarodno javno in mednarodno zasebno gospodarsko pravo
 - a. mednarodne institucije gospodarskega prava (WTO, UNCITRAL itd.)
 - b. narava in viri mednarodnega zasebnega prava
3. Dunajska konvencija o mednarodni prodaji blaga
 - a. uporaba notranjega pogodbenega prava in kolizijska pravila

Content (Syllabus outline):

1. The foundations of public and private international law
 - a. sources of public and private international law
 - b. international and European organizations (UN, EU, CoE)
2. International public and international private commercial law
 - a. international institutions of commercial law (WTO, UNCITRAL, etc.)
 - b. the nature and sources of international private law
3. Vienna Convention on the International Sale of Goods

<ul style="list-style-type: none"> b. uporaba Dunajske konvencije in njene posebnosti c. sodno reševanje pogodbenih sporov 4. Pravna ureditev mednarodnega transporta <ul style="list-style-type: none"> a. železniški, cestni, zračni in pomorski promet b. posamezne mednarodne konvencije, ki urejajo promet 5. INOTERMS klavzule <ul style="list-style-type: none"> a. pomen transportnih klavzul b. zavarovanje prevoza 6. Mednarodne arbitraže in reševanje sporov <ul style="list-style-type: none"> a. arbitražni postopek v mednarodnih arbitražah b. posebnosti arbitražnega postopka pri Stalni arbitraži GZS 	<ul style="list-style-type: none"> a. application of domestic contract law and conflict-of-law rules b. application of the Vienna Convention and its specificities c. judicial settlement of contractual disputes 4. Regulation of international transport <ul style="list-style-type: none"> a. rail, road, air, and sea transport b. international conventions governing the transport of 5. INOTERMS clauses <ul style="list-style-type: none"> a. importance of transport clauses b. transport insurance 6. International arbitration and dispute resolution <ul style="list-style-type: none"> a. arbitration procedure in international arbitrations b. the specificities of the arbitration procedure at the Permanent Arbitral Tribunal
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Temeljni literatura in viri / Readings:

- Hutchison, A. and Myburgh, F. (ur.) (2020), Research Handbook on International Commercial Contracts, Edward Elgar Publishing
- INCOTERMS (2020), International Chamber of Commerce, <https://2go.iccwbo.org/incoterms-2020-introduction-free-document-pdf.html> Alternativno reševanje sporov (GOV.SI): <https://www.gov.si/teme/alternativno-resevanje-sporov/#:~:text=%20Alternativno%20re%C5%A1evanje%20sporov%20%201%20Arbitra%C5%BEa.%20Arbitra%C5%BEa,so%20zlasti%20pomo%C4%8D%20nevtralne%20tretje%20osebe%2C...%20More%20>
- Mankowski, P. (ur.) (2019), Commercial Law: Article-by-article Commentary. Nomos, Beck, Oxford, Hart
- Murgel, J. (2018) Gospodarsko pravo EU, Doba fakulteta 2018
- SPIRIT (2021), izvozno okno: <https://www.izvoznookno.si/mednarodno-trgovanje/incoterms/>
- Twigg-Flesner, C. (2021), Foundations of International Commercial Law, Routledge
- UNCITRAL (2021) HCCH and Unidroit Legal Guide to Uniform Instruments in the Area of International Commercial Contracts, with a Focus on Sales, UNCITRAL secretariat, Vienna International Centre, Vienna, Austria, United Nations, February 2021 <https://uncitral.un.org/sites/uncitral.un.org/files/media-documents/uncitral/en/tripartiteguide.pdf>

Cilji in kompetence:

Študentje bodo pridobili pri predmetu naslednje splošne in predmetno-specifične kompetence:

- poznavanje pravnih vidikov mednarodnega poslovanja,
- razumevanje in poznavanje tendenc mednarodnih ekonomski odnosov,
- sposobnost poglobljene uporabe znanj s pravnih področij,
- poznavanje sorodnih disciplin in korelacij med njimi,
- sposobnost priprave posameznih pogodb,
- poznavanje mehanizmov reševanja mednarodno-gospodarskih sporov, predvsem preko postopka arbitraže.
- avtonomnost pri strokovnem delu in sprejemanju poslovnih odločitev,
- sposobnost prepoznavanja razvoja in temeljev pravne discipline,
- sposobnost za umeščanje novosti v stroki v skladu z njenimi temeljnimi paradigmi.

Objectives and competences:

Students will acquire the following general and subject-specific competences in the subject:

- knowledge of the legal aspects of international business,
- understanding and knowledge of the tendencies of international economic relations, the ability to make in-depth use of knowledge in the fields of law,
- knowledge of related disciplines and correlations between them,
- the ability to prepare individual contracts,
- knowledge of the mechanisms for resolving international and commercial disputes, through the arbitration procedure.
- autonomy in professional work and business decision-making,
- the ability to identify the development and foundations of legal discipline,
- ability to position innovations in the profession in line with its fundamental paradigms.

Predvideni študijski rezultati:

Intended learning outcomes:

<p>Znanje in razumevanje: Študent/-ka bo:</p> <ul style="list-style-type: none"> - usvojil osnove pravnega delovanja mednarodne skupnosti - spoznal posamezne vire mednarodnega javnega in zasebnega prava, kar je temelj implementacije mednarodnega gospodarskega prava v prakso - spoznal posamezne mednarodne in evropske institucije, ki so pomembne za delovanje mednarodnega gospodarskega prava - usvojil praktične vidike mednarodnega poslovanja preko priprave posameznih pogodb - se seznanil s tendencami mednarodnih ekonomskih odnosov in razumel njihove principe - usvojil-a uporabo Dunajske konvencije v mednarodnem poslovanju - seznanil-a se s sodnim reševanjem pogodbenih sporov - usvojil-a uporabo transportnih klavzul v mednarodnem poslovanju - seznanil-a se s postopkom mednarodne evropske registracije dosežkov intelektualne lastnine - se seznanil-a s postopki reševanja sporov predvsem preko arbitražnega postopka
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<ul style="list-style-type: none"> - Knowledge and understanding: - The student will: - learn the basics of the legal action of the international community - learn about individual sources of public and private international law, which is the cornerstone of the implementation of international commercial law into individual international and European institutions that are relevant to the functioning of international commercial law - learn about practical aspects of international business through the preparation of individual contracts - become familiar with the tendencies of international economic relations and understand their principles the application of the Vienna Convention in international business - become familiar with the judicial settlement of contractual disputes - become familiar with the use of transport clauses in international business - become familiar with the process of international European registration of intellectual property achievements - become aware of dispute settlement procedures, through the arbitration procedure
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Metode poučevanja in učenja:

<p>Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)</p> <p>Sodelovalno skupinsko delo: seminarske vaje (projektno delo, timsko delo)</p> <p>Individualno delo: individualne aktivnosti (naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, javni nastop, pisni izdelki)</p> <p>Študij v virtualnem okolju: sodelovalne in individualne aktivnosti (naloge, forum, klepetalnica, študij gradiva)</p> <p>Opremljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>

Learning and teaching methods:

<p>Frontal work: lectures with active student participation (explanation, discussion, case resolution)</p> <p>Collaborative teamwork: seminar exercises (project work, teamwork)</p> <p>Individual work: individual activities (tasks, studies of literature and resources, development and research work, reflection, self-assessment, public appearance, written articles)</p> <p>Study in a virtual environment: collaborative and individual activities (tasks, forum, chat room, study of materials)</p> <p>The defined teaching and learning methods are adequately supported for on-line study by modern information and communication tools and complemented by effective teaching and learning approaches in a virtual learning environment.</p>

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Sprotno ocenjevanje in preverjanje znanja: <ul style="list-style-type: none"> • krajši pisni izdelki • daljši pisni izdelki 	70 30	Regular assessment and examination: <ul style="list-style-type: none"> • shorter written products • longer written products
Končno ocenjevanje in preverjanje znanja: <ul style="list-style-type: none"> • Pisni izpit 	100	Final assessment and examination: <ul style="list-style-type: none"> • Written exam

Reference nosilca / Lecturer's references:

<ul style="list-style-type: none"> • MURGEL, Jasna. Ob napovedanih spremembah ZST-1 - utrip sodne prakse. <i>Pravna praksa : PP</i>. 4. jul. 2013, leto 32, št. 26, str. ii-viii, z avtorj. sl. ISSN 0352-0730. [COBISS.SI-ID 13260625]
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- MURGEL, Jasna. Slovenija je ratificirala Konvencijo o preprečevanju nasilja nad ženskami. *Pravna praksa : PP.* 16. apr. 2015, leto 34, št. 15, str. 16-17, z avtorj. sl. ISSN 0352-0730. [COBISS.SI-ID [14323025](#)]
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- MURGEL, Jasna. Aktivna legitimacija za izterjavo obratovalnih stroškov : vprašanja in odgovori. *Pravna praksa : PP.* 26. avgust 2010, leto 29, št. 33, str. 21-22. ISSN 0352-0730. [COBISS.SI-ID [4119339](#)]
- MURGEL, Jasna. Osebni stečaj podjetnika. *Pravna praksa : PP.* 25. feb. 2010, letn. 29, št. 8, str. 6-8. ISSN 0352-0730. [COBISS.SI-ID [10549841](#)]
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- MURGEL, Jasna. Izvršba na denarna sredstva po uveljavitvi ZPlaSS. V: *Gospodarski subjekti na trgu - novosti in aktualna vprašanja gospodarskega prava : (pravo gospodarskih družb, gospodarske pogodbe, gospodarsko pravo EU, davčno pravo, delovno pravo)*. Maribor; Pravna fakulteta, 2010. Str. 81-87. ISBN 978-961-6399-61-6. [COBISS.SI-ID [4125995](#)]
- MURGEL, Jasna. Obveznosti dolžnika v postopku osebnega stečaja. V: *Zbornik 2012*. 1. natis. Ljubljana, 2012. Str. 89-95. ISBN 978-961-247-230-6. [COBISS.SI-ID [2255329](#)]
- MURGEL, Jasna. Vpliv postopka insolventnosti na izvršbo in zavarovanje ter uporaba določb ZIZ v postopku osebnega stečaja. V: *Zbornik*. 1. dnevi nepravdnega in izvršilnega prava, 19. in 20. april 2012, Terme Olimia. 1. natis. Ljubljana, 2012. Str. 64-70. ISBN 978-961-247-209-2. [COBISS.SI-ID [2251489](#)]

Vir bibliografskih zapisov: vzajemna baza podatkov COBISS.SI/COBIB.SI, 24. 6. 2022

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Mednarodni marketing
Course title:	International marketing

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Podiplomski magistrski študijski program Marketing in prodaja, Inovativni menedžment v socialni in izobraževanju, Menedžment pamenih mest, Psihologija	/	2.	/
Master programme – 2 nd cycle Marketing and Sales, Innovation Management in Social and Education Sector, Management of Smart Cities, Psychology	/	2nd	/

Vrsta predmeta / Course type Izbirni / Elective

Univerzitetna koda predmeta / University course code: MM

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
18	12	0	0	0	125	6

Nosilec predmeta / Lecturer: prof. dr. Tina Vukasović

Jeziki / Languages:	Predavanja / Lectures:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian
	Vaje / Tutorial:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti: **Prerequisites:**

Osnove marketinga.	Marketing basics.
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Vsebina: **Content (Syllabus outline):**

Predmet posreduje vsebinske, odločitvene in konceptualne osnove za tržno delovanje podjetja na mednarodnih trgih. Vključuje spoznanja o sodobni zasnovi mednarodnega marketinga, odločitvenih orodjih in konceptih za podporo izvajanja marketinških aktivnostih na mednarodnih trgih.

Predvideni vsebinski sklopi:

- SODOBNI POMEN IN RAZSEŽNOSTI MEDNARODNEGA MARKETINGA: razvoj in pomen mednarodnega marketinga, dejavniki sprememb na mednarodnih trgih, mednarodna konkurenčnost podjetij
- ANALIZA OKOLIJ MEDNARODNEGA MARKETINGA: ekonomsko, politično, pravno-zakonodajno, sociokulturno okolje, informacijsko-tehnološko okolje, ekološko okolje, pomen analize okolij kot podlaga za odločanje o vstopu na tuje trge (PEST/SLEPT/C analiza)
- RAZISKOVANJE TUJIH TRGOV: opredelitev mednarodnih tržnih raziskav, proces mednarodnih tržnih raziskav
- IZBOR TUJIH TRGOV IN ODLOČITVE O VSTOPU NA TRGE: značilnosti in proces izbora trgov v mednarodnem marketingu, segmentiranje, diferenciacija/standardizacija v mednarodnem marketingu
- STRATEGIJE VSTOPA NA TUJE TRGE: oblike in načini vstopa podjetij na mednarodne trge
- TRŽENJSKI SPLET V MEDNARODNEM MARKETINGU: mednarodna politika izdelka, mednarodna politika določanja cene, mednarodne tržne poti, mednarodno komuniciranje
- STRATEŠKO UPRAVLJANJE BLAGOVNIH ZNAMK ZA MEDNARODNE TRGE: opredelitev in pomen blagovne znamke, uravnotežen pogled na blagovno znamko, imidž in identiteta, zaznana vrednost blagovne znamke, modeli zaznane vrednosti blagovne znamke
- INTERNET IN ZASNOVA MEDNARODNEGA MARKETINGA: digitalna revolucija

Object to the substantive, decision-making and conceptual basis for marketing the company's operations in international markets. Includes insights on contemporary design international marketing, decision making tools and concepts to support the implementation of marketing activities in international markets.

Scheduled contents:

- The modern meaning and dimension of international marketing: definition of basic concepts, development and the importance of international marketing, factors of change in the international markets and the international competitiveness of companies
- Analysis of international marketing environments: economic, political, legal and regulatory, socio-cultural environment, information technology environment, ecological environment, the importance of analyzing environments as a basis for decisions about entering foreign markets
- Exploring foreign markets: the definition of international marketing research, international marketing research process
 - Selection of foreign markets and the decision to enter the market: characteristics and selection process in international marketing, segmentation, differentiation/standardization in international marketing
- Strategies entry into foreign markets: forms and methods of entering companies to international markets
- The marketing mix in international marketing: the international product policy, international policy of setting prices, international marketing channels, international communication
- Strategic brand management for international markets: the definition and importance of the brand, balanced view of the brand, image and identity, perceived brand value, perceived brand value models
- Internet and international marketing: the digital revolution

Temeljni literatura in viri / Readings:

Obvezna literatura in viri:

- Manuel, L. (2022.) Global marketing in a digital world. Fanshawe College Pressbooks London, Ontario. Dostopno na: <https://ecampusontario.pressbooks.pub/globalmarketing/>
- Wright, A. (2020.) 42 Buyer Persona Questions to Inspire Your Research. Dostopno na: <https://amywright.me/buyer-persona-questions/>
- Sak Onkvisit in John Shaw (2007). International Marketing: Analysis and strategy. Taylor and Francis Group. New York and London. <https://mebranding.files.wordpress.com/2012/06/international-marketing-strategy-and-theory-4th-edition.pdf> Poglavlja: 1, 4 – 7, 9 – 12, 14 - 16.
- Lynn University (b.l.). International Marketing: <https://core.ac.uk/reader/228460938> poglavje: 1, 4 - 7.
- Vukasović T. (2023): Koncepti v mednarodnem trženju, Tržno okolje, Vedenje porabnikov in nakupni proces odločanja, Raziskave trga, Segmentiranje in pozicioniranje na trgu, Trženjski splet in Organiziranje, izvedba in nadzor mednarodnega marketinga. Prosojnice dostopne v BB.

- Zavoloka S. V.A. Usikov (b.l.). INTERNATIONAL MARKETING AND GLOBAL MARKETING: DIFFERENCES AND PROBLEMS <https://core.ac.uk/reader/48402228>

Video gradivo:

- predavanje prof. dr. Vukasović, T. (2021): Koncepti v mednarodnem trženju <https://youtu.be/zdQ2jj4bYbE>
- predavanje profesorja Tima Friesnerja z naslovom "Marketing Concepts" <https://www.youtube.com/watch?v=5DfqPccGUgc>
- Marketing mix (4 P in 7P): <https://www.youtube.com/watch?v=ys7zx1Vc9po>
- Blagovna znamka: <http://www.youtube.com/watch?v=k5016fh7TgQ>
- Upravljanje z blagovno znamko: <http://www.youtube.com/watch?v=JKIAOZZritk&feature=related>

Cilji in kompetence:

Cilji predmeta:

- usposobiti študente za razumevanje procesa globalizacije trgov in procesa internacionalizacije podjetij ter vpliva teh procesov na mednarodno trženje podjetja
- sistematično nadgraditi trženjsko znanje na področju mednarodnega marketinga
- usposobiti študenta za uporabo pridobljenega znanja v konkretnih kompleksnih situacijah na področju mednarodnega marketinga
- usposobiti študenta za samostojno uporabo pridobljenega znanja v procesih sprejemanja poslovnih odločitev podjetja/organizacije

Študentje bodo razvili **splošne kompetence:**

- sposobnost kreativnega spopadanja z izzivi mednarodnega trženja ter kreativnega razmišljanja za učinkovito reševanje poslovnih problemov
- sposobnost razumevanja pomembnosti procesa mednarodnega trženja za sprejemanje poslovnih odločitev v praksi
- usposobljenost za analizo, sintezo in samostojno oblikovanje rešitev trženjskih problemov podjetja/organizacije
- sposobnost analize, sinteze, predvidevanja in načrtovanja strateških odločitev podjetja/organizacije
- razvoj komunikacijskih in pogajalskih sposobnosti, timsko delo in sposobnost kritične /samo/refleksije

Študentje bodo razvili **predmetno-specifične kompetence:**

- razvoj veščin za uporabo znanja s področja menedžmenta mednarodnega marketinga
- sposobnost razumevanja umeščenosti mednarodnega marketinga v poslovne procese v podjetju
- poznavanje analitičnega pristopa za analiziranje tržnih priložnosti na tujih trgih

Objectives and competences:

Objectives:

- subject of training students to understand the process of markets globalization and the internationalization process of companies and the impact of these processes on an international marketing
- to systematically upgrade marketing knowledge and the field of international marketing
- to teach a student to use the gain knowledge in the actual, complex situations and in the field of international marketing
- to enable students to independently use the knowledge acquired and the business decision making process

Students will develop **general competences:**

- ability to creatively facing problems in the global marketing and sales as well as creative thinking in order to effectively solve business problems
- ability to understand an importance of the international marketing management process and to make decisions in practical situations
- capacity for analysis, synthesis and independent design solutions marketing problems and the company/organization
- the ability to analyze, synthesize, foresight and strategic planning decisions in company/organization
- development of communication and negotiation skills, teamwork and ability of critical /self/reflection

Students will develop **course - specifics competences:**

- to develop skills and use the gained knowledge in the field of international marketing management
- be able to understand international marketing in the enterprise business processes in company
- develop analytically based approach to opportunity analysis in international markets
- develop ability for proper marketing strategies and programs for foreign markets

- poznavanje pristopov za izbor tujih trgov ter za snovanje strategij in programov za tuje trge
- poznavanje procesa tržnega raziskovanja ter sodobnih metod in informacijskih orodij v mednarodnem marketingu
- razumevanje posebnosti domačega vs. mednarodnega trženja, standardizacije in adaptacije
- sposobnost uporabe metod in tehnik, ki omogočajo učinkovito načrtovanje in upravljanje na področju mednarodnega marketinga
- sposobnost za razumevanje in kritično analizo pri reševanju konkretnih poslovnih problemov na področju procesov mednarodnega marketinga
- sposobnost samostojnega načrtovanja, vodenja in evalviranja procesov ter uporabo uspešnih orodij na področju mednarodnega marketinga glede na potrebe trga in konkurenčnih prednosti izdelkov/storitev
- sposobnost uporabe pridobljenih znanj in veščin pri analizi, sintezi, predvidevanju, načrtovanju, udejanjanju in nadzoru odločitev na področju mednarodnega marketinga v podjetju/organizaciji

- understand the process of market research and modern methods and IT tools in international marketing
- understand the characteristics of a home vs. international marketing standardization and adaptation
- ability to use methods and techniques that enable effective planning and management in the field of international marketing processes
- ability to understand, critically analyse and solve the actual business problems in the field of international marketing processes
- ability to independently plan, manage and evaluation of processes and use the effective tools in the field of international marketing management regarding the market needs and competitive advantages of products/services
- ability to use the gained knowledge and skills for analysing, synthesis, forecasting, planning, implementation and control of decisions in field of international marketing management in company

Predvideni študijski rezultati:

- Znanje in razumevanje:
- diplomant bo sposoben razumevanja umeščenosti mednarodnega marketinga v poslovne procese podjetja
 - diplomant bo razvil zmožnost za oblikovanje strategij in programov trženja za mednarodne trge
 - diplomant bo razvil zmožnost za strateško in operativno načrtovanje in izvajanje trženjskih aktivnosti podjetja na tujih trgih
 - diplomant bo znal uporabljati pridobljena znanja in veščine pri razlagi teorij, konceptov in vprašanj s področja mednarodnega marketinga
 - diplomant bo znal analizirati, načrtovati, udejanjati in nadzirati odločitve podjetja na področju mednarodnega marketinga
 - diplomant bo razumel vpliv raznolikosti okolja na mednarodno poslovno ravnanje

Intended learning outcomes:

- Knowledge and understanding:
- a graduate will be able to understand international marketing in the enterprise business processes in company
 - a graduate will be able to develop international marketing strategies and programmes
 - a graduate will develop basic competency to independently plan and implement the firm's strategic and operational, marketing activities in foreign markets
 - a graduate will be able to use the obtained knowledge and skills in the interpretation of theories, concepts and questions in the field of international marketing management
 - graduate will be able to analyse, plan, implement and monitor company decisions in the field of international marketing management
 - a graduate will understand the impact of context variety on doing international business

Metode poučevanja in učenja:

Learning and teaching methods:

<p>Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)</p> <p>Sodelovalno delo: timsko delo, pisni izdelki, delo v virtualnem učnem okolju</p> <p>Individualno delo: študij literature in virov, raziskovalno delo, refleksija, pisni izdelki, delo v virtualnem učnem okolju</p> <p>On line test</p>	<p>Frontal teaching: lectures with active students' participation (webinar, explanation, discussion, case studies)</p> <p>Team work: work in smaller groups or the pair work (a written casework in the virtual learning environment)</p> <p>Individual work: study of literature, research work, reflection, (a written casework in the virtual learning environment)</p> <p>On line test</p>
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Delež (v %) /

Načini ocenjevanja:	Weight (in %)	Assessment:
Sprotno preverjanje in ocenjevanje znanja:		Regular evaluation of knowledge
krajši pisni izdelki	15	Short seminar works
daljši pisni izdelki	40	Longer seminar works
on line test	45	Online test
Končno preverjanje in ocenjevanje znanja:		Final evaluation of knowledge
- pisni izpit	60	Written exam
- seminarska naloga	40	Seminar paper

Reference nosilca / Lecturer's references:

- OČKO, Klemen, VUKASOVIČ, Tina. The importance of digital marketing in the sale and promotion of tourist accommodation. *Ymer*. Mar. 2023, vol. 22, iss. 3, str. 357-371. ISSN 0044-0477. <https://ymerdigital.com/uploads/YMER220306.pdf>. [COBISS.SI-ID 144941059], [SNIP]
- VUKASOVIČ, Tina. Applying model of brand equity in higher education marketing context. *Business systems research*. 2022, vol. 13, no. 1, str. 156-168. ISSN 1847-9375. <https://hrcak.srce.hr/file/410951>, <https://hrcak.srce.hr/clanak/410951>, DOI: 10.2478/bsrj-2022-0010. [COBISS.SI-ID 123825923], [SNIP, WoS]
- VUKASOVIČ, Tina, SLUGA, Anita. Creating a marketing mix model for the marketing of medical devices through public procurement. *Health marketing quarterly*. 13 Sep. 2022, vol. 39, iss. 3, str. 1-21, ilustr. ISSN 1545-0864. <https://www.tandfonline.com/doi/pdf/10.1080/07359683.2022.2120758>, DOI: 10.1080/07359683.2022.2120758. [COBISS.SI-ID 121324547], [SNIP, Scopus]
- VUKASOVIČ, Tina, PETRIČ, Aleksander. Consumer behaviour and loyalty when purchasing sporting goods. *International journal of management, knowledge and learning*. [Spletna izd.]. 2022, vol. 11, str. [71]-83, ilustr. ISSN 2232-5697. <https://toknowpress.net/ISSN/2232-5697/11.71-83.pdf>. [COBISS.SI-ID 106840067]
- PEČANIN, Željka, VUKASOVIČ, Tina. Factors influencing consumer purchase behaviour when buying superfoods = Dejavniki nakupnega vedenja potrošnikov pri nakupu superživil. *Mednarodno inovativno poslovanje : strokovno-znanstvena revija za področje poslovanja in poslovnega izobraževanja*. 2022, letn. 14, št. 1, 12 str. ISSN 1855-6175. <https://journal.doba.si/OJS/index.php/jimb/article/view/296/251>, DOI: 10.32015/JIBM.2022.14.1.4. [COBISS.SI-ID 115064835]
- VUKASOVIČ, Tina, SLUGA, Anita. The importance of after-sales activities in the marketing of medical products through public procurement. *Ymer*. Apr. 2022, vol. 21, iss. 4, str. 64-80, ilustr. ISSN 0044-0477. <http://ymerdigital.com/uploads/YMER210408.pdf>, DOI: 10.37896/YMER21.04/07. [COBISS.SI-ID 104079363], [SNIP, Scopus]
- LJUBIČIĆ, Kristina, VUKASOVIČ, Tina. Manipulation in the world of marketing. *Ymer*. Apr. 2022, vol. 21, iss. 4, str. 495-506, ilustr. ISSN 0044-0477. <http://ymerdigital.com/uploads/YMER210476.pdf>, DOI: 10.37896/YMER21.04/49. [COBISS.SI-ID 106850307]

- LUKMAN, Aleš, VUKASOVIČ, Tina. The factors influencing the buying decision of customers behaviour. *Management*. [Spletna izd.]. fall 2020, vol. 15, no. 3, str. 221-233. ISSN 1854-4231. https://www.hippocampus.si/ISSN/1854-4231/15_3.pdf, DOI: **10.26493/1854-4231.15_3**. [COBISS.SI-ID **53642243**]
- POVŠE, Tina, VUKASOVIČ, Tina. Nakupno vedenje kupca inovativnega izdelka in izzivi prilagajanja prodajnih aktivnosti = Challenges of adapting sales activities to the purchase behaviour of the customer of an innovative product. *Mednarodno inovativno poslovanje : strokovno-znanstvena revija za področje poslovanja in poslovnega izobraževanja*. 2021, letn. 13, št. 2, str. [9-28]. ISSN 1855-6175. <https://journal.doba.si/OJS/index.php/jimb/article/view/JIBM.2021.13.2.2>, DOI: **10.32015/JIBM.2021.13.2.2**. [COBISS.SI-ID **101452547**]
- VIDMAR, Urška, VUKASOVIČ, Tina. A model for a successful approach to applying for Horizon 2020. *International journal of value chain management*. 2019, vol. 10, no. 1, str. 26-52, ilustr. ISSN 1741-5357. <http://www.inderscience.com/info/ingeneral/forthcoming.php?jcode=ijvcm>, DOI: **10.1504/IJVCM.2019.10016701**. [COBISS.SI-ID **39756805**]
- VIDMAR, Urška, VUKASOVIČ, Tina. Identifying elements for a successful approach to applying projects. *International journal of management, knowledge and learning*. [Tiskana izd.]. 2018, vol. 7, iss. 2, str. 217-243, 247-248, tabele. ISSN 2232-5107. <https://www.issbs.si/press/ISSN/2232-5697/7-2.pdf>, <https://doaj.org/toc/2232-5697>, <https://econpapers.repec.org/article/isvjouijm/>. [COBISS.SI-ID **39842053**]
- VUKASOVIČ, Tina. Understanding the consumers' personal characteristics as the starting point for targeted marketing. *Management*. [Spletna izd.]. spring 2020, vol. 15, no. 1, str. 29-41. ISSN 1854-4231. https://www.hippocampus.si/ISSN/1854-4231/15_1.pdf. [COBISS.SI-ID **53647619**]
- VUKASOVIČ, Tina. *Koncepti sodobnega trženja*. Harlow, cop. 2020. VIII, 202 str., ilustr. ISBN 978-1-839-61084-4. [COBISS.SI-ID **40330501**]
- VUKASOVIČ, Tina, DUVNJAK, Nenad, VALENČAK, Dejan. *Menedžment nabave*. 1. izd. Celje: Fakulteta za komercialne in poslovne vede, 2023. 116 str., ilustr. Zbirka Znanstvene monografije FKPV. ISBN 978-961-6997-18-8. [COBISS.SI-ID **136071427**]
- VUKASOVIČ, Tina, PENKO, Tadeja. *Upravljanje blagovnih znamk in novih izdelkov*. 1. izd. Celje: Fakulteta za komercialne in poslovne vede, 2023. 119 str., ilustr. Zbirka Znanstvene monografije FKPV. ISBN 978-961-6997-19-5. [COBISS.SI-ID **138183427**]
- SLUGA, Anita, VUKASOVIČ, Tina. *Poprodajne aktivnosti kot konkurenčna prednost pri trženju izdelkov preko javnih naročil*. 1. izd. Dolga Poljana: Perfectus, svetovanje in izobraževanje, 2019. Zbirka Znanstvene monografije, Podzbirka Marketing in prodaja. ISBN 978-961-94549-7-8. http://www.andrejaspor.com/perfectus_zalozba. [COBISS.SI-ID **300701440**]

Vir bibliografskih zapisov: vzajemna baza podatkov COBISS.SI/COBIB.SI, 20.3.2023

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Mednarodne poslovne finance

Course title: International Business Finance

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno inovativno poslovanje – 2. bolonjska stopnja	Mednarodno poslovanje	2.	/
Master programme - 2 nd cycle International Innovative Business Management	International Business	2.	/

Vrsta predmeta / Course type

Obvezni/Compulsary

Univerzitetna koda predmeta / University course code:

MPF

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
18	12	0	0	0	125	6

Nosilec predmeta / Lecturer:

Doc. dr. Draško Veselinovič

Jeziki /

Predavanja / Lectures:

slovenski, srbski, hrvaški, angleški, /Slovenian, Serbian, Croatian, English,

Languages:

Vaje / Tutorial:

slovenski, srbski, hrvaški, angleški, /Slovenian, Serbian, Croatian, English,

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Znanje iz področja poslovnih financ, predvideno v učnih načrtih prvostopenjskih bolonjskih ali klasičnih programov poslovnih ali tehničnih ved.

Prerequisites:

Business finance knowledge, gotten from 1st degree Bologna study or classical 1st degree study at business or technical faculties

Vsebina:

Content (Syllabus outline):

1. Mednarodno finančno okolje
2. Opredelitev pojmov (plačilna bilanca, mednarodni paritetni pogoji, devizni tečaj, devizni trgi, viri financiranja, finančne naložbe)
3. Tveganja v mednarodnih financah in zavarovanje pred njimi (tečajna tveganja, obrestna tveganja, kreditna in številna druga tveganja)
4. Določanje menjalnih tečajev (pričakovanja, informacije in špekulacije, pariteta kupnih moči, plačilna bilanca in devizni tečaj)
5. Devizni trgi (forward, swap, pariteta obrestnih mer, valutni futures, valutne opcije)
6. Mednarodni viri financiranja (lastniški viri kapitala, dolžniški viri kapitala, ročnost, krediti, obveznice, evrotrg virov financiranja, evrokrediti, rokovna struktura obrestnih mer; ponudba različnega denarja na evrotrgu)
7. Finančne naložbe v mednarodnem okolju (načela mednarodnega portfelja, vpliv izbora valute, merjenje tveganosti portfelja, vpliv diverzifikacije naložb na donosnost)
8. Ekonomska in monetarna unija (evro in vse v povezavi z njim)

1. International financial environment
2. Some financial categories' definitions (balance of payments, international financial parities, currencies' rates (forex), funding, financial assets)
3. Financial risks and how to hedge/insure against them (currencies, interest rate, credit risks and many other)
4. Currencies rates definitions (expectations, real information and speculations, purchasing power parities, balance of payments and rates)
5. Foreign exchange markets (forward, swap, interest rate parity, currency futures and options)
6. International funding (equity, debt, credits, maturity, bonds, euromarket, eurocredits, eurobonds, term structure of interest rates, money and capital on euromarket)
7. Financial investments (assets) in international environment (international portfolio, currencies, assets risks and management, diversification, yields, risks)
8. Economic and monetary union (eurozone (EMU) and everything about it)

Temeljni literatura in viri / Readings:

Obvezna literatura/Basic readings:

- Veselinovič, D. (2022) International Business Finance, DOBA, Maribor (study material).
- Clark, E. (2002) International Finance, San Francisco, Thomson Scientific.
- Madura J. (2011) International Financial Management, South Western, Thomson.
- Finance Theory I. (2008) MIT OPEN COURSEWARE <https://ocw.mit.edu/courses/15-401-finance-theory-i-fall-2008/pages/video-lectures-and-slides/>
- Veselinovič, D. (2022) Finančno poglobljanje z rekordnim proračunom EU. 2022, Bančni vestnik. - ISSN 0005-4631. - Letn. 71, št. 1/2, str. 32-38 COBISS.SI-ID: 100139011
- Veselinovič, D. (2022) Zelene obveznice naslednje generacije EU. 2022, Bančni vestnik. - ISSN 0005-4631. - Letn. 71, št. 3, str. 8-12 COBISS.SI-ID: 104339459

Cilji in kompetence:

Študentje bodo pridobili pri predmetu naslednje splošne in predmetno-specifične kompetence:

- sposobnost razumevanje nenehno se spreminjajočega mednarodnega poslovnega okolja v povezavi z mednarodnimi financami,
- razumevanje mesta in vloge mednarodnih poslovnih financ v poslovnem okolju in procesu,
- sposobnost pozitivnega odnosa do analitičnega reševanja problemov s področja mednarodnih poslovnih financ,
- sposobnost teamskega reševanja zapletenih finančnih problemov,
- poznavanje vsebine in pomena financ, poslovnih financ in v njihovem sklopu mednarodnih poslovnih financ,
- razumevanje teoretičnih podlag mednarodnih poslovnih financ,

Objectives and competences:

Students will gain the following general and specific competencies:

- understanding of changing international business environment in connection with international finance,
- understanding the role of international business finance in business environment and process,
- capability of analytical solving of international business finance's problems,
- capability of teams' efforts in solving international business finance's problems,
- understanding relationship between finance, business finance, and international business finance,
- understanding some of the theory of international business finance,
- how to use taken knowledge to solve concrete international business finance's problems,
- different skills' development in the area of international business finance,

- uporaba temeljnih znanj s področja mednarodnih poslovnih financ za reševanje konkretnih delovnih problemov,
- obvladovanje veščin in spretnosti na področju mednarodnih poslovnih financ,
- obvladovanje poslovanja in komuniciranja v mednarodnem finančnem okolju.

- ability to communicate and do business in international financial environment.

Predvideni študijski rezultati:

Intended learning outcomes:

- Znanje in razumevanje:
- Študent/-ka bo:
- spoznal-a mednarodno finančno okolje in njene institucije
 - poznal-a osnovne pojme mednarodnega finančnega okolja
 - razumel-a vzroke in posledice delovanja mednarodnega finančnega okolja
 - sposoben-na kritične presoje delovanja finančnih trgov
 - poznal-a in obvladoval-a ključna tveganja, s katerimi se bo srečeval v mednarodnem finančnem okolju
 - razumel-a delovanje finančnih trgov (vključno z deviznimi)
 - znal-a pridobljena znanja uporabiti pri mednarodnem poslovanju
 - poznal-a temeljne vrste virov financiranja
 - znal-a oblikovati poslovne odločitve povezane s financiranjem
 - poznal-a temeljne vrste finančnih naložb
 - znal-a oblikovati poslovne odločitve povezane z investiranjem
 - spoznal-a smernice razvoja na področju mednarodnih finančnih ustanov (vključno z evrom in EMU)

- Knowledge and understanding:
- Student will understand and learn about:
- international financial environment and institutions
 - international financial environment's categories
 - reasons and consequences of processes in the international financial environment
 - critical issues of financial markets' functioning
 - international financial risks
 - how do financial markets (incl. Forex) function
 - taken knowledge to be used when doing international business
 - international funding
 - taking business decisions about international funding
 - basic international investments/assets
 - taking investment decisions
 - development of international financial institutions (incl. Euro and EMU)

Metode poučevanja in učenja:

Learning and teaching methods:

- Frontalno delo:** predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov, vse interaktivno)
- Sodelovalno skupinsko delo:** seminarske vaje (projektno delo, naloge, primeri, reševanje problemov, timsko delo)
- Individualno delo:** individualne aktivnosti (naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, javni nastop, pisni izdelki)
- Študij v virtualnem okolju:** sodelovalne in individualne aktivnosti (naloge, forum, klepetalnica, študij gradiva)

- Front work:** lectures with active participation from students (explanation, discussion, cases' solving, all interactive)
- Team work:** seminar work (projects, assignments, cases, examples, problems' solving, team work)
- Individual work:** individual activities (assignments, study of literature and sources, research work, reflections, selfassessments, public performance, written work)

Opredeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.

Studying in virtual environment: team and individual activities (assignments, forum, discussions, studying of literature and sources)

All these methods of teaching are in on-line study covered by different widely accepted informational-communicational tools and other efficient ways of teaching in virtual environment

Načini ocenjevanja:

Delež (v %) /

Assessment:

Weight (in %)

<p>Sprotno preverjanje in ocenjevanje znanja:</p> <ul style="list-style-type: none"> ▪ Individualne naloge ▪ Forumske diskusije ▪ Timske naloge ▪ Refleksija 	<p>45 %</p> <p>10 %</p> <p>40 %</p> <p>5 %</p>	<p>Continuous knowledge assessment:</p> <ul style="list-style-type: none"> ▪ Individual assignment ▪ Forum discussions ▪ Team assignments ▪ reflection
<p>Končno preverjanje in ocenjevanje znanja:</p> <ul style="list-style-type: none"> ▪ Pisni izpit ▪ Daljši pisni izdelek 	<p>80 %</p> <p>20 %</p>	<p>Final knowledge assessment:</p> <ul style="list-style-type: none"> • Examination • Project work

Reference nosilca / Lecturer's references:

- VESELINOVIČ, Draško. Razvoj trga kapitala in bančna ter ekonomska kriza : Draško Veselinovič. *Bančni vestnik*, ISSN 0005-4631, 2014, letn. 63, št. 1/2, str. 18-24. [COBISS.SI-ID [513248642](#)]
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- VADNJAL, Jaka, LETONJA, Marina, KOCIPER, Tina, VESELINOVIČ, Draško. Odnos med bankami in malimi ter srednjimi podjetji v Sloveniji. *Bančni vestnik*, ISSN 0005-4631, okt. 2010, letn. 59, št. 10, str. 42-46. [COBISS.SI-ID [512838018](#)]
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- VESELINOVIČ, Draško, JUHART, Miha. *Securities and economics and financial environment in Slovenia and the region : panel discussion*. Ljubljana: European Regional Meeting, 2010. [COBISS.SI-ID [513116802](#)]

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Merjenje in zagotavljanje kakovosti življenja

Course title: Measuring and Assuring the Quality of life

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Podiplomski magistrski študijski program Mednarodno inovativno poslovanje, Marketing in prodaja, Inovativni menedžment v socialni in izobraževanju, Menedžment pamenih mest, Psihologija	/	2.	/
Master programme – 2 nd cycle International Business Management, Marketing and Sales, Innovation Management in Social and Education Sector, Management of Smart Cities, Psychology	/	2nd	/

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code:

KŽI

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
18	12	0	0	0	125	6

Nosilec predmeta / Lecturer:

prof. dr. Valentina Prevolnik Rupel

Jeziki /

Predavanja / Lectures: Slovenski

Languages:

Vaje / Tutorial: Slovenian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Splošna znanja s področja sociologije.

Prerequisites:

General knowledge in sociology.

Vsebina:

- Zgodovina koncepta kakovosti življenja in njegove definicije
- Vloga države pri zagotavljanju kakovosti življenja
- Poznavanje konceptov blaginje, kot so kakovost življenja, človekov razvoj, socialna izključenost, družbena kohezija, trajnostni razvoj, sreča
- Uporaba blaginjskih konceptov, njihov pomen v družbi ter vloga pri spreminjanju družbenih vrednot in potreb ljudi
- Merjenje blaginjskih konceptov in njihova uporaba pri definiranju družbenega razvoja
- Eksperiment ter vpliv na lastno kakovost življenja
- Aplikacija kakovosti življenja v poslovno okolje in na nacionalno raven
- Izbrane domene kakovosti življenja in stanje v njih v Sloveniji/EU:
 - zdravje in dostop do zdravstvenega varstva
 - zaposlovanje in delovne razmere
 - znanje, izobrazba, usposabljanje
 - družinsko življenje
 - stanovanje
 - naravno in grajeno lokalno okolje
 - rekreacija in prostočasne aktivnosti
 - politični viri in politična/družbena udeležba
- Zbirke statističnih podatkov o izbranih domenah kakovosti življenja
- Kakovost življenja v življenjskih obdobjih in subpopulacijah
- Merjenje kakovosti življenja
 - kazalniki in že razviti inštrumenti/vprašalniki za merjenje kakovosti življenja v izbranih domenah
 - izbrane slovenske in mednarodne raziskave o kakovosti življenja (Kakovost življenja v Sloveniji, Slovensko javno mnenje, European Quality of Life Survey, European Social Survey)
 - arhiv slovenskih in mednarodnih raziskovalnih podatkov (Arhiv družboslovnih podatkov) o kakovosti življenja

Content (Syllabus outline):

- The history of quality of life concept and its definition
- Role of state in quality of life assurance
- Knowing and understanding the welfare concepts such as quality of life, human development, social exclusion, social cohesion, sustainable development, happiness
- Use of welfare concepts, their meaning in the society and their role in social values and needs transformation
- Measurement of welfare concepts and their use in defining social development
- Experiment and impact on own quality of life
- Application of quality of life concept in business environment and its use at a national level
- Selected quality of life domains and their measurement in Slovenia/EU:
 - health care and access to health care services
 - employment and working conditions
 - knowledge, education, training
 - family life
 - housing
 - natural and man made local environment
 - recreational and free time activities
 - political sources and political/social participation
- Statistical databases on selected quality of life domains
- Quality of life in life periods and subpopulations
- Quality of life measurements
 - indicators and instruments/questionnaires for measuring quality of life according to the domains
 - selected Slovenian and international research on quality of life (Quality of life in Slovenia, Slovenian Public Opinion, European Quality of Life Survey, European Social Survey)
- Archive of Slovenian and international research data on quality of life

Temeljni literatura in viri / Readings:

- Bacon, N., Brophy, M., Mguni, N., Mulgan, G. in Shandro, A. (2010). The State of Happiness: Can public policy shape people's wellbeing and resilience? <http://www.mas.org.uk/uploads/artlib/the-state-of-happiness.pdf>
- Mandič, S. (2005). Kakovost življenja: med novimi blaginjskimi koncepti in družbenimi izzivi. Družboslovne razprave, 21 (48):111–131. <http://dk.fdv.uni-lj.si/dr/dr48Mandic.PDF>
- Ministrstvo za gospodarski razvoj (2017). Strategija razvoja Slovenije 2030. https://www.gov.si/assets/vladne-sluzbe/SVRK/Strategija-razvoja-Slovenije-2030/Strategija_razvoja_Slovenije_2030.pdf
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- Spletna stran NUMBEO: Quality of Life Index by Country 2023 Mid-Year. https://www.numbeo.com/quality-of-life/rankings_by_country.jsp
- Statistični urad RS (2012). Kakovost življenja. Ljubljana. <http://www.stat.si/doc/pub/Kakovost.pdf> [dostop 08. oktober 2023]
- Stiglitz, J.E., Sen, A. in Fitoussi, J.P. (2009). Report by the Commission on the Measurement of Economic Performance and Social Progress. <https://ec.europa.eu/eurostat/documents/8131721/8131772/Stiglitz-Sen-Fitoussi-Commission-report.pdf>
- Poličnik, R., Sedlar, N., Juričan Backović, A., Petrič, M., Bučar, S., Tančič Grum, A. in Knific, T. (2016). Zdrav življenjski slog za zdravo telesno težo. Nacionalni inštitut za javno zdravje, NIJZ, Ljubljana. <http://www.uzivajmovzdravju.si/wp-content/uploads/2016/12/Priro%C4%8Dnik2.pdf>
- Cavill, N., Kahlmeier, S. in Racioppi, F. (2006). Physical activity and health in Europe: evidence for action <https://www.zora.uzh.ch/id/eprint/152051/1/50-cavill-kallmeier-evidence-E89490.pdf>
- Ministrstvo za zdravje, Direktorat za javno zdravje. (2015). Smernice za promocijo zdravja na delovnem mestu (verzija 1.0), Ljubljana https://www.gov.si/assets/ministrstva/MZ/DOKUMENTI/Preventiva-in-skrb-za-zdravje/Varovanje-in-krepitev-zdravja/zdravje-na-del-mestu/Promocija-zdravja-na-delovnem-mestu/Smernice_promocija_zdravja_na_delovnem_mestu-marec_2015.pdf
- Quality of life vs. Standard of Living (2014). University of California. <https://www.youtube.com/watch?v=u9yJG-tabOs>
- OECD Regional Wellbeing (2022). <https://www.oecdregionalwellbeing.org/>
- Eurostat (2023). Quality of life indicators, 2023. https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Quality_of_life_indicators
- Prevolnik Rupel, V. (2022). Kakovost življenja. DOBA Fakulteta, webinar.

Cilji in kompetence:

Študentje bodo pridobili pri predmetu naslednje splošne in predmetno-specifične kompetence:

- poznavanje ter sposobnost kritične analize teoretskih konceptov ter raziskovalnih ugotovitev o kakovosti življenja in njihove kontekstu prilagojene uporabe v praksi;
- izvedba ekperimenta z akcijo, vodenjem dnevnika in refleksijo
- poznavanje blaginjskih konceptov, kot so sreča, trajnost, kakovost, blaginja;
- poznavanje kazalnikov in inštrumentov za raziskovanje kakovosti življenja;
- sposobnost uporabe informacijsko-komunikacijske tehnologije za samostojno ravnanje z zbirkami uradnih statističnih in raziskovalnih podatkov, njihove analize in oblikovanja zaključkov;
- sposobnost pisanja ter predstavljanja poročil o kakovosti življenja;
- razumevanje vloge širšega družbenega konteksta za kakovost življenja ter sposobnost analize, sinteze in predvidevanja rešitev ter posledic na področju organiziranja programov socialne pomoči v odvisnosti od družbenega konteksta;
- razvijanje pozitivnega odnosa do dela in odgovornosti do dela
- razvijanje natančnosti in samoiniciativnosti.

Objectives and competences:

During the course the students will gain the following general and subject-specific competences:

- knowledge and ability of critical appraisal of theoretical concepts and research findings on quality of life and its contextual use in practice;
- experiment with action, diary and reflection
- knowledge of welfare concepts, such as happiness, sustainability, quality, welfare;
- knowledge of indicators and instruments for researching quality of life;
- ability to use ICT for independent handling of data on quality of life, their analysis and forming of conclusions;
- ability of quality of life data presentation;
- understanding of the role of wider social context of quality of life and ability to analyze, synthesize and predict solutions and consequences in the area of social programmes organization contextually;
- developing positive attitude towards work and work responsibility;
- development of initiatives and accuracy.

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/-ka bo:

- poznal in razumel razvoj koncepta kakovosti življenja;
- poznal sodobne koncepte družbene blaginje;
- razumel multidimenzionalnost koncepta kakovosti življenja;
- znal presoditi smiselnost cilja gospodarskega razvoja z vidika blaginjskih konceptov in poznal možnosti za uveljavitev alternativnih konceptov družbenega razvoja
- poznal podatkovne zbirke na nivoju Slovenije in EU za merjenje kakovosti življenja, blaginje in sreče
- znal poiskati indikatorje kakovosti življenja na agregatni in individualni ravni
- razvil kritično razmišljanje o postavitvi ciljev in smeri razvoja družbe
- poznal stanje v izbranih domenah kakovosti življenja v Sloveniji/EU;
- sposoben samostojne analize teh statističnih podatkov in oblikovanja zaključkov;
- poznal kazalnike in inštrumente/vprašalnike za merjenje kakovosti življenja v izbranih domenah;
- poznal slovenske in mednarodne raziskave o kakovosti življenja.

Intended learning outcomes:

Knowledge and understanding:

Students will:

- know and understand the development of the quality of life concept;
- know and understand the concept of welfare;
- understand multidimensionality of quality of life concept;
- develop ability to judge the sensibility of economic development goal from the welfare viewpoint and knowledge on setting goals through alternative concepts;
- know the datasets on national and supra-national level to measure quality of life, welfare and happiness;
- define quality of life indicators on individual and national level;
- know how to critically assess the validity of economic development goals and society development directions;
- know the quality of life indicators situation in Slovenia/EU;
- be able to analyse the QoL;
- know the indicators and questionnaires to measure quality of life across various domains and life eras;
- be aware of latest research in QoL field;

Metode poučevanja in učenja:**Frontalno delo:** predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)**Sodelovalno skupinsko delo:** seminarske vaje (projektno delo, timsko delo)**Individualno delo:** individualne aktivnosti (naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, pisni izdelki, eksperiment)**Študij v virtualnem okolju:** sodelovalne in individualne aktivnosti (naloge, forum, klepetalnica, študij gradiva)

Opređeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.

Learning and teaching methods:**Frontal work:** webinars with active involvement of the students (explanation, discussion, cases)**Team work:** seminars, team work**Individual work:** individual activities (tasks, literature study, research work, reflection, self – assessment, written work, experiment)**Study in virtual environment:** individual work and work in cooperation (tasks, forums, chat room, literature study)

Above stated methods of learning and studying are supported by modern ICT tools and assisted by effective teaching approached in virtual study environment.

Delež (v %) /

Načini ocenjevanja:	Weight (in %)	Assessment:
Sprotno ocenjevanje in preverjanje znanja: <ul style="list-style-type: none"> • krajši pisni izdelki • daljši pisni izdelki • eksperiment • online test 	35 35 20 10	Regular assessment and examination: <ul style="list-style-type: none"> • short written coursework • long written coursework • experimental project • online test
Končno ocenjevanje in preverjanje znanja: <ul style="list-style-type: none"> • pisni izpit 	100	Final assessment and examination: <ul style="list-style-type: none"> • written exam

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- PREVOLNIK RUPEL, Valentina, MARUŠIČ, Dorjan, TURK, Eva. Sistem zdravstvenega varstva in zdravstvenega zavarovanja v Sloveniji in predvidene spremembe. V: VINTAR, Mirko (ur.), KLUN, Maja (ur.), KUHELJ, Alenka (ur.). *Primerjalni pogled na delovanje izbranih področij javnega sektorja v Sloveniji, (Upravna misel)*. 1. natis. Ljubljana: Fakulteta za upravo, 2012, str. 35-53, ilustr. [COBISS.SI-ID 1656718]
- STROPNIK, Nada, PREVOLNIK RUPEL, Valentina. *ESPN thematic report on social investment : Slovenia 2015*. Brussels: European Commission, 2015. 19 str.
<http://ec.europa.eu/social/BlobServlet?docId=13833&langId=en>. [COBISS.SI-ID 1757326]
- MIKULEC, Borut, PREVOLNIK RUPEL, Valentina, PUŠNIK, Irena. *Kvalifikacijska struktura na področju zdravstva in farmacije, (Slovensko ogrodje kvalifikacij)*. Ljubljana: Center RS za poklicno izobraževanje, 2014. 162 str. ISBN 978-961-6904-31-5. [COBISS.SI-ID 274702848]
- BERLIC, Nika, PREVOLNIK RUPEL, Valentina, SLABE ERKER, Renata. *Operation of European Network for Health Technology Assessment (EUnetHTA) on the example of colorectal cancer, (Working paper, no. 81)*. Ljubljana: Inštitut za ekonomska raziskovanja: = Institute for Economic Research, 2014. 15 f. ISBN 978-961-6906-28-9. [COBISS.SI-ID 276934400]

- MARUŠIČ, Dorjan, PREVOLNIK RUPEL, Valentina, CEGLAR, Jakob. DRG implementation in Slovenia - lessons learned, (Working paper, no. 74). Ljubljana: Inštitut za ekonomska raziskovanja: = Institute for Economic Research, 2013. 16 str., graf. prikazi. ISBN 978-961-6906-19-7. [COBISS.SI-ID 267431424]
- ČOK, Mitja, CIRMAN, Andreja, PREVOLNIK RUPEL, Valentina, RANT, Vasja, GABRIJELČIČ, Igor, KUMP, Nataša, PREZELJ, Tamara. Javne finance v Sloveniji, (Učbeniki Ekonomske fakultete). 2. natis. Ljubljana: Ekonomska fakulteta, 2014. IV, 119 str., tabele. ISBN 978-961-240-278-5. [COBISS.SI-ID 273958144]
- ČOK, Mitja, STANOVNIK, Tine, CIRMAN, Andreja, PREVOLNIK RUPEL, Valentina, RANT, Vasja, GABRIJELČIČ, Igor. Javne finance v Sloveniji. 1. natis. Ljubljana: Ekonomska fakulteta, 2012. 139 str., tabele. ISBN 978-961-240-235-8. [COBISS.SI-ID 261914112]

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UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Napredna umetna inteligenca za poslovne inovacije in digitalni menedžment
Course title:	Advanced Artificial Intelligence for Business Innovation and Digital Management

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Podiplomski magistrski študijski program Mednarodno inovativno poslovanje, Marketing in prodaja, Inovativni menedžment v socialni in izobraževanju, Menedžment pametnih mest, Psihologija	/	2.	/
Master programme – 2 nd cycle International Business Management, Marketing and Sales, Innovation Management in Social and Education Sector, Management of Smart Cities, Psychology	/	2nd	/

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code:

AIBIM

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
18	12	/	/	/	125	6

Nosilec predmeta / Lecturer:

doc. dr. Miha Lavrič

Jeziki /

Predavanja / Lectures:

Slovenski, angleški, hrvaški, srbski/Slovene, English, Croatian, Serbian

Languages:

Vaje / Tutorial:

Slovenski, angleški, hrvaški, srbski/Slovene, English, Croatian, Serbian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Prerequisites:

Znanje predvideno v učnih načrtih prvostopenjskih bolonjskih programov poslovnih in tehničnih ved.

The knowledge provided in the curricula of the first degree Bologna programmes of business and technical disciplines.

Vsebina:

<p>Uvod v umetno inteligenco (UI) in strojno učenje (SU):</p> <ul style="list-style-type: none"> Razumevanje osnovnih in naprednih konceptov UI/SU ter njihova zgodovina in razvoj. <p>Tehnologije in aplikacije UI/SU:</p> <ul style="list-style-type: none"> Poglobljanje v ključne tehnologije UI/SU ter njihove poslovne aplikacije. <p>Vpliv UI na poslovne strategije:</p> <ul style="list-style-type: none"> Analiza, kako UI preoblikuje poslovne strategije in omogoča konkurenčne prednosti v različnih poslovnih funkcijah. <p>Personalizacija in napovedna analitika z uporabo UI:</p> <ul style="list-style-type: none"> Metode personalizacije strankinih izkušenj ter optimizacija operacij z napovedno analitiko. <p>Inovacija poslovnih modelov, podprtih z UI:</p> <ul style="list-style-type: none"> Proučevanje, kako UI omogoča inovativne poslovne modele in transformira tradicionalne strukture. <p>Etični izzivi in upravljanje UI:</p> <ul style="list-style-type: none"> Raziskovanje etičnih dilem in regulativnih vprašanj pri uporabi UI, vključno z zasebnostjo podatkov in zmanjševanjem pristranskosti. <p>Primeri iz prakse in prihodnji trendi:</p> <ul style="list-style-type: none"> Pogled na resnične primere digitalnih preobrazb, ki jih poganja UI, ter pregled prihajajočih trendov na področju UI v digitalnem gospodarstvu.

Content (Syllabus outline):

<p>Introduction to Artificial Intelligence (AI) and Machine Learning (ML):</p> <ul style="list-style-type: none"> Understanding basic and advanced AI/ML concepts, their history, and development. <p>AI/ML Technologies and Applications:</p> <ul style="list-style-type: none"> Deep dive into core AI/ML technologies and their business applications. <p>Impact of AI on Business Strategies:</p> <ul style="list-style-type: none"> Analysis of how AI reshapes business strategies and provides competitive advantages across various functions in business. <p>Personalization and Predictive Analytics with AI:</p> <ul style="list-style-type: none"> Methods for personalising customer experiences and optimizing operations with predictive analytics. <p>AI-Driven Business Model Innovation:</p> <ul style="list-style-type: none"> Exploration of how AI enables innovative business models and transforms traditional structures. <p>Ethical Challenges and Governance of AI:</p> <ul style="list-style-type: none"> Examination of ethical dilemmas and regulatory issues related to AI usage, including data privacy and bias mitigation. <p>Practical Case Studies and Future Trends:</p> <ul style="list-style-type: none"> Review of real-world digital transformations powered by AI, along with emerging trends in the AI-driven digital economy.

Temeljni literatura in viri / Readings:

<ul style="list-style-type: none"> Lavrič, M. (2024) Prosojnice predavanj / Lecture slides. DOBA Fakulteta. Russell, Stuart, in Peter Norvig (2021). Artificial Intelligence: A Modern Approach. Iansiti, Marco in Karim R. Lakhani (2020). Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World. Kotarba, Marek (2018). Digital Transformation of Business Models. Dilmegani, Cem (2024). 100+ AI Use Cases & Applications: In-Depth Guide. Kitsios, Fotis, and Maria Kamariotou (2021). Artificial intelligence and business strategy towards digital transformation: A research agenda. Borges, Aline FS, et al. (2021) The strategic use of artificial intelligence in the digital era: Systematic literature review and future research directions. Bresciani, Stefano, et al. (2021) Digital transformation as a springboard for product, process and business model innovation. Reim, Wiebke, Josef Åström, and Oliver Eriksson (2020). Implementation of artificial intelligence (AI): a roadmap for business model innovation. Pavaloaia, Vasile & Necula, Sabina-Cristiana (2023). Artificial Intelligence as a Disruptive Technology—A Systematic Literature Review. Aktualni članki, bele knjige in poslovna poročila/ State-of-the-art scientific articles, white papers and business reports

Cilji in kompetence:

Študentje bodo pridobili naslednje kompetence:

- Razumevanje naprednih tehnologij UI/SU in njihovih poslovnih aplikacij.
- Zmožnost uporabe UI pri oblikovanju digitalnih strategij in optimizaciji poslovnih procesov.
- Razvijanje etičnih okvirov za uporabo UI ob upoštevanju družbenih posledic.
- Inovativno razmišljanje pri implementaciji UI za izboljšanje strankinih izkušenj in poslovnih rezultatov.

Objectives and competences:

Students will acquire the following competencies:

- Understanding advanced AI/ML technologies and their business applications
- Ability to use AI in developing digital strategies and optimising business processes.
- Developing ethical frameworks for AI use, considering societal impacts.
- Innovative thinking in implementing AI to improve customer experiences and business outcomes.

Predvideni študijski rezultati:

Študent bo sposoben:

- Razviti strategije, ki jih poganja UI, in analizirati njihov vpliv na poslovne modele.
- Uporabiti napredno UI analitiko za izboljšanje operativne učinkovitosti.
- Ugotavljati in reševati etične izzive, povezane z uvajanjem UI.
- Oblikovati poslovne rešitve, podprte z UI, za izboljšanje konkurenčne prednosti podjetja.

Intended learning outcomes:

The student will be able to:

- Develop AI-driven strategies and analyze their impact on business models.
- Apply advanced AI analytics to enhance operational efficiency.
- Identify and resolve ethical challenges related to AI implementation.
- Design AI-supported business solutions to improve competitive advantage.

Metode poučevanja in učenja:

Frontalno delo: Virtualna predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov).

Sodelovalno delo: Projekti, timsko delo, virtualno učno okolje.

Individualno delo: Študij literature, raziskovanje, samoocenjevanje, javni nastopi, pisni izdelki.

Learning and teaching methods:

Frontal Work: Virtual lectures with active student participation (explanation, discussion, case studies).

Participative Work: Projects, teamwork, virtual working environment.

Individual Work: Study of literature, research, self-assessment, presentations, essays.

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

Načini ocenjevanja:	Weight (in %)	Assessment:
<p>☐ Sprotno preverjanje in ocenjevanje znanja:</p> <ul style="list-style-type: none"> • <u>Krajši pisni izdelki</u> • <u>Timsko delo - pisno</u> 	50 %	<p>☐ Continuous Assessment:</p> <ul style="list-style-type: none"> • <u>Shorter written assignments</u> • <u>Teamwork - written</u> <p>☐ Final Assessment:</p> <ul style="list-style-type: none"> • <u>Group and/or individual project assignment – presentation and report</u>
<p>☐ Končno preverjanje in ocenjevanje znanja:</p> <ul style="list-style-type: none"> • <u>Skupinska in/ali individualna projektna naloga – predstavitev in poročilo</u> 	50 %	
	100 %	

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Osebni coaching
Course title:	Personal coaching

Študijski program in stopnja	Študijska smer	Letnik	Semester
Study programme and level	Study field	Academic year	Semester
Podiplomski magistrski študijski program Mednarodno inovativno poslovanje	/	2.	/
Master programme - 2 nd cycle International Innovative Business Management	/	2nd	/

Vrsta predmeta / Course type Izbirni/Elective

Univerzitetna koda predmeta / University course code: OCO

Predavanja	Seminar	Vaje	Klinične vaje	Druge oblike študija	Samost. delo	ECTS
Lectures	Seminar	Tutorial	work	študija	Individ. work	
18	12	0	0	0	125	6

Nosilec predmeta / Lecturer: Doc. dr. Darko Števančec

Jeziki / Predavanja / Lectures: Slovenski, angleški /Slovene, English

Languages: Vaje / Tutorial: Slovenski, angleški /Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Prerequisites:

/

/

Vsebina:

Content (Syllabus outline):

1. Coaching za dobrobit, duševno zdravje in odpornost
 - Coaching za zdravje in dobro počutje
 - Coaching za upravljanje s časom in produktivnostjo
2. Obvladovanje stresa in konfliktov

1. Wellbeing, mental health and resilience coaching
 - Health and wellness coaching
 - Time management and productivity coaching
2. Stress and conflict management

- Opredelitev stresa in konfliktov
 - Mehanizmi za obvladovanje stresa
 - Stili in modeli obvladovanja konfliktov
 - Čustvena inteligenca
3. Osebne spremembe in tranzicije
 - Coaching za osebni razvoj
 - Kreativni coaching
 4. Starševski coaching in coaching medosebnih odnosov
 5. Coaching asertivnosti in samozavesti

- Definition of stress and conflict
 - Stress coping mechanisms
 - Conflict management styles and models
 - Emotional intelligence
3. Personal changes and transitions
 - Personal development coaching
 - Creativity coaching
 4. Parenting and relationship coaching
 5. Assertiveness and confidence coaching

Temeljni literatura in viri / Readings:

- Palmer, S. & Whybrow, A. (Eds.). (2018). First edition from 2007 is also available as an e-book published 2014). *Handbook of coaching psychology: A guide for practitioners*. Routledge.
- Bachkirova, T. (2011). *Developmental Coaching: Working with the Self*. Open University Press. (Emphasis on constructivist and psychodynamic perspective)
- Cox, E., Bachkirova, T. & Clutterbuck, D. (Eds.) (2014). *The Complete Handbook of Coaching*. SAGE Publications Ltd. (A general overview of coaching and coaching psychology)
- Palmer, S. & Panchal, S. (Eds.) (2010). *Developmental Coaching: Life Transitions and Generational Perspectives*. Routledge. (Overview of coaching through the lifespan)
- Passmore, J., Peterson, D. & Freire, T. (Eds.) (2012). *The Wiley-Blackwell Handbook of the Psychology of Coaching and Mentoring*. Wiley-Blackwell. (General coaching psychology textbook)

Cilji in kompetence:

- Ključni cilj predmeta je spodbujanje razvoja znanja, razumevanja in kritičnega vrednotenja različnih področij in vrst osebnega coachinga ter njihova uporaba v poklicni praksi.
- Predmetno-specifične kompetence:
- sposobnost prepoznavanja ustreznih psiholoških teorij
 - sposobnost priprave ustreznega konceptualnega in metodološkega načrta za osebni coaching
 - objektivno, nepristransko in strokovno vodenje ure osebnega coachinga
 - uporaba različnih coaching pristopov, primernih klientove potrebam pri osebni coachingu
 - razumevanje in spoštovanje strokovnih smernic in etičnih načel v vseh fazah coaching prakse
- Splošne/prenosljive kompetence:
- Sposobnost kritične refleksije in sposobnost za razvoj socialnih in komunikacijskih kompetenc za delovanje v mednarodnem okolju.
 - Sposobnost analize kompleksnih problemov in sinteze rešitev ter sprejemanja odgovornosti za

Objectives and competences:

- The key objective of the course is to promote the advancement of the knowledge, understanding and critical evaluation of different areas and types of personal coaching and to apply those to professional coaching practice.
- Subject-specific competences:
- The ability to identify relevant psychological theories
 - The ability to prepare an adequate conceptual and methodological personal coaching plan
 - Objective, unbiased and expert delivery of personal coaching practice session
 - The use of different coaching approaches suitable for specific personal coaching situation
 - Understanding and respecting professional practice guidelines and ethical principles in all stages of coaching practice
- General/transferable competences:
- Ability to critically reflect and ability to develop social and communication competencies in international environment
 - Ability to analyse complex issues, synthesise solutions and take responsibility to present strategy and

prognoziranje, strategijo in trajnostni razvoj malih in srednjih podjetij ter ustanov.

sustainable development small and medium size companies.

Predvideni študijski rezultati:

Intended learning outcomes:

Študent/ka bo:

1. znal/a uporabiti samorefleksijo za pridobivanje znanja o različnih področjih osebnega coachinga
2. prepoznal/a in opredelil/a osebna področja, primerna za coaching, ter na podlagi študij primerov uporabiti pristope coachinga, ki ustrezajo potrebam klientov
3. razvil/a zavedanje o etičnih vprašanjih, povezanih z osebnim coachingom in smernicah standardov, pomembnih za prakso osebnega coachinga
4. znal/a pripraviti študijo primera in načrt coachinga za osebni coaching
5. znal/a kritično oceniti potrebe po osebnem coachingu na delovnem mestu

A student will:

1. Reflect on and develop knowledge of different areas of personal coaching
2. Recognise and define personal areas suitable for coaching and apply coaching approaches to match clients needs based on case studies
3. Develop awareness of coaching ethics and standards guidelines relevant for personal coaching practice
4. Prepare a case study and coaching plan for personal coaching
5. Be able to critically evaluate personal coaching needs and link them to work context

Metode poučevanja in učenja:

Learning and teaching methods:

Sodelovalno delo v virtualnem učnem okolju (spletni seminarji z aktivno udeležbo študentov, diskusijski forumi, individualne konzultacije itd.)

Individualno delo (študij temeljne literature in virov, analiza in kritično vrednotenje primerov izvedenih raziskav, priprava krajših in daljših pisnih izdelkov).

Timsko delo (aplikativne naloge)

Collaboration in a virtual learning environment (webinars with students' active participation, discussion forums, individual consulting hours etc.)

Individual work (studying mandatory literature and resources, analysis and critical evaluation of selected research examples, preparation of shorter and longer written assignments etc.)

Teamwork (applicative assignments)

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

<p>Sprotno preverjanje in ocenjevanje znanja:</p> <ul style="list-style-type: none"> ▪ Kompleksna individualna naloga (priprava študije primera in plan za osebni coaching) ▪ Timske naloge 	<p>70 %</p> <p>30 %</p>	<p>Continuous knowledge assessment:</p> <ul style="list-style-type: none"> ▪ Complex individual assignment (preparation of case study and personal coaching plan) ▪ Team assignments
<p>Končno preverjanje in ocenjevanje znanja:</p>		<p>Final knowledge assessment:</p>

▪ Daljši pisni izdelek	100 %	▪ Project work
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Reference nosilca / Lecturer's references:

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Pozitivna psihologija
Course title:	Positive Psychology

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Podiplomski magistrski študijski program Marketing in prodaja, Inovativni menedžment v socialni in izobraževanju, Menedžment pamenih mest	/	2.	/
Master programme – 2 nd cycle Marketing and Sales, Innovation Management in Social and Education Sector, Management of Smart Cities	/	2nd	/

Vrsta predmeta / Course type Izbirni / Elective

Univerzitetna koda predmeta / University course code: PPS

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
18	12	0	0	0	125	6

Nosilec predmeta / Lecturer: doc. dr. Marko Divjak

Jeziki / Languages:	Predavanja / Lectures:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian
	Vaje / Tutorial:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:	Prerequisites:
Za pristop k predmetu ni posebnih pogojev.	There are no prerequisites for the course.

Vsebina: **Content (Syllabus outline):**

- izhodišča in temeljni postulati pozitivne psihologije;
- razvoj in razlogi za nastanek pozitivne psihologije kot znanstvene discipline;
- osnovni koncepti pozitivne psihologije (npr. pozitivna čustva, sreča, zanos, optimizem, značajske moči, smisel);
- blagostanje in različni modeli blagostanja (subjektivno in psihološko blagostanje, PERMA model blagostanja);
- aplikativni vidiki in možnosti uporabe pozitivnopsiholoških ukrepov v kontekstu podjetja/organizacije (pozitivno organizacijsko vedenje, psihološki kapital, delovna sreča itd.);
- VIA klasifikacija značajskih vrlin in moči ter drugi preizkusi ugotavljanja in merjenja odlik;
- vodenje na podlagi odlik;
- čuječnost (angl. mindfulness) in uporaba čuječnosti za spoprijemanje s stresom na delovnem mestu;
- pozitivno timsko delo.

- the foundations and the key postulates of positive psychology;
- development and reasons for the establishment of positive psychology as a scientific discipline;
- the basic concepts of positive psychology (e.g. positive emotions, happiness, flow, optimism, character strengths, meaning);
- well-being and different models of well-being (subjective and psychological well-being, PERMA model of well-being);
- applicative aspects and possibilities of applying the positive psychology measures in business organizations (positive organizational behaviour, psychological capital, work happiness etc.);
- VIA classification of character strengths and virtues as well as other instruments for identifying and measuring strengths;
- mindfulness and the use of mindfulness in coping with stress in the workplace;
- positive teamwork.

Temeljni literatura in viri / Readings:

Al Taher, R. (2016). The Classification of Character Strengths and Virtues Dostop: <https://positivepsychology.com/classification-character-strengths-virtues/>

Alidina, S. (2018). 10 ways to be more mindful at work. Dostop: <https://www.mindful.org/10-ways-mindful-work/>

Asplund, J., Harter, J. K., Agrawal, S. and Plowman, S. K. (2016). The Relationship Between Strengths-Based Employee Development and Organizational Outcomes: 2015 Strengths Meta-Analysis. Washington, Gallup, Inc.

Butler, J., Kern, M. L. (2016). The PERMA-Profilier: A brief multidimensional measure of flourishing. International Journal of Well-being, 6(3),1-48. Dostop: https://www.researchgate.net/publication/310512308_The_PERMA-Profilier_A_brief_multidimensional_measure_of_flourishing

Opomba: relevantne so str. 1-4.

Celestine, N. (2016). Broaden-and-Build theory of positive emotions. Dostop: <https://positivepsychology.com/broaden-build-theory/>

Celestine, N. (2019). What is Positive Organizational Psychology? Dostop: <https://positivepsychology.com/positive-organizational-psychology/>

Černetič, M. (2016). Mehanizmi delovanja čuječnosti: Primer anksioznosti. Kairos, 10(3–4), 55–82. Dostop: <https://kairos.skzp.org/index.php/revija/article/view/341/332>

Opomba: razširjeni povzetek je na voljo tudi v angleškem jeziku.

Divjak, M., Veingerl Čič, Ž. (2021). How to Enhance the Employee Well-Being at Work? *International Journal of Management, Knowledge and Learning*, 10, 109-114. Dostop: <https://toknowpress.net/ISSN/2232-5697/10.109-114.pdf>

Froman, L. (2010). Positive psychology in the workplace. *Journal of Adult Development*, 17(2), 59–69. Dostop: <http://www.hp-mos.org.uk/wp-content/uploads/2015/06/positive-psy-in-the-workplace.pdf>

Harter, J. K., Schmidt, F. L., & Keyes, C. L. (2002). Well-being in the workplace and its relationship to business outcomes: A review of the Gallup studies. V C. L. Keyes & J. Haidt (ur.), *Flourishing: The positive person and the good life* (str. 205–224). Washington D.C.: American Psychological Association. Dostop: <http://media.gallup.com/documents/whitePaper--Well-BeingInTheWorkplace.pdf>

Harzer, C., Ruch, W. (2013). The Application of Signature Character Strengths and Positive Experiences at Work. *Journal of Happiness Studies*, 14, 965–983. Dostop: https://doc.rero.ch/record/310307/files/10902_2012_Article_9364.pdf

Hodges, T. D., Clifton, D. O. (2004). Strengths-Based Development in Practice. V P. A. Lineley in S. Joseph (Ur.). *Positive Psychology in Practice* (str. 256 – 268). New Jersey: John Wiley & Sons, Inc. Dostop: https://www.researchgate.net/profile/Julian-Barling/publication/232553222_Leading_Well_Transformational_Leadership_and_Well-Being/links/59f7575baca272607e2d7da9/Leading-Well-Transformational-Leadership-and-Well-Being.pdf

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Cilji in kompetence:

Študentje bodo pri predmetu pridobili naslednje splošne in predmetno-specifične kompetence:

- poglobljanje in razširjanje temeljnih in uporabnih psiholoških znanj ter povezovanje z interdisciplinarnimi znanji drugih sorodnih ved;
- sposobnost sooblikovanja ustvarjalnega, uspešnega in zdravega delovnega okolja;
- osebnostne, komunikacijske in druge socialne kompetence za učinkovito delovanje v strokovnih timih;
- poznavanje in razumevanje osnov in temeljnih konceptov pozitivne psihologije ter možnosti njene uporabe v sodobnem poslovanju, kot tudi na področju osebnega razvoja;
- usposobljenost za načrtovanje uporabe konceptov pozitivne psihologije v organizacijah s ciljem krepitve blagostanja, delovne sreče ali doseganja drugih pozitivnih poslovnih ter organizacijskih izidov, vključno s kritično refleksijo pozitivnopsiholoških ukrepov in pričakovanih učinkov;
- poznavanje modelov in klasifikacij značajskih moči, vrlin oz. odlik ter prepoznavanje priložnosti za nadaljnji razvoj in krepitev uporabe značilnih značajskih moči (odlik) tako na osebnem kot na poklicnem področju;
- razumevanje in uporaba koncepta »vodenja na podlagi odlik« pri načrtovanju in organiziranju delovnih procesov v izbrani organizaciji;
- poznavanje osnov čuječnosti in zmožnost uporabe tehnik čuječnosti za spoprijemanje s stresom na delovnem mestu;
- razumevanje in praktična uporaba znanja s področja pozitivnega timskega dela;
- usposobljenost za vrednotenje in večanje lastnih osebnostnih potencialov in motiviranost za vsestranski osebnostni razvoj.

Predvideni študijski rezultati:

Študent/-ka bo:

- razumel osnovne predpostavke in razloge za nastanek pozitivne psihologije kot samostojne znanstvene discipline ter osrednje koncepte, ki jih pozitivna psihologija preučuje,

Objectives and competences:

Students will acquire the following general and subject-specific competencies:

- consolidation and expansion of fundamental psychological knowledge and knowledge of applied psychology and connections with interdisciplinary knowledge from other related disciplines;
- the ability to co-shape a creative, successful, and healthy work environment;
- personal, communication and other social skills for effective cooperation in expert teams;
- knowledge and understanding of the basics and the key concepts of positive psychology and the ability to use them in the field of modern business and for the purpose of personal growth;
- the ability to plan the application of positive psychology concepts in organizations in order to enhance well-being, work happiness or to achieve other positive organizational outcomes, taking into account the critical reflection of positive psychology measures and their expected results;
- knowledge of the models and classifications of character strengths and virtues and recognising the opportunities for the further development and enhanced usage of signature character strengths both in personal and professional life;
- understanding and usage of the concept "strengths-based leadership" while planning and organising the working processes in a given organization;
- knowledge of the basics of mindfulness and the ability to use the mindfulness techniques for the purpose of stress management in the workplace;
- understanding and usage of knowledge in the field of positive teamwork;
- the ability to evaluate and enhance one's own personality potentials and being motivated for a versatile personal development.

Intended learning outcomes:

The student will:

- understand the basic assumptions and reasons for the establishment of positive psychology as an independent scientific discipline and be familiar with the main concepts, which positive psychology investigates,

<ul style="list-style-type: none"> - spoznal lastno raven blagostanja in znal načrtovati primerne ukrepe za krepitev blagostanja pri sebi in pri sodelavcih v izbrani organizaciji, - spoznal lastno raven psihološkega kapitala in znal načrtovati ukrepe za krepitev psihološkega kapitala pri sebi in pri sodelavcih v izbrani organizaciji, - znal izbrati primeren pozitivnopsihološki ukrep glede na aktualne izzive izbrane organizacije in načrtovati uvedbo ukrepa s ciljem odpravljanja izzivov in doseganja pozitivnih organizacijskih izidov; - spoznal svoje značilne značajske moči in opredelil priložnosti za pogostejšo uporabo značilnih značajskih moči tako na osebnem kot poklicnem področju; - znal načrtovati uvedbo »vodenja na podlagi odlik« v izbrani organizaciji; - znal izvajati eno izmed tehnik čuječnosti in bo zmožen kritično ovrednotiti njeno učinkovitost pri soočanju s stresom; - zmožen ključna spoznanja in ugotovitve pozitivne psihologije prenesti na področje timskega dela in izboljšati kakovost timskega sodelovanja. 	<ul style="list-style-type: none"> - be acquainted with one's own level of well-being and be able to plan proper measures to enhance his/her well-being and the well-being of colleagues in a given organization, - be acquainted with one's own level of psychological capital and be able to plan proper measures to enhance his/her psychological capital and the psychological capital of colleagues in a given organization, - be able to select a proper positive psychology measure taking into account the actual challenges in an organization and to plan the implementation of the measure in order to resolve the challenges and achieve positive organisational outcomes, - be acquainted with one's own signature character strengths and propose the opportunities for the more frequent use of signature character strengths both in personal and professional life, - be able to plan the implementation of the "strengths-based leadership" in a given organization, - be able to practice one of the mindfulness techniques and critically evaluate its effectiveness in coping with stress, - be able to transfer the key findings of positive psychology into the field of teamwork and improve the quality of his/her team cooperation.
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Metode poučevanja in učenja:

<p>Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, razgovor, diskusija, panel diskusija, opazovanje, reševanje primerov in nalog ...)</p> <p>Delo v manjših skupinah ali dvojicah: projektno delo, timsko delo, študija primerov, problemsko učenje, igra vlog, sodelovalno učenje, simulacije, vrstniška kritika ...</p> <p>Individualno delo: poglobljen kritičen študij literature in virov, reflektivno učenje, predstavitev, samoocenjevanje, priprava pisnih izdelkov, testov, razvojno in raziskovalno delo, delo v virtualnem učnem okolju ...</p> <p>Opremljene metode poučevanja in učenja so pri online študiju ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>

Learning and teaching methods:

<p>Frontal work: lectures with active student involvement (explanation, conversation, discussion, panel discussion, observation, problem and task solving ...)</p> <p>Pair or group work: project work, team work, case studies, problem learning, role play, collaborative learning, simulations, peer reviews ...</p> <p>Individual work: in-depth critical study of literature, reflective learning, presentation, self-assessment, written assignments, tests, research work, tasks in VLE ...</p> <p>The listed teaching and learning methods have been in online learning supported by modern information and communication tools and complemented by online teaching approaches in the VLE.</p>

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

<p>Sprotno preverjanje in ocenjevanje znanja:</p> <ul style="list-style-type: none"> • krajše individualne naloge • kompleksna timska naloga 	<p>60</p> <p>40</p>	<p>Regular evaluation of knowledge</p> <ul style="list-style-type: none"> • shorter written assignments • complex team assignment
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Končno preverjanje in ocenjevanje znanja	60	Final evaluation of knowledge
<ul style="list-style-type: none"> • Pisni izpit • Kompleksna individualna naloga 	40	<ul style="list-style-type: none"> • Written exam • Complex written assignment

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UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Privabljanje, izbor in zaposlovanje kadrov

Course title: Attraction, Selection, and Employment of Staff

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester
Podiplomski magistrski študijski program Mednarodno inovativno poslovanje	/	2	/
Master programme - 2 nd cycle International Innovative Business Management	/	2nd	/

Vrsta predmeta / Course type

Izbirni/Elective

Univerzitetna koda predmeta / University course code:

PIZK

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
18	12	0	0	0	125	6

Nosilec predmeta / Lecturer:

Izr. prof. dr. Živa Veingerl Čič

Jeziki /

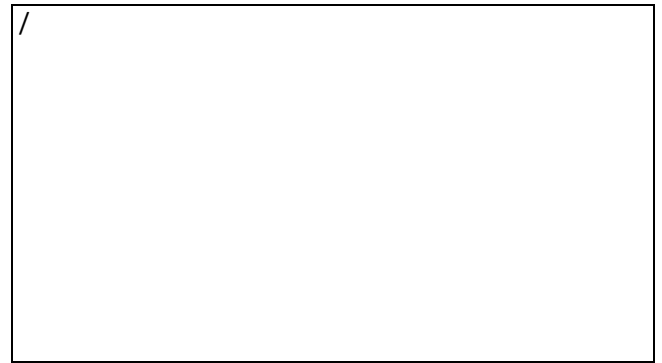
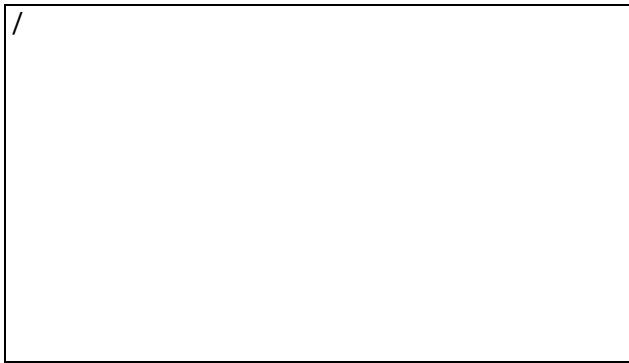
Predavanja / Lectures: Slovenski, angleški, hrvaški, srbski/Slovene, English, Croatian, Serbian

Languages:

Vaje / Tutorial: Slovenski, angleški, hrvaški, srbski/Slovene, English, Croatian, Serbian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Prerequisites:



Vsebina:

1. Razumevanje sodobnega trga dela in kadrovskih trendov

- Vpliv tehnoloških inovacij, digitalizacije ter umetne inteligence na trg dela in delovna mesta prihodnosti
- Sodobne oblike dela, vključno z delom na daljavo, fleksibilnostjo in inovacijami v delovnem okolju
- Potrebe, vrednote in odnos do dela različnih generacij

2. Kadrovanje in pridobivanje kadrov

- Globalizacija in njen vpliv na pridobivanje talentov
- Strategije identifikacije in pridobivanja talentov.
- Uporaba sodobnih digitalnih orodij in platform za iskanje talentov (npr. LinkedIn, Indeed, Glassdoor)
- Uporaba umetne inteligence in analitike za iskanje in selekcijo kandidatov
- Vključevanje virtualnih sejmov, webinarjev in drugih digitalnih dogodkov za privabljanje talentov

3. Selekcija

- Inovacije v selekcijskih procesih
- Umetna inteligenca in analitika podatkov pri izbiri kandidatov
- Igrifikacija kot orodje za ocenjevanje kandidatov.
- Selekcija skladno z organizacijsko kulturo, poslanstvom in vizijo.
- Zagotavljanje objektivnosti, pravičnosti in skladnosti.

4. Zaposlovanje

5. Onboarding /integracija novo zaposlenega

- Strategije in metode za uspešno integracijo novih zaposlenih.
- Uporaba digitalnih orodij in platform za onboarding.
- Oblikovanje učinkovitega onboarding programa.
- Tehnike za hitro integracijo novih zaposlenih v delovno kulturo podjetja.
- Uporaba mentorstva, coachinga, usposabljanja in drugih metod za podporo novo zaposlenih.

Content (Syllabus outline):

1. Understanding the modern job market and HR trends

- The impact of technological innovations, digitalization and artificial intelligence on the labor market and jobs of the future.
- Contemporary work forms, including remote work, flexibility and innovations in the work environment.
- Needs, values, and attitudes towards work of different generations.

2. Recruitment and personnel acquisition

- Globalization and its impact on personnel acquisition
- Strategies and methods for identifying and acquiring personnel
- Use of modern digital tools and platforms for talent search (e.g. LinkedIn, Indeed, Glassdoor)
- Use of artificial intelligence and analytics for candidate search and selection
- Incorporating virtual fairs, webinars, and other digital events to attract talent

3. Selection

- Innovations in selection processes
- Artificial intelligence and data analytics in candidate selection
- Gamification as a tool for assessing candidates
- Effective selection procedures
- Selection in line with organizational culture, mission, and vision
- Ensuring objectivity, fairness, and compliance

4. Employment

5. Onboarding/new employee integration

- Strategies and methods for successful integration of new employees
- Use of digital tools and platforms for onboarding
- Designing an effective onboarding program
- Techniques for quickly integrating new employees into the company's work culture

- Merjenje uspešnosti onboardinga in zbiranje povratnih informacij
- 6. Zadržanje zaposlenih**
- Oblikovanje strategij za razvoj in ohranjanje ključnih talentov v organizacijah ter ustvarjanje privlačnega in spodbudnega delovnega okolja

- Use of mentoring, coaching, training, and other methods to support newly hired employees
 - Measuring onboarding success and gathering feedback
- 6. Employee Retention**
- Developing strategies for the growth and retention of key talents in organizations and creating an attractive and encouraging work environment.

Temeljni literatura in viri / Readings:

Obvezna literatura / Mandatory Readings:

1. Lievens, Filip & Chapman, Derek. (2019). Recruitment and Selection (pp 123-150) In Wilkinson, A., Bacon, T., Snell, S. in Lepak, D. (ed.). The SAGE Handbook of Human Resource management, Los Angeles: Sage. Dostopno na: https://www.researchgate.net/publication/336771720_Recruitment_and_Selection
2. Human Resource Management (2016). University of Minnesota Libraries Publishing, OER, Poglavlje 4 in 5. Dostopno na: <https://open.lib.umn.edu/humanresourcemanagement/front-matter/publisher-information/>
3. Jeske, D. & Olson, D. (2022). Onboarding new hires: recognising mutual learning opportunities, *Journal of Work-Applied Management*, 14 (1), str. 63-76. <https://doi.org/10.1108/JWAM-04-2021-0036>
4. Penny Williams, Paula McDonald & Robyn Mayes (2021). Recruitment in the gig economy: attraction and selection on digital platforms, *The International Journal of Human Resource Management*, 32 (19), str. 4136-4162, doi: [10.1080/09585192.2020.1867613](https://doi.org/10.1080/09585192.2020.1867613)
5. Saini, G.K. & Jawahar, I.M. (2019). The influence of employer rankings, employment experience, and employee characteristics on employer branding as an employer of choice, *Career Development International*, 24 (7), str. 636-657. <https://doi.org/10.1108/CDI-11-2018-0290>

Cilji in kompetence:

Objectives and competences:

Temeljni cilj predmeta je usposobiti študente za razumevanje in aktivno delovanje na sodobnem trgu dela, s poudarkom na procesih kadrovanja, pridobivanja, selekcije, zaposlovanja in integracije kadrov, ki vključujejo strateški pogled na trg dela, uporabo najnovejših digitalnih orodij, nepristransko vrednotenje kandidatov, etične pristope ter iskanje kreativnih in inovativnih rešitev za podjetja.

Pri predmetu bodo študenti razvili naslednje kompetence:

Predmetno-specifične kompetence:

- razumevanje sodobnega trga dela in trendov ter sposobnost identifikacije in kritične ocene ključnih dejavnikov, ki vplivajo na proces kadrovanja in zadržanja zaposlenih v organizacijah
- sposobnost priprave ustrezne strategije pridobivanja kadrov na zunanjem in notranjem trgu dela z upoštevanjem globalnih trendov, digitalnih orodij in umetne inteligence za učinkovito iskanje, pridobivanje kadrov v sodobnem poslovnem okolju.
- objektivno, nepristransko in strokovno izvajanje ocene in izbire kandidatov, ter prilagajanje selekcijskih metodologij glede na specifične potrebe delovnega mesta

The key objective of the course is to educate students to understand and active participate in the contemporary labor market, emphasizing the processes of staffing, recruitment, selection, employment, and integration of employees. This encompasses a strategic view of the job market, the use of the latest digital tools, unbiased evaluation of candidates, ethical approaches, and the pursuit of creative and innovative solutions for companies. In this course, students will develop the following competencies:

Subject-specific competencies:

- Understanding of the contemporary labor market and its trends, with the ability to identify and critically assess key factors influencing staffing processes and retention of employees in organizations.
- Ability to formulate appropriate recruitment strategies in both external and internal job markets, considering global trends, digital tools and artificial intelligence for effective personnel search and acquisition in the modern business environment.
- Objective, unbiased, and professional execution of candidate assessment and selection, tailoring selection methodologies according to specific job requirements.
- Ability to integrate traditional and modern selection techniques using technological tools, artificial intelligence and analytics, while aligning selection

- sposobnost integracije tradicionalnih in sodobnih tehnik selekcije z uporabo tehnoloških orodij, umetne inteligence in analitike ter usklajevanje selekcijskih odločitev z organizacijskimi vrednotami, kulturo in vizijo
- sposobnost načrtovanja in implementacije strategij onboardinga za uspešno vključevanje novih zaposlenih v organizacijsko kulturo in delovno okolje
- razumevanje in spoštovanje etičnih načel ter sposobnost zagotavljanja transparentnosti in poštenosti v celotnem procesu zaposlovanja in izbire
- sposobnost razvijanja in izvajanje strategij za razvoj in zadržanje ključnih talentov, ob hkratnem ustvarjanju spodbudnega delovnega okolja.

Splošne/prenosljive kompetence:

- Sposobnost analize kompleksnih problemov in sinteze rešitev ter sprejemanja odgovornosti za prognoziranje, strategijo in trajnostni razvoj malih in srednjih podjetij ter ustanov.
- Sposobnost kreativnega razmišljanja, oblikovanja pogojev za inovativnost in učinkovitega reševanja poslovnih problemov.

decisions with organizational values, culture, and vision.

- Ability to plan and implement onboarding strategies for the successful inclusion of new employees into the organizational culture and working environment.
- Understanding and respecting ethical principles, ensuring transparency and fairness throughout the recruitment and selection process.
- Ability to develop and implement strategies for the development and retention of key talents, while simultaneously creating an encouraging work environment.

General/transferable competencies:

- Ability to analyze complex issues, synthesize solutions, and take responsibility for forecasting, strategizing, and the sustainable development of small and medium-sized enterprises and institutions.
- Ability for creative thinking, setting conditions for innovation, and effectively solving business problems.

Predvideni študijski rezultati:

Znanje in razumevanje:

študent/ka bo:

- razumel/a kompleksne poslovne probleme, povezane s kadrovanjem, pridobivanjem, selekcijo in zaposlovanjem
- znal/a kritično ovrednotiti različna digitalna orodja in platforme za pridobivanje kadrov, analizirati njihove prednosti in slabosti ter jih uporabiti v praksi za učinkovito pridobivanje kadrov
- pripravil/a predlog konkretnega primera strategije pridobivanja in selekcije kadrov za določeno delovno mesto, od identifikacije potreb do selekcije, pri čemer bo uporabljal najnovejše tehniko in orodja, vključno z umetno inteligenco.
- znal/a pripraviti in implementirati program uvajanja novih zaposlenih, ki temelji na najboljših praksah, optimizira začetni prispevek zaposlenih in spodbuja njihovo dolgoročno zavzetost.
- znal/a identificirati in obravnavati etične dileme v procesih kadrovanja in selekcije ter zagotoviti transparentnost in pravičnost v kadrovskih odločitvah ob upoštevanju spoštovanja pravic kandidatov in zaposlenih.
- razvil/a kritično mišljenje in sposobnost analize, s katero bodo lahko identificirali in reševali kompleksne poslovne probleme, povezane s kadrovanjem in zaposlovanjem ter zadrževanjem

Intended learning outcomes:

Knowledge and understanding:

A student will:

- understand complex business problems related to recruitment, acquisition, selection and employment.
- be capable to critically evaluate various digital tools and platforms for personnel acquisition, analyze their strengths and weaknesses, and apply them in practice for effective recruitment.
- prepare a proposal of a concrete recruitment and selection strategy for a specific work- position, from identifying needs to selection, utilizing the latest techniques and tools, including artificial intelligence.
- be capable in designing and implementing an onboarding program for new employees based on best practices, optimizing initial contribution of new employees and promoting their long-term engagement
- be capable in identifying and addressing ethical dilemmas in recruitment and selection processes and ensure transparency and fairness in HR decisions while respecting the rights of candidates and employees.
- develop critical thinking and analytical skills, enabling them to identify and solve intricate business problems related to recruitment, employment and retention of employees, while employing innovative

zaposlenih, ob tem pa bo uporabljal inovativne pristope in strategije za trajnostni razvoj podjetij.	approaches and strategies for the sustainable development of companies.
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Metode poučevanja in učenja:

Learning and teaching methods:

<p>Sodelovalno delo v virtualnem učnem okolju (spletni seminarji z aktivno udeležbo študentov, diskusijski forumi, individualne konzultacije, videoposnetki, mikro učne enote itd.)</p> <p>Individualno delo (študij temeljne literature in virov, analiza in kritično vrednotenje primerov dobrih praks, priprava krajših in daljših pisnih izdelkov).</p> <p>Timsko delo (priprava predlogov rešitve konkretnih izzivov za podjetja (npr. priprava programa uvajanja novih zaposlenih, reševanje študije primera)</p>	<p>Collaboration in a virtual learning environment (webinars with students' active participation, discussion forums, individual consulting hours, videos, micro learning units etc.)</p> <p>Individual work (studying mandatory literature and resources, analysis and critical evaluation of good practice examples, preparation of shorter and longer written assignments etc.)</p> <p>Teamwork (preparation of proposals for solutions to concrete challenges for companies (e.g. preparation of an onboarding program for new employees, solving a case study)</p>
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Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

<p>Sprotno preverjanje in ocenjevanje znanja:</p> <ul style="list-style-type: none"> ▪ Kompleksna timska naloga in predstavitev timske naloge ▪ Forumske diskusije ▪ Individualne naloge (krajše in daljše) <p>Končno preverjanje in ocenjevanje znanja:</p> <ul style="list-style-type: none"> ▪ Pisni izpit ▪ Kompleksna individualna naloga 	<p>45 %</p> <p>10 %</p> <p>55 %</p> <p>80 %</p> <p>20 %</p>	<p>Continuous knowledge assessment:</p> <ul style="list-style-type: none"> ▪ Complex Team assignment and presentation of the team task ▪ Forum discussions ▪ Individual assignments (longer and shorter) <p>Final knowledge assessment:</p> <ul style="list-style-type: none"> ▪ Written exam ▪ Complex individual assignment
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Reference nosilca / Lecturer's references:

- DIVJAK, Marko, VEINGERL ČIČ, Živa. How to enhance the employee well-being at work?. *International journal of management, knowledge and learning*. [Spletna izd.]. 2021, vol. 10, str. 109-114, tabele. ISSN 2232-5697. <https://toknowpress.net/ISSN/2232-5697/10.109-114.pdf>, <http://www.dlib.si/details/URN:NBN:SI:doc-OVN92UK5>, DOI: [10.53615/2232-5697.10.109-114](https://doi.org/10.53615/2232-5697.10.109-114). [COBISS.SI-ID [73859587](https://www.dlib.si/details/URN:NBN:SI:doc-OVN92UK5)]
- VEINGERL ČIČ, Živa, ČANČER, Vesna, ŠAROTAR ŽIŽEK, Simona. Considering nonlinear connections in the individual performance management model. *Acta economica : časopis za ekonomiju*. 2020, vol. 18, no. 32, str. 9-35. ISSN 1512-858X. <http://ae.ef.unibl.org/index.php/AE/article/view/406>, DOI: [10.7251/ACE2032009C](https://doi.org/10.7251/ACE2032009C). [COBISS.SI-ID [25453059](https://www.dlib.si/details/URN:NBN:SI:doc-OVN92UK5)]
- VEINGERL ČIČ, Živa, VUJICA-HERZOG, Nataša, MAČEK, Anita. Individual work performance management model. *International journal of simulation modelling*. Mar. 2020, vol. 19, no. 1, str. 112-122, ilustr. ISSN 1726-4529. http://www.ijssimm.com/view_articles.html, DOI: [10.2507/IJSIMM19-1-507](https://doi.org/10.2507/IJSIMM19-1-507). [COBISS.SI-ID [513132848](https://www.dlib.si/details/URN:NBN:SI:doc-OVN92UK5)]
- VEINGERL ČIČ, Živa, MULEJ, Matjaž, NEDELKO, Zlatko, ŠAROTAR ŽIŽEK, Simona. Model managementa individualne delovne uspešnosti za pametna (proizvodna) podjetja. *Izzivi managementu : revija o izzivih in dosežkih sodobnega managementa*. [Tiskana izd.]. okt. 2020, letn. 7, št. 2, str. 12-22, 52, ilustr. ISSN 2350-5435. <http://sam->

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- VEINGERL ČIČ, Živa, ŠAROTAR ŽIŽEK, Simona. Zadovoljstvo zaposlenih na delovnem mestu in bančni sektor. *Bančni vestnik : revija za denarništvu in bančništvo*. [Tiskana izd.]. okt. 2018, letn. 67, št. 10, str. 31-40, ilustr. ISSN 0005-4631. [COBISS.SI-ID 13124380]
- VEINGERL ČIČ, Živa, ŠAROTAR ŽIŽEK, Simona. Kontraproduktivno vedenje zaposlenih kot del individualne uspešnosti zaposlenih. *Bančni vestnik : revija za denarništvu in bančništvo*. [Tiskana izd.]. jan-feb. 2018, letn. 67, št. 1/2, str. 41-46. ISSN 0005-4631. [COBISS.SI-ID 12984092]
- ŠAROTAR ŽIŽEK, Simona, MULEJ, Matjaž, VEINGERL ČIČ, Živa. Pomen samodeterminacije zaposlenih v bančnem sektorju. *Bančni vestnik : revija za denarništvu in bančništvo*. [Tiskana izd.]. mar. 2018, letn. 67, št. 3, str. 39-43. ISSN 0005-4631. [COBISS.SI-ID 12995356]
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- VEINGERL ČIČ, Živa, MULEJ, Matjaž, ŠAROTAR ŽIŽEK, Simona. Different intelligences' role in overcoming the differences in employee value system. *Kybernetes : the international journal of systems & cybernetics*. 2018, no. 2, vol. 47, str. 343-358. ISSN 0368-492X. <http://www.emeraldinsight.com/doi/full/10.1108/K-06-2017-0200>, DOI: 10.1108/K-06-2017-0200. [COBISS.SI-ID 12964892],
- ŠAROTAR ŽIŽEK, Simona, VEINGERL ČIČ, Živa, ŠEBJAN, Urban. Manager za zdravje - modna muha ali nuja za podjetja. *Anali PAZU HD*. [Tiskana izd.]. jun. 2017, letn. 3, št. 1, str. 17-38, ilustr. ISSN 2386-0219. http://hd.anali-pazu.si/sites/default/files/%C5%A1arotar%20%C5%BEi%C5%BEek_simona.pdf, <http://www.dlib.si/details/URN:NBN:SI:doc-LLFOXTWV>. [COBISS.SI-ID 12850204]
- ŠAROTAR ŽIŽEK, Simona, VEINGERL ČIČ, Živa. The importance of developmental relations in the workplace. *Anali PAZU HD*. [Tiskana izd.]. dec. 2017, letn. 3, št. 2, str. 2-15, ilustr. ISSN 2386-0219. <http://www.dlib.si/details/URN:NBN:SI:doc-E89Z09ME>, DOI: 10.18690/2386-0219.3.2.1-15(2017). [COBISS.SI-ID 13049372]
- VEINGERL ČIČ, Živa, ŠTRUKELJ, Tjaša. Spodbujanje vrednot družbene odgovornosti z organizacijsko kulturo. *Revija za univerzalno odličnost : RUO*. jun. 2017, letn. 6, št. 2, str. 174 -185. ISSN 2232-5204. http://www.fos.unm.si/media/pdf/RUO/2017-6-2/RUO_081_Veingerl_strukelj.pdf, <http://www.dlib.si/details/URN:NBN:SI:doc-IM4CHJ7Y>. [COBISS.SI-ID 2048421122]
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UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Psihologija izobraževanja

Course title: Educational psychology

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Podiplomski magistrski študijski program Mednarodno inovativno poslovanje, Marketing in prodaja, Inovativni menedžment v socialni in izobraževanju, Menedžment pamenih mest, Psihologija	/	2.	/
Master programme – 2 nd cycle International Business Management, Marketing and Sales, Innovation Management in Social and Education Sector, Management of Smart Cities, Psychology	/	2nd	/

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code:

PI

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
18	12	0			125	6

Nosilec predmeta / Lecturer:

doc. dr. Andreja Lavrič

Jeziki /

Predavanja / Lectures:

Slovenski, angleški, hrvaški, srbski/Slovene, English, Croatian, Serbian

Languages:

Vaje / Tutorial:

Slovenski, angleški, hrvaški, srbski/Slovene, English, Croatian, Serbian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Prerequisites:

Za pristop k predmetu ni posebnih pogojev.

There are no preconditions to start with the course.

Vsebina:

Content (Syllabus outline):

- Konceptualne razlike med učenjem, poučevanjem in izobraževanjem
- Izobraževanje kot psihosocialni proces
- Sodobne oblike izobraževanja (online, kombinirano)
- Specifike izobraževanja v različnih življenjskih obdobjih
- Načrtovanje izobraževanja ob upoštevanju psiholoških značilnosti učenja in poučevanja
- Svetovanje učiteljem za učinkovito načrtovanje in izvajanje različnih oblik izobraževanja.
- Svetovanjem učencem za učinkovito učenje in spoprijemanje z izzivi v procesu izobraževanja.

- Conceptual differences between learning, teaching and education
- Education as a psychosocial process
- Contemporary modes of education (online, blended)
- The specifics of education in different periods of life
- The planning of education on the basis of psychological characteristics of learning and teaching
- Counselling for teachers to effectively plan and perform various modes of education
- Counselling for students to effectively learn and cope with the challenges in the process of education

Temeljni literatura in viri / Readings:

Marentič Požarnik, B. (2018). Psihologija učenja in pouka: od poučevanja k učenju, Ljubljana: DZS. (poglavja 7 – 21, to so strani od 78 do 309)

OER | Bregar, L., Zagmajster M., Radovan, M. (2020). E-izobraževanje za digitalno družbo. Andragoški center Slovenije. Dostop: <https://www.acs.si/digitalna-bralnica/e-izobrazevanje-za-digitalno-druzbo/>, str. 11 – 44.

Cilji in kompetence:

Splošne kompetence:

- Sposobnost uporabe teoretičnih znanj in ustreznih analitičnih pristopov ter kompetenc s področja uporabne psihologije in drugih sorodnih ved.
- Obvladovanje zahtevnejših psiholoških konceptov z uporabo naj sodobnejših pristopov in metod dela s posamezniki in skupinami.
- Sposobnost kritične presoje in uporabe inovativnih pristopov pri razvoju storitev in produktov za različne ciljne skupine.
- Avtonomnost, proaktivnost, kritičnost in odgovornost pri delu z različnimi ciljnim skupinami.
- Razumevanje in spoštovanje različnosti, empatija ter sposobnost podpornega komuniciranja.

Predmetno-specifične kompetence:

- Razumevanje konceptualnih razlik med učenjem, poučevanjem in izobraževanjem.
- Razumevanje vloge psihosocialnih dejavnikov v procesu izobraževanja.
- Poznavanje sodobnih oblik izobraževanja in razumevanje njihovih prednosti/slabosti z vidika učenca, učitelja in izobraževalne ustanove.

Objectives and competences:

- General competences:
- The ability to use theoretical knowledge and corresponding analytical approaches and competencies from the field of applied psychology and other related disciplines.
- Mastery of complex psychological concepts using the latest approaches and methods of working with individuals and groups.
- The ability to critically assess and use innovative approaches in the development of services and products for various target groups.
- Autonomy, proactive approach, critical thinking, and responsibility when working with various target groups.
- Understanding and respect of diversity, empathy, and the ability of supportive communication.
- Subject-specific competences:
- Understanding of conceptual differences between learning, teaching and education.
- Understanding the role of psychosocial factors in the process of education.
- Knowledge of contemporary modes of education and understanding their strengths/weaknesses from the aspect of students, teachers and educational institutions.

<ul style="list-style-type: none"> • Poznavanje specifik izobraževanja v različnih življenjskih obdobjih in za različne socio-demografske skupine uporabnikov. • Zmožnost načrtovanja izobraževanja na podlagi psiholoških značilnosti uporabnikov (osebnostnih lastnosti, motivacije, potreb, sposobnosti) in ob upoštevanju psiholoških zakonitosti učenja in poučevanja. • Zmožnost uporabe svetovalnih pristopov, intervenc in tehnik za podporo učiteljem pri načrtovanju in izvajanju izobraževalnih programov. • Zmožnost uporabe svetovalnih pristopov, intervenc in tehnik za podporo učencem/uporabnikom v procesu izobraževanja. 	<ul style="list-style-type: none"> • Knowledge of the specific of education in different periods across lifespan and for various socio-demographic groups of participants. • The ability to plan education on the basis of psychological characteristics of participants (personality traits, motivation, needs, abilities) taking into account the psychological determinants of learning and teaching. • The ability to apply counselling approaches, interventions and techniques to support the teachers while planning and implementing educational programs. • The ability to apply counselling approaches, interventions and techniques to support the students/participants in the process of education.
<p>Predvideni študijski rezultati:</p>	<p>Intended learning outcomes:</p>
<p>Znanje in razumevanje:</p> <p>Študent bo:</p> <ul style="list-style-type: none"> • Znal uporabiti temeljne psihološke zakonitosti učenja in poučevanja pri pripravi izobraževalnega programa za izbrano ciljno skupino ob upoštevanju njenih psiholoških in socio-demografskih značilnosti. • Demonstriral uporabo ustreznega svetovalnega pristopa, intervence ali tehnike pri reševanju konkretnih izzivov učiteljev v procesu načrtovanja in izvajanja izobraževanja. • Demonstriral uporabo ustreznega svetovalnega pristopa, intervence ali tehnike pri reševanju konkretnih izzivov učencev/uporabnikov v procesu izobraževanja. 	<p>Knowledge and understanding:</p> <p>The student will:</p> <ul style="list-style-type: none"> • Be able to apply the basic psychological determinants of learning and teaching while planning the educational program for the selected target group of participants taking into account its psychological and socio-demographic characteristics. • Demonstrate the use of proper counselling approach, intervention or technique while solving the concrete challenges of teachers in the process of planning and implementing educational programs. • Demonstrate the use of proper counselling approach, intervention or technique while solving the concrete challenges of students/participants in the process education.

Metode poučevanja in učenja:

<p>Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)</p> <p>Sodelovalno skupinsko delo: seminarske vaje (projektno delo, timsko delo)</p> <p>Individualno delo: individualne aktivnosti (naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, javni nastop, pisni izdelki)</p> <p>Študij v virtualnem okolju: sodelovalne in individualne aktivnosti (naloge, forum, klepetalnica, študij gradiva)</p>
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Learning and teaching methods:

<p>Frontal: lectures with active participation of students (explanations, discussions, case study);</p> <p>Collaborative team work: tutorial work (project work, team work);</p> <p>Individual: individual activities (coursework, study of literature and sources, development and research work, reflexions, self-evaluation, public performance, written assignments);</p>
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<p>Sodelovanje gostujočega predavatelja</p> <p>Opređeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>	<p>Study in the virtual environment: collaborative and individual activities (tasks, forums, chat-box, literature study);</p> <p>Guest lecturer</p> <p>All the enumerated teaching and learning methods used at online study are appropriately supported by modern information-communication tools and perfected with effective approaches to teaching and learning in the virtual environment.</p>
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Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

<p>Sprotno preverjanje in ocenjevanje znanja:</p> <p>Krajše naloge</p> <p>Kompleksne daljše naloge</p> <p>Končno preverjanje in ocenjevanje znanja</p> <ul style="list-style-type: none"> • Pisni izpit • projektna naloga 	<p>50</p> <p>50</p> <p>70</p> <p>30</p>	<p>Course work (participation in the weekly assignments)</p> <p>Case study</p> <p>Complex team assignment</p> <p>Final evaluation of knowledge</p> <ul style="list-style-type: none"> • Written exam • Project work
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Reference nosilca / Lecturer's references:

- LAVRIČ, Andreja. Stilovi učenja kod multimedijiskog obrazovanja. *Napredak : časopis za pedagogijsku teoriju i praksu*. 2007, vol. 148, br. 1, str. 37-53. ISSN 1330-0059. [COBISS.SI-ID [2470350](#)]
- MARENTIČ-POŽARNIK, Barica, LAVRIČ, Andreja. Fostering the quality of teaching and learning by developing the "neglected half" of university teachers' competencies. *CEPS journal : Center for Educational Policy Studies Journal*. 2015, vol. 5, no. 2, str. 73-93, tabele. ISSN 1855-9719. http://www.cepsj.si/pdfs/cepsj_5_2/cepsj_5-2-2015_marentic%20pozarnik%20et%20al_pp_73-93.pdf, [Digitalna knjižnica Slovenije - dLib.si](#). [COBISS.SI-ID [10625353](#)]
- MARENTIČ-POŽARNIK, Barica, LAVRIČ, Andreja. Kako se učijo učitelji : (video)povratna informacija kot spodbuda za učiteljev profesionalni razvoj. *Vzgoja in izobraževanje : revija za teoretična in praktična vprašanja vzgojno izobraževalnega dela*. [Tiskana izd.]. 2015, letn. 46, št. 1, str. 7-15, tabeli. ISSN 0350-5065. [Digitalna knjižnica Slovenije - dLib.si](#). [COBISS.SI-ID [2348412](#)]
- LAVRIČ, Andreja. Uporaba interneta v šolah. *Sodobna pedagogika*. 2000, letn. 51, št. 3, str. 58-68. ISSN 0038-0474. [COBISS.SI-ID [2146510](#)]
- LAVRIČ, Andreja. Raziskava o socialnih igrah. *Sodobna pedagogika*. 1995, 46, št. 3/4, str.169-176, ilustr. ISSN 0038-0474. [COBISS.SI-ID [54600448](#)]
- LAVRIČ, Andreja. Relationship between learning style and navigation strategy. V: *10th annual conference of the european learning styles information network : [ELSIN 2005], University of Surrey, School of management, 13-15th June 2005*. Guildford: University of Surrey, School of management, 2005. Str. 1-10. ISBN 1-84469-008-3. [COBISS.SI-ID [2123214](#)]
- LAVRIČ, Andreja. Example of an analysis of the process of acquisition of knowledge by hipermedia with respect to the user's learning. V: *63rd meeting NATO training group : working group on individual training and education*

development, 10-14 May 2004, Bled, Republic of Slovenia. Poljče: SAF doctrine, development, education and training command, Defence training centre, 2004. Str. 1-17. [COBISS.SI-ID [2122446](#)]

- LAVRIČ, Andreja. Learning styles at the officer candidate school. V: *61th Meeting WG on IT & ED : 13-16 May / Bucharest, Romania*. Brussels: NATO Headquarters, Staff and Training Command, Policy & Plans division, 2003. Str. 1-17. [COBISS.SI-ID [808910](#)]
- LAVRIČ, Andreja, PETEK, Gregor. Motivacija za učenje z računalnikom = Motivation of computer supported learning. V: ADAMIČ MAKUC, Alenka (ur.), MEDICA, Ines (ur.), LABERNIK, Zvonka (ur.). *Zbornik referatov*. 8. mednarodna izobraževalna računalniška konferenca - MIRK 2003, 15. maj-17. maj 2003, Piran [in] 9. mednarodna izobraževalna računalniška konferenca - MIRK 2004, 20.-22. maj 2004, Piran. Ljubljana: Ministrstvo za šolstvo, znanost in šport: Zavod Republike Slovenije za šolstvo: Urad vlade Republike Slovenije za invalide in bolnike: Center RS za poklicno izobraževanje: Zavod za projektno in raziskovalno delo na omrežju internet: Akademski in raziskovalni mreža Slovenije; Piran: Osnovna šola Cirila Kosmača, 2004. 6 str. ISBN 961-234-499-X. [COBISS.SI-ID [2031310](#)]
- LAVRIČ, Andreja. Vpliv socialnih iger na vzdušje v razredu : kvantitativna analiza podatkov in interpretacija rezultatov. V: VIRK-RODE, Jožica, BELAK-OŽBOLT, Jasna. *Socialne igre v osnovni šoli*. 1. natis. Ljubljana: Zavod Republike Slovenije za šolstvo, 1998. Str. 121-126. ISBN 961-234-007-2. [COBISS.SI-ID [621774](#)]
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- LAVRIČ, Andreja. *E-izobraževanje z didaktičnega vidika : posvet "Perspektive in pasti visokošolskega e-izobraževanja"*, Filozofska fakulteta, 25.09.2006. Ljubljana: Filozofska fakulteta, 25. september 2006. [COBISS.SI-ID [2469838](#)]

Vir bibliografskih zapisov: vzajemna baza podatkov COBISS.SI/COBIB.SI, 21. 8. 2024

UČNI NAČRT PREDMETA / COURSE SYLLABUS	
Predmet:	Psihologija vodenja
Course title:	The Psychology of Leadership

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Podiplomski magistrski študijski program Mednarodno inovativno poslovanje, Marketing in prodaja, Inovativni menedžment v socialni in izobraževanju, Menedžment pomenih mest, Psihologija	/	2.	/
Master programme – 2 nd cycle International Business Management, Marketing and Sales, Innovation Management in Social and Education Sector, Management of Smart Cities, Psychology	/	2nd	/

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code:

PVO

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
18	12	0	0	0	125	6

Nosilec predmeta / Lecturer:

izr. prof. dr. Daša Grajfoner

**Jeziki /
Languages:**

**Predavanja /
Lectures:**

Slovenski, angleški, hrvaški, srbski/Slovene, English, Croatian, Serbian

Vaje / Tutorial: Slovenski, angleški, hrvaški, srbski/Slovene, English, Croatian, Serbian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Prerequisites:

Za pristop k predmetu ni posebnih pogojev.

There are no prerequisites for the course.

Vsebina:

Content (Syllabus outline):

- Upravljanje vs. vodenje in koncept voditeljstva
- Teorije in stili vodenja ter vpliv na zaposlene
- Situacijsko vodenje
- Coaching model vodenja
- Čustvena inteligentnost pri vodenju
- Vplivno vodenje - razvoj vpliva in osebne moči vodje
- Vodenje za dvig organizacijske energije in zavzetosti
- Etična vprašanja vodje in upravljanje osebne integritete
- 4D model osebnega razvoja sodobnega vodje

- Management vs. leadership and concept of modern leadership
- Leadership styles and impact on employees
- Situational leadership
- Leadership by coaching
- Emotional intelligence and leadership
- Influential leadership - development of influence and personal power of leader
- Leadership for shift of organizational energy and engagement
- Ethical issues of the leader and management of personal integrity
- 4D model of personal development of modern leader

Temeljni literatura in viri / Readings:

Aktualna obvezna literatura/Current mandatory literature

1. Hughes, R. L., Ginnett, R. C. & Curphy, G. J. (2014) Leadership: Enhancing the lessons of experience. (8th ed.). US: McGraw-Hill. (Good coverage of theoretical and practical issues).
2. Northouse, P. G. (2013). Leadership, theory and practice. (6th ed.). SAGE. (Similar to book 1 with some additional writings from other authors). Or 7th ed. (2016).
https://www.homeworkforyou.com/static_media/uploadedfiles/Northouse%20BOOK.pdf
3. Northouse, P. G. (2015). Introduction to Leadership: Concepts and Practice. (3rd ed.) ali (4th ed.) (2018) SAGE. (General overview with practical exercises. Good for leaders, consultants and researchers).
https://lunarintcollege.edu.et/wp-content/uploads/2022/06/Peter-G.-Northouse-Introduction-to-Leadership_-Concepts-and-Practice-2017-Sage-Publications-Inc-libgen.lc_.pdf
<https://edge.sagepub.com/northouseintro3e>
4. Schedlitzki, D. & Edwards, G. (2014). Studying Leadership: Traditional and Critical Approaches. SAGE. (More in depth and academic).
5. Yukl, G. (2012). Leadership in organizations. (7th ed.). US: Pearson Education. (in depth, but more difficult to read). Available as e-book.
<https://nibmehub.com/opac-service/pdf/read/Leadership%20in%20Organizations%20by%20Gary%20Yukl.pdf>

Cilji in kompetence:**Objectives and competences:**

Cilj predmeta je usposobiti študente za fleksibilno uporabo psiholoških spoznanj, sodobnih teorij in konceptov za oblikovanje uspešnega in učinkovitega vodenja posameznikov, skupin in organizacij
Kompetence:

- obvladovanje zahtevnejših psiholoških konceptov z uporabo najsodobnejših pristopov in metod dela s posamezniki in skupinami;
- sposobnost sooblikovanja ustvarjalnega, uspešnega in zdravega delovnega okolja;
- osebnostne, komunikacijske in druge socialne kompetence za učinkovito delovanje v strokovnih timih;
- avtonomnost, proaktivnost, kritičnost in odgovornost pri delu z različnimi ciljnimi skupinami.
- Sposobnost razlikovanja upravljanja od vodenja in poglobljeno razumevanje koncepta voditeljstva
- Sposobnost fleksibilne uporabe teorij in vodstvenih stilov pri vodenju posameznikov, skupin in organizacij
- Sposobnost izbire stila vodenja glede na situacijo
- Poglobljeno razumevanje in zmožnost uporabe coachinga pri vodenju
- Sposobnost upravljanja z lastnimi čustvi ter čustvi drugih
- Zmožnost razvoja osebne moči in vpliva pri vodenju
- Sposobnost zasnovati ustrezne strategije za povečanje energije in zavzetosti zaposlenih

The objective of the course is to train students to flexibly use psychological knowledge, contemporary theories and concepts to design successful and effective leadership for individuals, groups and organizations.

Competences:

- mastering more complex psychological concepts using state-of-the-art approaches and methods of working with individuals and groups;
- the ability to co-create a creative, successful and healthy work environment;
- personal, communication and other social competences for effective work in professional teams;
- Autonomy, proactiveness, criticality and accountability when working with different target groups.
- The ability to differentiate management from leadership and an in-depth understanding of leadership concepts
- The ability to flexibly apply theories and leadership styles by leading individuals, teams and organizations
- The ability to choose a leadership style based on the situation
- In-depth understanding and ability to use coaching in leadership
- The ability to manage one's own emotions and those of others
- Mastering the development of personal power and influence in leadership

<ul style="list-style-type: none"> - Usposobljenost za učinkovito upravljanje etičnih in integritetnih dilem pri vodenju - Poglobljeno razumevanje in zmožnost uporabe modela osebnega razvoja 	<ul style="list-style-type: none"> - The ability to formulate appropriate strategies for increasing energy and employee engagement. - The ability to effectively manage ethical and integrity leadership dilemmas - In-depth understanding and ability to use the personal development model
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Predvideni študijski rezultati:

Intended learning outcomes:

<p>Znanje in razumevanje: Študent bo:</p> <ol style="list-style-type: none"> 1. razlikoval med stili vodenja in znal izbrati ustrezen stil vodenja glede na situacijo; 2. razumel in znal uporabiti elemente čustvene inteligentnosti pri vodenju; 3. razumel in znal razvijati dejavnike osebne moči in vpliva v vodstvenih situacijah; 4. znal oblikovati ustrezne strategije in ukrepe za dvig energije in zavzetosti; 5. razumel in upošteval etične dileme pri vodenju ter znal izdelati akcijski načrt osebnega razvoja vodje. 	<p>Knowledge and understanding: The student will:</p> <ol style="list-style-type: none"> 1. distinguish between leadership styles and be able to choose the right leadership style according to the situation; 2. understand and know how to use the elements of emotional intelligence in leadership; 3. understand and know how to develop factors of personal power and influence in management situations; 4. be able to formulate appropriate strategies and measures to increase energy and commitment; 5. understand and consider ethical dilemmas in leadership and be able to develop an action plan for the personal development of a leader.
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Metode poučevanja in učenja:

Learning and teaching methods:

<p>Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, razgovor, diskusija, panel diskusija, opazovanje, reševanje primerov in nalog, webinarji z aktivna udeležbo študentov ...)</p> <p>Delo v manjših skupinah ali dvojicah: projektno delo, timsko delo, študija primerov, problemsko učenje, igra vlog, sodelovalno učenje, simulacije, vrstniška kritika ...</p> <p>Individualno delo: poglobljen kritičen študij literature in virov, reflektivno učenje, predstavitev, samoocenjevanje, priprava pisnih izdelkov, testi, kvizi, razvojno in raziskovalno delo, delo v virtualnem učnem okolju ...</p> <p>Opremljene metode poučevanja in učenja so pri online študiju ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>	<p>Frontal work: lectures with active student involvement (explanation, conversation, discussion, panel discussion, observation, problem and task solving ...)</p> <p>Pair or group work: project work, team work, case studies, problem learning, role play, collaborative learning, simulations, peer reviews ...</p> <p>Individual work: in-depth critical study of literature, reflective learning, presentation, self-assessment, written assignments, tests, research work, tasks in VLE ...</p> <p>The listed teaching and learning methods have been in online learning supported by modern information and communication tools and complemented by online teaching approaches in the VLE.</p>
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Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
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Sprotno preverjanje in ocenjevanje znanja:		Regular evaluation of knowledge
Kompleksna timska naloga	40	Complex team assignment
Individualna naloga	10	Individual assignment
Refleksija	50	Reflection
Končno preverjanje in ocenjevanje znanja		Final evaluation of knowledge
• Pisni izpit	50	• Written exam
• Seminaraska naloga	50	• Seminar paper

Reference nosilca / Lecturer's references:

izr. prof. dr. Daša Grajfoner

- DODDS, Graham, GRAJFONER, Daša. Executive coaching and national culture in the United Arab Emirates : an interpretative phenomenological analysis. *International coaching psychology review*. 2018, vol. 13, no. 1, str. 89-105, graf. prikazi, tabele. ISSN 1750-2764. [COBISS.SI-ID [23729411](#)]
- GRAJFONER, Daša. Coaching and coaching psychology in the workplace : analytical perspectives and development in theory and practice = Coaching in psihološki trening na delovnem mestu : analiza razvoja v teoriji in praksi. *Kairos : slovenska revija za psihoterapijo*. [Tiskana izd.]. 2020, letn. 14, št. 1/2, str. 55-71. ISSN 1854-9373. [COBISS.SI-ID [23726339](#)]
- ELLAM-DYSON, Vicky, GRAJFONER, Daša, WHYBROW, Alison, PALMER, Stephen. Leadership and executive coaching. V: PALMER, Stephen (ur.), WHYBROW, Alison (ur.). *Handbook of coaching psychology : a guide for practitioners*. 2nd ed. London; New York, 2018. Str. 439-452, graf. prikaz. ISBN 978-1-31-575851-0. [COBISS.SI-ID [24188419](#)]
- GRAJFONER, Daša. *Coaching psychology : A41CP : masters of science in business psychology*. Edinburgh, 2019. [83] str. v pdf formatu. [COBISS.SI-ID [24193027](#)]
- GRAJFONER, Daša. *Social [and] organisational culture : A41SO : masters of science in business psychology*. Edinburgh, 2019. [86] str. v pdf formatu. [COBISS.SI-ID [24194307](#)]
- GRAJFONER, Daša. *Diversity : A41DV : masters of science in business psychology*. Edinburgh, 2017. 93 str. v pdf formatu. [COBISS.SI-ID [24194051](#)]
- GRAJFONER, Daša. *Psychology of leadership : A41LS : masters of science in business psychology*. Edinburgh, 2017. 273 str. v pdf formatu, graf. prikazi, tabele. [COBISS.SI-ID [24193283](#)]

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UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Sistemi trajnostne in pametne mobilnosti
Course title:	Sustainable and smart mobility systems

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Podiplomski magistrski študijski program Mednarodno inovativno poslovanje, Marketing in prodaja, Inovativni menedžment v socialni in izobraževanju, Menedžment pamenih mest, Psihologija	/	2.	/
Master programme – 2 nd cycle International Business Management, Marketing and Sales, Innovation Management in Social and Education Sector, Management of Smart Cities, Psychology	/	2nd	/

Vrsta predmeta / Course type Izbirni / Elective

Univerzitetna koda predmeta / University course code: STPM

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
18	12	0	0	0	125	6

Nosilec predmeta / Lecturer: doc. dr. Matej Grošelj

Jeziki / Languages:	Predavanja / Lectures:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian
	Vaje / Tutorial:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Znanje predvideno v učnih načrtih na dodiplomskih študijskih programih z vidika interdisciplinarnega povezovanja ekonomskih, poslovnih, tehničnih in naravoslovnih ved.

Prerequisites:

Knowledge that is foreseen in course syllabi of undergraduate study programmes from the viewpoint of interdisciplinary connections between economic, business, technical and natural sciences.

Vsebina:

- 1) UVOD V PREDMET
- 2) GLOBALNE SPREMEMBE IN NJIHOV VPLIV
 - opredelitev pomena mobilnosti za družbo;
 - digitalizacija / povezljivost;
 - tehnološki razvoj;
 - okoljski izzivi;
 - vpliv na spremembe v mobilnosti.
- 3) TRENDI NA PODROČJU MOBILNOSTI
 - potrebe po novih oblikah transporta in storitev mobilnosti, npr. souporaba vozil;

Content (Syllabus outline):

- 1) INTRODUCTION TO THE COURSE
- 2) GLOBAL CHANGE AND ITS EFFECTS
 - Definition of the importance of mobility for society
 - Digitalisation / connectivity
 - Technological development
 - Environmental challenges
 - Effect on changes in mobility
- 3) MOBILITY TRENDS

<ul style="list-style-type: none"> • trajnostna mobilnost: opredelitev, delitev, aktualno stanje, prihodnja usmeritev; • krožno in nizkoogljivo gospodarstvo (principi, primeri, izzivi, EU politike); • delitvena ekonomija: opredelitev, pomen, statistika, ključni primeri; • avtonomna vožnja: tehnologija, stanje razvoja, spremembe zaradi implementacije; • primeri dobrih praks. <p>4) URBANA MOBILNOST</p> <ul style="list-style-type: none"> • modeli javnega transporta; • prometna infrastruktura; • upravljanje prometa v večjih in manjših mestih; • vključitev sodobne mobilnosti v pametna mesta; • mobilnost podjetij; • mobilnost za ljudi s posebnimi potrebami; • dobra praksa urbane mobilnosti: primeri inovativnih mest. <p>5) ELEKTRIČNA MOBILNOST</p> <ul style="list-style-type: none"> • osnove električne mobilnosti; • električna vozila: osnovni gradniki, delovanje, primerjava z vozili z motorji notranjega zgorevanja, prednosti in izzivi električne mobilnosti; • polnilna infrastruktura: osnovna tehnologija, umestitev v urbanem okolju, prihodnja usmeritev; • pomen in možnosti obnovljivih virov energije; • analiza dobrih praks v slovenskem in svetovnem okviru. <p>6) EKONOMSKI IN SOCIALNI VIDIK SODOBNE MOBILNOSTI</p> <ul style="list-style-type: none"> • poslovni modeli električne mobilnosti; • družbene priložnosti sodobne mobilnosti; • vpliv na spremembe v avtomobilski industriji in gospodarstvu; • komunikacija idej in rešitev: informiranje in ozaveščanje javnosti, spreminjanje zakoreninjenih vedenjskih vzorcev; • pomen vodenja in inovativnosti za projekte sodobne mobilnosti. <p>7) ZAKLJUČEK</p>	<ul style="list-style-type: none"> • The need for new forms of transport and mobility services, e.g. car sharing • Sustainable mobility: definition, classification, current situation, future direction • Circular and low-carbon economy (principles, examples, challenges, EU policies) • The sharing economy: definition, importance, statistics, key examples • Autonomous driving: technology, state of development, changes due to implementation • Best practices <p>4) URBAN MOBILITY</p> <ul style="list-style-type: none"> • Public transport models • Transport infrastructure • Transport management in larger and smaller cities • Integrating modern mobility in smart cities • Enterprise mobility • Mobility for people with special needs • Best practice of urban mobility: examples of innovative cities <p>5) ELECTRIC MOBILITY</p> <ul style="list-style-type: none"> • Basics of electric mobility • Electric vehicles: the main elements, operation, comparison with internal combustion motors, the advantages and challenges of electric mobility • Charging infrastructure: the main technology, positioning in the urban environment, future directions • The importance and possibilities of renewable energy sources • Analysis of best practices in Slovenia and on global scale <p>6) THE ECONOMIC AND SOCIAL ASPECT OF MODERN MOBILITY</p> <ul style="list-style-type: none"> • Business models for electric mobility • Social opportunities of modern mobility • Effects on changes in the automotive industry and the economy • Communicating ideas and solutions: providing information and raising the public's awareness, changing deep-rooted behavioural patterns • The importance of management and innovation for modern mobility projects <p>7) CONCLUSION</p>
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Temeljni literatura in viri / Readings:

- Arthur D. Little (2018). The future of mobility 3.0 (Reinventing mobility in the era of disruption and creativity). Izbrana poglavja: 1-4 in pregled elementov indeksa mobilnosti Arthur D. Little (od strani 77 naprej). Dostopno na: https://www.adlittle.com/sites/default/files/viewpoints/adl_uitp_future_of_mobility_3.0_1.pdf

- PWC, (2022). Smart Cities: Mobility ecosystems for a more sustainable future <https://www.pwc.com/gx/en/issues/reinventing-the-future/take-on-tomorrow/download/sbpwc-2022-09-14-smart-cities-v2.pdf>
- Deloitte insights (2019). Urban future with a purpose: 12 trends shaping human living. Dostopno na: <https://www.deloitte.com/global/en/Industries/government-public/perspectives/urban-future-with-a-purpose.html>
- KPMG (2019). Mobility 2030: Transforming the mobility landscape: How consumers and businesses can seize the benefits of the mobility revolution. Dostopno na: <https://assets.kpmg/content/dam/kpmg/xx/pdf/2019/02/mobility-2030-transforming-the-mobility-landscape.pdf>
- Deloitte insights (2015). The future of mobility: How transportation technology and social trends are creating a new business ecosystem. Dostopno na: <https://www2.deloitte.com/insights/us/en/focus/future-of-mobility/transportation-technology.html>

Cilji in kompetence:

Študenti bodo

- razumeli širše slike sprememb v svetu in njihov vpliv na sodobno mobilnost
- sposobni razumeti osnove sodobnih sistemov mobilnosti, tako z vidika makro kot tudi mikro perspektive
- prepoznali ključne trende na področju mobilnosti
- poznali osnove električne mobilnosti in razumeli delovanje ter lastnosti električnih vozil, polnilne infrastrukture, vključno s primeri dobrih praks v svetovnem okviru
- razumeli in bili sposobni analizirati ključne deležnike in tehnologijo urbane mobilnosti
- razumeli osnovne koncepte trajnostne mobilnosti z vidika podnebnih sprememb in krožnega gospodarstva
- spoznali ključne spremembe, ki jih na področju trajnostne mobilnosti uvaja EU
- razumeli in bili sposobni analizirati vplive sodobnih sistemov mobilnosti na družbo, okolje in gospodarstvo
- razumeli pomen vodenja in inovativnosti projektov sodobne mobilnosti ter s tem povezane kompleksnosti
- sposobni sinteze različnih ravni in področij mobilnosti
- sposobni kreativnega razmišljanja in oblikovanja pogojev za inovativnost
- sposobni strateškega in celovitega pristopa
- sposobni delovanja v timu

Predvideni študijski rezultati:

Študenti bodo:

- usposobljeni za analizo delovanja urbane mobilnosti in njene družbene, okoljske ter ekonomske implikacije
- usposobljeni za odločanje in argumentiranje odločitev, povezanih s sodobnimi sistemi mobilnosti
- znali izdelati projekte, povezane z novimi oblikami mobilnosti

Objectives and competences:

The students will:

- understand the broader picture of change in the world and its effects on modern mobility,
- be able to understand the basics of modern mobility systems both from the macro and micro perspective,
- recognise key trends in the field of mobility,
- be familiar with the basics of electric mobility and understand the operation and characteristics of electric vehicles, the charging infrastructure, including best practices on a global scale,
- understand and be able to analyse the key stakeholders and technology of urban mobility,
- understand the basic concepts of sustainable mobility from the perspective of climate change and circular economy,
- learn about the key changes that the EU is making in the field of sustainable mobility,
- understand and be able to analyse the effects of modern mobility systems on society, the environment and the economy,
- understand the importance of managing innovative modern mobility projects and the associated complexity,
- be able to synthesise various levels and fields of mobility,
- be able to engage in creative thinking and shape conditions for innovations,
- be able to engage in a strategic and comprehensive approach,
- be able to work in a team.

Intended learning outcomes:

The students will:

- be qualified to analyse the functioning of urban mobility and its social, environmental and economic implications,
- be qualified to make decisions on modern mobility systems and provide reasoning,
- be able to prepare projects associated with new forms of mobility,

- znali analizirati različne vidike električne mobilnosti od delovanja električnih vozil do povezanosti z infrastrukturo in razpoložljivimi tehnologijami
- znali kritično razmišljati o trenutnem stanju, spremembah in prihodnjih usmeritvah EU in Slovenije na področju mobilnosti

- be able to analyse different aspects of electric mobility from the functioning of electric vehicles to infrastructure connections and available technologies,
- be able to critically deliberate on the current situation, changes and future directions in mobility in the EU and in Slovenia.

Metode poučevanja in učenja:

Learning and teaching methods:

Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)
Sodelovalno delo: projektno delo, timsko delo, delo v virtualnem učnem okolju
Individualno delo: naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, javni nastop, pisni izdelki, delo v virtualnem učnem okolju
Sodelovanje gostujočega predavatelja
 Opredeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.

Direct contact activities: lectures with PP and videos – with active participation of students (presentation & interpretation of issues, discussion, case solving).
Cooperative group activities: seminars (projects to be completed by smaller teams).
Individual work: study of mandatory and recommended literature, research tasks, reflective efforts, self-evaluation, presentations, written assignments).
Studying in the virtual environment: collaborative and individual activities (assignments, forum, chat, study of material).
 Participation of guest lecturer: Prof.dr.Marjan Svetličič – on negotiating techniques
 The selected online methods of teaching and learning are supported by modern ICT tools and complemented by effective approaches to teaching and learning in the virtual environment.

Načini ocenjevanja:

Delež (v %) /
Weight (in %)

Assessment:

Sprotno preverjanje in ocenjevanje znanja:		Continuous knowledge assessment:
• Daljši pisni izdelki	40 %	• Longer written assignments
• Krajši pisni izdelki	60 %	• Shorter written assignments
• Sodelovanje na forumu	5 % (dodatne točke)	• Participation in the forum
Končno preverjanje in ocenjevanje znanja:		Final knowledge assessment:
• pisni izpit	70 %	• Written exam
• seminarska naloga	30 %	• Seminar paper

Reference nosilca / Lecturer's references:

- GROŠELJ, Matej. Avtentično vodenje delavcev znanja - sodoben pristop na področju managementa znanja : prispevek na 5. Mednarodni znanstveni konferenci Znanje in poslovni izzivi globalizacije v letu 2013, Fakulteta za komercialne in poslovne vede Celje, 14. - 15. november 2013. [COBISS.SI-ID [113456899](#)]
- GROŠELJ, Matej. Proposing conceptual model of multilevel direct and indirect relationship of authentic and transformational leadership with innovation : presentation at the International business & education conference 2015, by The Clute Institute, London, United Kingdom, June 7-11, 2015. [COBISS.SI-ID [113457411](#)]
- GROŠELJ, Matej. Neposredna in posredna povezava avtentičnega in transformacijskega vodenja z inovativnostjo : večnivojska analiza ; doktorska disertacija. Ljubljana: [M. Grošelj], 2016. VIII, 261, 13 str., tabele, graf. prikazi. <http://www.cek.ef.uni-lj.si/doktor/groselj.pdf>. [COBISS.SI-ID [23078374](#)]
- GROŠELJ, Matej. Die Bedeutung des globalen Wandels auf die neue Mobilität : Hauptredner auf der Konferenz "Entwicklung innovativer neuer Dienstleistungen und produkte für KMUs im Bereich der E-Mobilität", Technische Universität Graz, 21. April 2017. [COBISS.SI-ID [23767526](#)]
- PENGER, Sandra (avtor, vodja projekta), ŽNIDARŠIČ, Jana, DIMOVSKI, Vlado, GROŠELJ, Matej. Razvoj akademije vodenja za vodilne managerje na Centru poslovne odličnosti Ekonomske fakultet UL : poročilo o projektu. Ljubljana: Ekonomska fakulteta, Center poslovne odličnosti, 2017. 10 str., tabele, graf. prikazi. [COBISS.SI-ID [24720614](#)]

- STRGAR, Žiga. Interno orodje za nadzor poslovnih procesov projekta za souporabo vozil : diplomsko delo : visokošolski strokovni študijski program prve stopnje Računalništvo in informatika. Ljubljana: [Ž. Strgar], 2019. 40 str., ilustr. <http://eprints.fri.uni-lj.si/4387/>. [COBISS.SI-ID [1538155203](#)]
- GROŠELJ, Matej, KOGOJ, Tomaž. Povezava transformacijskega vodenja z inovativnostjo : primer projekta souporabe električnih vozil Avant2Go. Izzivi managementu : revija o izzivih in dosežkih sodobnega managementa. [Tiskana izd.]. feb. 2019, letn. 6, št. 1, str. 26-41, 58, ilustr. ISSN 2350-5435. [COBISS.SI-ID [25047526](#)]

Vir bibliografskih zapisov: vzajemna baza podatkov COBISS.SI/COBIB.SI, 23. 3. 2023

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Trajnostni kadrovski menedžment in menedžment varnosti in zdravja
Course title:	Sustainable human resource management and Health and Safety Management

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Podiplomski magistrski študijski program Mednarodno inovativno poslovanje	/	2	/
Master programme - 2 nd cycle International Innovative Business Management	/	2nd	/

Vrsta predmeta / Course type Izbirni/Elective

Univerzitetna koda predmeta / University course code: TKMMVZ

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
18	12	0	0	0	125	6

Nosilec predmeta / Lecturer: Izr. prof. dr. Živa Veingerl Čič

Jeziki / Predavanja / Lectures: Slovenski, angleški, hrvaški, srbski/Slovene, English, Croatian, Serbian
Languages: Vaje / Tutorial: Slovenski, angleški, hrvaški, srbski/Slovene, English, Croatian, Serbian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti: / **Prerequisites:** /

Vsebina:

- 1. Trajnostni kadrovski menedžment: ključni koncepti**
 - trajnostni kadrovski management kot poslovna strategija
 - osnovni koncepti, teorije in modeli trajnostnega pristopa k upravljanju človeških virov
- 2. Integracija trajnostnih praks kadrovskega menedžmenta skozi življenjski cikel zaposlenih**
 - vključevanje trajnostnih praks pri zaposlovanju, usposabljanju in kariernemu razvoju ter zadrževanju zaposlenih
 - inovativni pristopi in orodja za spodbujanje trajnostnega in etičnega delovnega okolja
- 3. Raznolikost, vključenost in etika v delovnem okolju**
 - Definicija in pomen raznolikosti in vključevanja v sodobnih organizacijah
 - Razumevanje vloge kulture, spola, starosti in drugih dejavnikov pri oblikovanju etičnega in vključujočega delovnega okolja.
 - Strategije in pristopi za spodbujanje raznolikosti in vključujočega delovnega okolja
- 4. Izzivi in merjenje trajnostnega kadrovskega menedžmenta**
 - negativni vplivi obstoječih praks upravljanja človeških virov na družbo, okolje in ljudi
 - zeleni kadrovski menedžment
 - korporativna družbena odgovornost v kadrovskem menedžmentu
 - kadrovski marketing
 - merjenje in poročanje o trajnostnem kadrovskem menedžmentu
- 5. Zdrave organizacije in dobro počutje na delovnem mestu**
 - prepoznavanje in obvladovanje tveganj za varnost in zdravje na delovnem mestu
 - koncept zdrave organizacije in njen vpliv na produktivnost in zavzetost zaposlenih
 - načini krepitev zdravja na delovnem mestu
 - pomen komunikacije, odnosov in sodelovanja v zdravih organizacijah

Content (Syllabus outline):

- 1. Sustainable Human Resource Management: Key Concepts**
 - Sustainable HR management as a business strategy.
 - Basic concepts, theories and models of a sustainable approach to human resource management.
- 2. Integration of Sustainable Practices in HR Management Throughout the Employee Lifecycle**
 - Incorporating sustainable practices in recruitment, training, career development, and employee retention.
 - Innovative approaches and tools for promoting a sustainable and ethical work environment.
- 3. Diversity, Inclusion, and Ethics in the Workplace**
 - Definition and importance of diversity and inclusion in modern organizations.
 - Understanding the role of culture, gender, age, and other factors in creating an ethical and inclusive work environment.
 - Strategies and approaches to promote diversity and an inclusive work environment.
- 4. Challenges and Measurement of Sustainable HR Management**
 - Negative impacts of existing HR management practices on society, environment, and people.
 - Green HR management.
 - Corporate social responsibility in HR management.
 - HR marketing.
 - Measuring and reporting on sustainable HRM.
- 5. Healthy Organizations and Wellbeing in the Workplace**
 - Identifying and managing safety and health risks in the workplace.
 - The concept of a healthy organization and its impact on employee productivity and engagement.
 - Ways to enhance health in the workplace.
 - The importance of communication, relationships, and collaboration in healthy organizations

Temeljni literatura in viri / Readings:

Obvezna literatura / Mandatory Readings:

- Sitko, R. (2023). Sustainable Human Resource Management, Kogan Page. Poglavja 2, 3, 5, 8.
- Banyai, T. (2019). Sustainable Human Resource Management, MDPI Basel, Switzerland, Dostopno na: https://mdpi-res.com/bookfiles/book/1764/Sustainable_Human_Resource_Management.pdf?v=1697745283, str. 1-23, 44-126;
- Ahmad, H. & Dogar, M. (2021). Sustainable Human Resource Management: Literature look over. *Indian Journal of Economics and Business*, 20(4) str. 905-918.
- Jaskeviciute, V., Stankeviciene, A., Diskiene, D. and Savicke, J. (2021). The relationship between employee well-being and organizational trust in the context of sustainable human resource management. *Problems and Perspectives in Management*, 19(2), 118-131. doi:10.21511/ppm.19(2).2021.10

Priporočena literatura/ Recommended reading:

- Dvorakova, S. (2020). Sustainable human resource management in a time of global uncertainty, *Current Problems of the Corporate Sector*, SHS Web of Conferences 83.
- Järllström, M., Saru, E., & Pekkarinen, A. (2023). Practices of Sustainable Human Resource Management in Three Finnish Companies: Comparative Case Study. *South Asian Journal of Business and Management Cases*, 12(1), str. 31-51. <https://doi.org/10.1177/22779779231154656>
- Mazur, B. (2014). Sustainable Human Resource Management in theory and practice, *Economics and Management*, 1/2014, str. 158-170.
- European Agency for Safety and Health at Work (2023). Occupational safety and health in Europe: state and trends 2023, EU-OSHA. Dostopno na: https://osha.europa.eu/sites/default/files/Summary_OSH_in_Europe_state_trends.pdf
- Di Fabio A. (2017). Positive Healthy Organizations: Promoting Well-Being, Meaningfulness, and Sustainability in Organizations, *Front Psychology*, 14 (8). . doi: 10.3389/fpsyg.2017.01938. PMID: 29184517; PMCID: PMC5694454.
- ILO (2022). Transforming enterprises through diversity and inclusion, Geneva, Switzerland. Dostopno na: https://www.ilo.org/wcmsp5/groups/public/---ed_dialogue/---act_emp/documents/publication/wcms_841356.pdf

Cilji in kompetence:

Temeljni cilj predmeta je usposobiti študente za načrtovanje, analizo in implementacijo trajnostnih strategij kadrovskega menedžmenta z namenom spodbujanja družbeno odgovornega, etičnega, raznolikega, vključujočega in zdravega delovnega okolja. Pri predmetu bodo študenti razvili naslednje kompetence:

Predmetno-specifične kompetence:

- sposobnost analiziranja in kritičnega vrednotenja trajnostnega pristopa k kadrovskemu menedžmentu
- sposobnost uporabe in kritičnega vrednotenja ključnih konceptov in modelov trajnostnega upravljanja človeških virov ter njihovo vključevanje v poslovne strategije organizacij.

Objectives and competences:

The key objective of the course is to equip students with the skills for planning, analyzing, and implementing sustainable strategies in human resource management with the aim of promoting a socially responsible, ethical, diverse, inclusive, and healthy work environment.. Throughout the course, students will develop the following competencies:

Subject-specific competencies:

- Ability to analyze and critically evaluate the sustainable approach to human resource management.
- Ability to use and critically assess key concepts and models of sustainable human resource management and their integration into business strategies of organizations.

- sposobnost integracije trajnostnih praks na področju kadrovskega menedžmenta v vse faze življenjskega cikla zaposlenih, od pridobivanja do zadrževanja, s poudarkom na etičnem, zdravem in trajnostnem delovnem okolju.
- sposobnost razvijanja naprednih veščin za spodbujanje raznolikosti in vključenosti v delovnem okolju ter uporaba etičnih načel pri oblikovanju vključujoče in družbeno odgovorne organizacijske kulture.
- Sposobnost identifikacije izzivov in kritične ocene negativnih vplivov obstoječih praks kadrovskega menedžmenta ter razvoj veščin za merjenje in poročanje o učinkovitosti trajnostnega kadrovskega menedžmenta.
- Sposobnost sooblikovanja ustvarjalnega, uspešnega in zdravega delovnega okolja
- Sposobnost integriranja elementov zdrave organizacije v obstoječe delovne procese, kritična ocena učinkovitost ter priprava predlogov inovativnih rešitev za izboljšanje dobrega počutja na delovnem mestu.

Splošne/prenosljive kompetence:

- Sposobnost analize kompleksnih problemov in sinteze rešitev ter sprejemanja odgovornosti za prognoziranje, strategijo in trajnostni razvoj malih in srednjih podjetij ter ustanov.
- Sposobnost kreativnega razmišljanja, oblikovanja pogojev za inovativnost in učinkovitega reševanja poslovnih problemov.
- Sposobnost kontekstualnega, analitičnega razmišljanja in družbeno odgovornega podjetništva, razumevanje interkulturalnih vidikov in zavezanost poslovni kulturi, etiki, normam in vrednotam ter visoki profesionalnosti.

- Ability to integrate sustainable practices in human resource management throughout all phases of the employee lifecycle, from recruitment to retention, with an emphasis on ethical, healthy, and sustainable work environments.
- Ability to develop advanced skills to promote diversity and inclusion in the workplace and ability to apply ethical principles in forming an inclusive and socially responsible corporate organizational culture.
- Ability to identify challenges and critically evaluate the negative impacts of existing human resource management practices, and developing skills for measuring and reporting on the effectiveness of sustainable human resource management.
- Ability to co-create a creative, successful, and healthy work environment.
- Ability to integrate elements of a healthy organization into existing work processes, critically assess their effectiveness, and prepare proposals for innovative solutions to improve well-being in the workplace.

General/transferable competencies:

- Ability to analyze complex issues and synthesize solutions, and to take responsibility for forecasting, strategy, and sustainable development of small and medium-sized enterprises and institutions.
- Ability to think creatively, establish conditions for innovation, and effectively address business challenges.
- Ability for contextual, analytical thinking and socially responsible entrepreneurship, understanding of intercultural aspects, and commitment to business culture, ethics, norms, values, and high professionalism.

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/ka bo:

Intended learning outcomes:

Knowledge and understanding:

Student will:

<ul style="list-style-type: none"> • znal/a kritično analizirati in uporabiti ključne koncepte trajnostnega kadrovskega menedžmenta v realnih organizacijskih scenarijih • znal/a oblikovati in implementirati trajnostne strategije v procesih zaposlovanja, usposabljanja in kariernega razvoja ter zadržanja zaposlenih • znal/a načrtovati in izvajati strategije raznolikosti in vključenosti za krepitev etičnega in vključujočega delovnega okolja, upoštevajoč različne kulturološke, spolne in generacijske ter druge dejavnike • znal/a identificirati in analizirati in kritično oceniti negativne vplive obstoječih praks kadrovskega menedžmenta na zaposlene, organizacijo in širše družbeno okolje ter predlagati ukrepe za izboljšanje. • znal/a kritično analizirati in ocenjevati prakse za zagotavljanje varnosti in zdravja na delovnem mestu, identificirati potencialna tveganja in predlagati učinkovite intervencije za izboljšanje dobrega počutja zaposlenih, s ciljem spodbujanja pozitivnega in zdravega delovnega okolja 	<ul style="list-style-type: none"> • be able to critically analyze and apply key concepts of sustainable human resource management in real organizational scenarios • be able to design and implement sustainable strategies in hiring, training, and career development processes • be able to plan and implement diversity and inclusion strategies to strengthen an ethical and inclusive work environment, taking into account various cultural, gender generational and other factors. • be able to identify, analyze and critically evaluate the negative impacts of existing HRM practices on employees, the organization and the broader social environment and propose measures for improvement. • be able to critically analyze and evaluate practices for ensuring safety and health in workplace, identifying potential risks and proposing effective interventions to improve employee well-being, with the goal of promoting a positive and healthy work environment.
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Metode poučevanja in učenja:

<p>Sodelovalno delo v virtualnem učnem okolju (spletni seminarji z aktivno udeležbo študentov, diskusijski forumi, individualne konzultacije, videoposnetki, mikro učne enote itd.)</p> <p>Individualno delo (študij temeljne literature in virov, analiza in kritično vrednotenje primerov dobrih praks, priprava krajših in daljših pisnih izdelkov).</p> <p>Timsko delo (priprava predlogov rešitve konkretnih izzivov za podjetja- reševanje študije primera)</p>
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Learning and teaching methods:

<p>Collaboration in a virtual learning environment (webinars with students' active participation, discussion forums, individual consulting hours, videos, micro learning units etc.)</p> <p>Individual work (studying mandatory literature and resources, analysis and critical evaluation of good practise examples, preparation of shorter and longer written assignments etc.)</p> <p>Teamwork (preparation of proposals for solutions to concrete challenges for companies; solving a case study)</p>
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Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

<p>Sprotno preverjanje in ocenjevanje znanja:</p> <ul style="list-style-type: none"> ▪ Kompleksna timska naloga ▪ Forumske diskusije ▪ Individualne naloge (krajše in daljše) <p>Končno preverjanje in ocenjevanje znanja:</p> <ul style="list-style-type: none"> ▪ Pisni izpit ▪ Kompleksna individualna naloga 	<p>40 %</p> <p>5 %</p> <p>55 %</p> <p>80 %</p> <p>20 %</p>	<p>Continuous knowledge assessment:</p> <ul style="list-style-type: none"> ▪ Complex Team assignments ▪ Forum discussions ▪ individual assignment (longer and shorter) <p>Final knowledge assessment:</p> <ul style="list-style-type: none"> ▪ Written exam ▪ A complex individual assignment
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1. DIVJAK, Marko, VEINGERL ČIČ, Živa. How to enhance the employee well-being at work?. *International journal of management, knowledge and learning*. [Spletna izd.]. 2021, vol. 10, str. 109-114, tabele. ISSN 2232-5697. <https://toknowpress.net/ISSN/2232-5697/10.109-114.pdf>, <http://www.dlib.si/details/URN:NBN:SI:doc-OVN92UK5>, DOI: [10.53615/2232-5697.10.109-114](https://doi.org/10.53615/2232-5697.10.109-114). [COBISS.SI-ID [73859587](https://www.dlib.si/details/URN:NBN:SI:doc-73859587)]
2. OVIN, Rasto, DIVJAK, Marko, VEINGERL ČIČ, Živa, MAČEK, Anita. Elderly population and labour market stabilization in Europe : the case of Slovenia. *Naše gospodarstvo : revija za aktualna gospodarska vprašanja*. [Tiskana izd.]. 2021, letn. 67, št. 2, str. 40-48, tabele. ISSN 0547-3101. <http://ng-epf.si/index.php/ngoe/article/viewFile/263/246>, <http://www.dlib.si/details/URN:NBN:SI:DOC-HCKHL3FB>, <https://dk.um.si/IzpisGradiva.php?id=85547>, DOI: [10.2478/ngoe-2021-0011](https://doi.org/10.2478/ngoe-2021-0011). [COBISS.SI-ID [70201603](https://www.dlib.si/details/URN:NBN:SI:DOC-70201603)]
kategorija: 1C (Z); uvrstitev: [MBP](https://www.dlib.si/details/URN:NBN:SI:DOC-MBP) (DOAJ, ECONLIT, ERIHPLUS); tip dela je verificiral OSICD
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kategorija: 1C (Z); uvrstitev: [MBP](https://www.dlib.si/details/URN:NBN:SI:DOC-MBP) (ECONLIT); tip dela je verificiral OSICD
točke: 15, št. avtorjev: 2
4. VEINGERL ČIČ, Živa, ŠAROTAR ŽIŽEK, Simona. Kontraproduktivno vedenje zaposlenih kot del individualne uspešnosti zaposlenih. *Bančni vestnik : revija za denarništvo in bančništvo*. [Tiskana izd.]. jan-feb. 2018, letn. 67, št. 1/2, str. 41-46. ISSN 0005-4631. [COBISS.SI-ID [12984092](https://www.dlib.si/details/URN:NBN:SI:DOC-12984092)]
kategorija: 1C (Z); uvrstitev: [MBP](https://www.dlib.si/details/URN:NBN:SI:DOC-MBP) (ECONLIT); tip dela je verificiral OSICD
točke: 15, št. avtorjev: 2
5. ŠAROTAR ŽIŽEK, Simona, MULEJ, Matjaž, VEINGERL ČIČ, Živa. Pomen samodeterminacije zaposlenih v bančnem sektorju. *Bančni vestnik : revija za denarništvo in bančništvo*. [Tiskana izd.]. mar. 2018, letn. 67, št. 3, str. 39-43. ISSN 0005-4631. [COBISS.SI-ID [12995356](https://www.dlib.si/details/URN:NBN:SI:DOC-12995356)]
6. ŠAROTAR ŽIŽEK, Simona, VEINGERL ČIČ, Živa. Osebnost in osebnostni razvoj zaposlenega. *Bančni vestnik : revija za denarništvo in bančništvo*. [Tiskana izd.]. jun. 2018, letn. 67, št. 6, str. 22-34. ISSN 0005-4631. [COBISS.SI-ID [13043228](https://www.dlib.si/details/URN:NBN:SI:DOC-13043228)]
kategorija: 1C (Z); uvrstitev: [MBP](https://www.dlib.si/details/URN:NBN:SI:DOC-MBP) (ECONLIT); tip dela je verificiral OSICD
točke: 15, št. avtorjev: 2
7. VEINGERL ČIČ, Živa, MULEJ, Matjaž, ŠAROTAR ŽIŽEK, Simona. Different intelligences' role in overcoming the differences in employee value system. *Kybernetes : the international journal of systems & cybernetics*. 2018, no. 2, vol. 47, str. 343-358. ISSN 0368-492X. <http://www.emeraldinsight.com/doi/full/10.1108/K-06-2017-0200>, DOI: [10.1108/K-06-2017-0200](https://doi.org/10.1108/K-06-2017-0200). [COBISS.SI-ID [12964892](https://www.dlib.si/details/URN:NBN:SI:DOC-12964892)], [JCR, SNIP, WoS do 10. 10. 2020: št. citatov (TC): 1, čistih citatov (CI): 1, čistih citatov na avtorja (CIAu): 0.33, Scopus do 28. 11. 2020: št. citatov (TC): 2, čistih citatov (CI): 2, čistih citatov na avtorja (CIAu): 0.67]
8. ŠAROTAR ŽIŽEK, Simona, VEINGERL ČIČ, Živa, ŠEBJAN, Urban. Manager za zdravje - modna muha ali nuja za podjetja. *Anali PAZU HD*. [Tiskana izd.]. jun. 2017, letn. 3, št. 1, str. 17-38, ilustr. ISSN 2386-0219. http://hd.anali-pazu.si/sites/default/files/%C5%A1arotar%20%C5%BEi%C5%BEek_simona.pdf, <http://www.dlib.si/details/URN:NBN:SI:doc-LLF0XTWV>. [COBISS.SI-ID [12850204](https://www.dlib.si/details/URN:NBN:SI:doc-12850204)]
kategorija: NK (S); tip dela je verificiral OSICD
točke: 1.67, št. avtorjev: 3
9. ŠAROTAR ŽIŽEK, Simona, VEINGERL ČIČ, Živa. The importance of developmental relations in the workplace. *Anali PAZU HD*. [Tiskana izd.]. dec. 2017, letn. 3, št. 2, str. 2-15, ilustr. ISSN 2386-0219. <http://www.dlib.si/details/URN:NBN:SI:doc-E89ZO9ME>, DOI: [10.18690/2386-0219.3.2.1-15\(2017\)](https://doi.org/10.18690/2386-0219.3.2.1-15(2017)). [COBISS.SI-ID [13049372](https://www.dlib.si/details/URN:NBN:SI:doc-13049372)]
kategorija: NK (S); tip dela je verificiral OSICD
točke: 2.5, št. avtorjev: 2
10. ŠAROTAR ŽIŽEK, Simona, MULEJ, Matjaž, VEINGERL ČIČ, Živa. Results of socially responsible transformational leadership : increased holism and success. *Kybernetes : the international journal of systems & cybernetics*. 2017, vol. 46, no. 3, str. 400-418. ISSN 0368-492X. <http://dx.doi.org/10.1108/K-06-2016-0129>, DOI: [10.1108/K-06-2016-0129](https://doi.org/10.1108/K-06-2016-0129). [COBISS.SI-ID [12726556](https://www.dlib.si/details/URN:NBN:SI:DOC-12726556)], [JCR, SNIP, WoS do 31. 7. 2023: št. citatov (TC): 5,

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kategorija: 1A3 (Z); uvrstitev: SCIE, Scopus, MBP (BIOABS, BIOPREW, CA, INSPEC, METADEX, MSN); tip dela je verificiral OSICD

točke: 20.24, št. avtorjev: 3

11. VEINGERL ČIČ, Živa, ŠTRUKELJ, Tjaša. Spodbujanje vrednot družbene odgovornosti z organizacijsko kulturo. *Revija za univerzalno odličnost : RUO*. jun. 2017, letn. 6, št. 2, str. 174 -185. ISSN 2232-

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[2/RUO_081_Veingerl_strukelj.pdf](http://www.fos.unm.si/media/pdf/RUO/2017-6-2/RUO_081_Veingerl_strukelj.pdf), <http://www.dlib.si/details/URN:NBN:SI:doc-IM4CHJ7Y>. [COBISS.SI-ID 2048421122]

kategorija: 1C (Z); uvrstitev: MBP (DOAJ, ERIHPLUS); tip dela je verificiral OSICD

točke: 15, št. avtorjev: 2

12. VEINGERL ČIČ, Živa, ŠAROTAR ŽIŽEK, Simona. Intergenerational cooperation at the workplace from the management perspective. *Naše gospodarstvo : revija za aktualna gospodarska vprašanja*. [Tiskana izd.]. 2017, letn. 63, št. 3, str. 47-59, ilustr. ISSN 0547-

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kategorija: 1C (Z); uvrstitev: MBP (ECONLIT, ERIHPLUS); tip dela je verificiral OSICD

točke: 15, št. avtorjev: 2

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Upravljanje energije v mestih, pametne zgradbe in procesi
Course title:	Energy management in cities, smart buildings and processes

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Podiplomski magistrski študijski program Mednarodno inovativno poslovanje, Marketing in prodaja, Inovativni menedžment v socialni in izobraževanju, Menedžment pamenih mest, Psihologija	/	2.	/
Master programme – 2 nd cycle International Business Management, Marketing and Sales, Innovation Management in Social and Education Sector, Management of Smart Cities, Psychology	/	2.	/

Vrsta predmeta / Course type Izbirni / Selective

Univerzitetna koda predmeta / University course code: UEM

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
16	10	0	0	0	140	6

Nosilec predmeta / Lecturer: doc. dr. Satja Lumbar

Jeziki /	Predavanja / Lectures:	Slovenski, angleški/Slovenian, English
Languages:	Vaje / Tutorial:	Slovenski, angleški/Slovenian, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Znanje predvideno v učnih načrtih na dodiplomskih študijskih programih z vidika interdisciplinarnega povezovanja ekonomskih, poslovnih, tehničnih in naravoslovnih ved.

Prerequisites:

Knowledge that is foreseen in course syllabi of undergraduate study programmes from the viewpoint of interdisciplinary connections between economic, business, technical and natural sciences.

Vsebina: **Content (Syllabus outline):**

- Svetovne, EU in nacionalne strateške in zakonodajne smernice ter trendi na področju trajnostne energije
- Pregled oskrbe z energijo (preteklost in prihodnje potrebe: viri energije in obnovljivi viri energije, raba energije, energetskega trga sodobnosti in prihodnosti, energetske bilance in druge energetske statistike, »data based management«)
- Proizvodnja in distribucija energije ter pametna omrežja (upravljanje energetske infrastrukture v mestu – toplovodna, plinovodna omrežja, prenos električne energije)
- Obnovljivi viri energije in učinkovita raba energije
- Energetski tehnološki sistemi in nizko ogljične tehnologije (ogrevanje, hlajenje, raba električne energije, promet, standardi, zahteve, omejitve)
- Proizvodnja in raba energije in zmanjševanje vplivov na okolje (emisije ogljikovega dioksida in drugih toplogrednih plinov, druge zdravju in okolju škodljive snovi, ki nastajajo pri pretvorbi ali rabi energije, vpliv na zdravje, LCA analize)
- Tehnični, ekološki in socialno-ekonomski vidiki energije
- Informatizacija v energetiki in sistemi »pametnega« upravljanja (principi »demand side management« - upravljanje pri končnem uporabniku, virtualne elektrarne, upravljanje s porazdeljeno proizvodnjo, hrambo in prenosom električne energije)
- Inovativni finančni in organizacijski mehanizmi in instrumenti (energetsko pogodbeništvo, javno – zasebna partnerstva, »crowdfunding«, ISO in drugi standardi energetskega upravljanja, LCA, CB analize)
- Nove paradigme v gradnji: visoko učinkovite stavbe, soseske, mesta (»Light house« principi: pametne, nič ali plus energijske stavbe, trajnostna gradnja)
- Pametne zgradbe in avtomatizacija
- Energetska učinkovitost stavb, merjenje energetske učinkovitosti in upravljanje stavb, odnos stavba in končni uporabnik
- Energetsko neodvisne skupnosti
- Pametne zgradbe za pomoč starejšim
- Energetska učinkovitost v podjetjih (energetski kazalniki, benchmarking)
- Komunikacija projektnih idej in rešitev (informiranje in ozaveščanje javnosti)
- Dobre prakse

- Global, EU and national strategic and legislative guidelines and trends in sustainable energy
- Review of energy supply (past and future needs: energy sources and renewable energy sources, energy consumption, the energy market of the present and the future, energy balance sheets and other energy statistics, data base management)
- Energy production and distribution and smart networks (energy infrastructure management in cities – water heating and gas supply networks, electricity transfer)
- Renewable energy sources and efficient energy consumption
- Energy technology systems and low-carbon technologies (heating, cooling, electricity consumption, transport, standards, requirements, limitations)
- Energy production and consumption and reducing environmental impacts (carbon dioxide and other greenhouse gas emissions, other health and environmentally harmful substances that occur in the transformation or consumption of energy, health effects, LCA analyses)
- Technical, ecological, social and economic aspects of energy
- Informatisation in energy and smart management systems (demand-side management principles – management at the consumer's location, virtual power plants, managing distributed generation, storage and transfer of energy)
- Innovative financial and organisational mechanisms and instruments (energy performance contracting, public-private partnerships, crowdfunding, ISO and other energy management standards, LCA and CB analyses)
- New paradigms in construction: highly efficient buildings, neighbourhoods, cities (lighthouse principles: smart, zero or plus-energy buildings, sustainable construction)
- Smart buildings and automation
- Energy efficiency of buildings, measuring energy efficiency and managing buildings, the building – consumer relationship
- Energy-independent communities
- Smart buildings to assist the elderly
- Energy efficiency in companies (energy indicators, benchmarking)
- Communication of project ideas and solutions (providing information and raising the public's awareness)
- Best practices

Temeljni literatura in viri / Readings:

- C.F. Calvillo n, A. Sánchez-Miralles, J. Villar, Energy management and planning in smart cities, Renewable & Sustainable Energy Reviews Journal, marec 2016, https://www.researchgate.net/publication/284360137_Energy_management_and_planning_in_smart_cities
- Chinmaya Mahapatra, Akshaya Kumar Moharana and Victor C. M. Leung - Energy Management in Smart Cities Based on Internet of Things: Peak Demand Reduction and Energy Savings, Sensors Journal, 2017, - <https://www.mdpi.com/1424-8220/17/12/2812>
- Smart mobility Reducing congestion and fostering faster, greener, and cheaper transportation options - https://www2.deloitte.com/content/dam/insights/us/articles/smart-mobility-trends/DUP_1027_Smart-Mobility_MASTER1.pdf
- S. Verbeke, D. Aerts, G. Reyners, Y. Ma, P. Waide, »Final report on the technical support to the development of a smart readiness indicator for buildings« (do strani 31), junij 2020 - https://www.buildup.eu/sites/default/files/content/mj0320335enn.en_.pdf
- Martin De Groote, Mariangiola Fabbri, »Smart buildings in a decarbonised energy system«, 2016 - <http://bpie.eu/wp-content/uploads/2016/11/BPIE-10-principles-final.pdf>
- 10 ključnih vprašanj, ki si jih mora postaviti (in odgovoriti) vsak investitor v zvezi z avtomatizacijo zgradb - <http://www.feniks-pro.eu/wp-content/uploads/2017/04/Free-E-book-10-vpra%C5%A1anj-ki-si-jih-mora-postaviti-vsak-investitor-v4.pdf>
- Martin De Groote, Jonathan Volt, »How ready is Europe for the smart building revolution?«, ECEE 2017 Summer Study – Consumption, Efficiency & Limits, 2017 - https://www.ecee.org/library/conference_proceedings/ecee_Summer_Studies/2017/4-mobility-transport-and-smart-and-sustainable-cities/how-ready-is-europe-for-the-smart-building-revolution/2017/4-161-17_DeGroote.pdf/
- Stran Wikipedia »Demand Side Management« - https://en.wikipedia.org/wiki/Energy_demand_management

Cilji in kompetence:

Študenti bodo:

- poglobili in razširili znanja o trajnostni energiji, njenem delovanju in uporabi na globalnem in lokalnem nivoju
- razumeli zakonitosti strateškega in celovitega pristopa k kratkoročnemu in dolgoročnemu energetskega načrtovanju
- razvili strokovne kompetence za energetske upravljanje stavb, naselij in mest
- razumeli sisteme energetskega upravljanja v podjetjih
- razumeli delovanje visoko učinkovite stavbe, soseke, mesta in pametne zgradbe in mesta
- poznali primere dobre prakse na področju trajnostne energije v Sloveniji, EU in svetu
- usvojili praktična znanja in razvili veščine za komuniciranje z različnimi javnostmi za potrebe energetskih projektov
- razvili osebne in socialne kompetence za spodbujanje in upravljanje trajnostnih energetskih procesov v mestih

Objectives and competences:

The students will:

- deepen and expand their knowledge on sustainable energy, its performance and use at the global and local level
- understand the principles of a strategic and comprehensive approach to short-term and long-term energy planning
- develop expert competencies for energy-efficient management of buildings, settlements and cities
- understand energy management systems in companies
- understand the operations of a highly-efficient building, neighbourhood, city and smart building and city
- be familiar with best practices in sustainable energy in Slovenia, the EU and beyond
- internalise practical knowledge and develop the required skills for communicating with various publics for the needs of energy projects
- develop personal and social competencies to facilitate and manage sustainable energy processes in cities

Predvideni študijski rezultati:

- Študenti bodo:
- znali analizirati energetske podatke in pripraviti kratkoročne in dolgoročne energetske koncepte razvoja mesta
 - znali identificirati energetske probleme in pripraviti idejne in tehnično finančne rešitve konkretnih problemov, z uporabo teoretičnih in praktičnih znanj, upoštevajoč okoljsko sprejemljivost
 - znali pripraviti finančne analize in izračune z uporabo inovativnih oblik financiranja za implementacijo energetskih projektov
 - usposobljeni za vzpostavitev sistema pametnega energetskega upravljanja stavbe in skupine stavb

Intended learning outcomes:

- The students will:
- be able to analyse energy data and prepare short-term and long-term energy concepts for the development of cities
 - be able to identify energy issues and prepare concept, technical and financial solutions to concrete problems by applying theoretical and practical knowledge in consideration of environmental acceptability
 - be able to prepare financial analyses and calculations by using innovative forms of financing in order to implement energy projects
 - be qualified to set up a smart energy management system of a building or a group of buildings

Metode poučevanja in učenja:

- Frontalno delo:** predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)
- Sodelovalno delo:** projektno delo, timsko delo, delo v virtualnem učnem okolju
- Individualno delo:** naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, javni nastop, pisni izdelki, delo v virtualnem učnem okolju
- Sodelovanje gostujočega predavatelja**

Learning and teaching methods:

- Frontal instruction:** lectures with active participation of students (explanation, discussion, problem-solving)
- Teamwork:** project work, teamwork, work in the virtual learning environment
- Individual work:** assignments, study of literature and resources, research and development work, reflection, self-assessment, public speaking, papers, work in the virtual learning environment
- Visiting lecturer**

Načini ocenjevanja:

Delež (v %) /
Weight (in %)

Assessment:

Sprotno preverjanje in ocenjevanje znanja:		Continuous knowledge assessment:
• Krajši pisni izdelek	60 %	• Shorter written assignment
• Daljši pisni izdelek	40 %	• Longer written assignment
Končno preverjanje in ocenjevanje znanja:		Final knowledge assessment:
• Pisni izpit	60 %	• Written exam
• Projektna naloga	40 %	• Project assignment

Reference nosilca / Lecturer's references:

- VREČKO, Darko, LUMBAR, Satja, VODOPIVEC, Narcis. Algoritem za optimalno izbiro sistemov gretja in hlajenja v prostorih stavb = An algorithm for the optimal selection of heating and cooling systems in buildings. V: TOVORNIK, Boris (ur.), MUŠKINJA, Nenad (ur.), ROTOVNIK, Milan (ur.). *Zbornik osme konference AIG'13 Avtomatizacija v industriji in gospodarstvu*, 4. in 5. april 2013, Maribor, Slovenija. Maribor: Društvo avtomatikov Slovenije, 2013. 7 str. ISBN 978-961-248-381-4, ISBN 978-961-248-382-1. http://www.aig.si/13/clanki/avtomatizacije_vzdrzevanje/AV6_Vrecko.pdf. [COBISS.SI-ID 26661927]
- LUMBAR, Satja, VRANČIČ, Damir, STRMČNIK, Stanko. Comparative study of decay rations of disturbance-rejection magnitude optimum method for PI controllers. *ISA transactions*. 2008, vol. 47, no. 1, str. 94-100. ISSN 0019-0578. <http://dx.doi.org/10.1016/j.isatra.2007.05.006>, DOI: [10.1016/j.isatra.2007.05.006](https://doi.org/10.1016/j.isatra.2007.05.006). [COBISS.SI-ID 21338663]
- LUMBAR, Satja. Guidance of the aircraft with MPC controller with position-based dynamic reference. V: GAŠPERIN, Matej (ur.), PREGELJ, Boštjan (ur.). *Proceedings of the 9th International PhD Workshop on*

Systems and Control, October 1-3, 2008, Izola, Simonov zaliv, Slovenia : young generation viewpoint. Ljubljana: Institut Jožef Stefan, 2008. 6 str. ISBN 978-961-264-003-3. [COBISS.SI-ID [22411559](#)]

- LUMBAR, Satja. *Izboljšanje regulacijskega delovanja PID regulatorjev z metodo amplitudnega optimuma : diplomsko delo.* Ljubljana: [S. Lumbar], 2005. 109 str., ilustr. [COBISS.SI-ID [4983636](#)]
- LUMBAR, Satja, KOCIJAN, Juš. *Matematični model ločevalnika plina in vode.* 2007. IJS delovno poročilo, 9675. [COBISS.SI-ID [21079847](#)]
- UMBERGER, Mark, LUMBAR, Satja, HUMAR, Iztok. Modeling the influence of network delay on the user experience in distributed home-automation networks. *Information systems frontiers.* 2012, vol. 14, no. 3, str. 571-584. ISSN 1387-3326. DOI: [10.1007/s10796-010-9260-2](#). [COBISS.SI-ID [24277031](#)]
- LUMBAR, Satja, KANDARE, Gregor, VODOPIVEC, Narcis, STRMČNIK, Stanko, VREČKO, Darko. *Razvoj algoritma za izbiro optimalnega energetskega podsistema.* 2012. IJS delovno poročilo, 11199. [COBISS.SI-ID [26412839](#)]
- GLAVAN, Miha, VRANČIĆ, Damir, GRADIŠAR, Dejan, HUMAR, Iztok, UMBERGER, Mark, LUMBAR, Satja. *Sistem in postopek za upravljanje električne moči hladilnega sistema z reguliranjem temperature izdelkov in temperature zraka : patent SI 25557 A, 2019-05-31.* Ljubljana: Urad RS za intelektualno lastnino, 2019. 19 str., ilustr. [COBISS.SI-ID [31051815](#)]
patentna družina: P-201700311, 2017-11-15
- LUMBAR, Satja, VRANČIĆ, Damir. Study on disturbance-rejection magnitude optimum method. V: ŠMÍDL, Václav (ur.), ANDRÝSEK, Josef (ur.), PŘIKRYL, Jan (ur.). *Proceedings of the 7th International Ph.D. Workshop: Young generation viewpoint : September 25-30, 2006, Hrubá Skála, Czech Republic.* [S. l.]: Institute of Information Theory and Automation, 2006. Str.194-225. [COBISS.SI-ID [20422183](#)]

Vir bibliografskih zapisov: vzajemna baza podatkov COBISS.SI/COBIB.SI, 7. 9. 2021

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Upravljanje odnosov s strankami (CRM) in poslovna inteligenca (BI)
Course title:	Customer Relationship Management (CRM) and Business Intelligence (BI)

Študijski program in stopnja	Študijska smer	Letnik	Semester
Study programme and level	Study field	Academic year	Semester
Podiplomski magistrski študijski program Mednarodno inovativno poslovanje, Marketing in prodaja, Inovativni menedžment v socialni in izobraževanju, Menedžment pamenih mest, Psihologija	/	2.	/
Master programme – 2 nd cycle International Business Management, Marketing and Sales, Innovation Management in Social and Education Sector, Management of Smart Cities, Psychology	/	2nd	/

Vrsta predmeta / Course type Izbirni / Elective

Univerzitetna koda predmeta / University course code: CRM

Predavanja	Seminar	Vaje	Klinične vaje	Druge oblike študija	Samost. delo	ECTS
Lectures	Seminar	Tutorial	work		Individ. work	
16	12	/	/	/	182	7

Nosilec predmeta / Lecturer: doc. dr. Darko Golec

Jeziki / Languages:	Predavanja / Lectures:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian
	Vaje / Tutorial:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti: **Prerequisites:**

Znanje predvideno v učnih načrtih prvostopenjskih bolonjskih programov poslovnih in tehničnih ved.

Znanje uporabe osnovnih operacijskih sistemov in programskih orodij za delo z računalnikom.

Vsebina:

Sklop 1: Upravljanje odnosov s strankami (CRM)

- 1.1 Menedžerski vidik upravljanja odnosov s strankami in poslovno inteligenco
- 1.2 Osnovni pojmi: stranka, ciljna skupina (target group), poslovna priložnost (opportunity), poslovna sled (lead), prodajni lijak (funnel), zaključevanje (closing), uporabniška izkušnja (UX), marketinška akcija, napovedovanje prodaje, družabni CRM
- 1.3 CRM strategija kot jedro organizacije
- 1.4 Prodajne baze, CRM procesi in vloge zaposlenih
- 1.5 Načrtovanje in sledenje CRM procesa s preprostimi in namenski informacijskimi orodji
- 1.6 CRM analitika
- 1.7 Informacijski sistemi za podporo CRM in izbira primerne CRM ponudnika
- 1.8 Iskalni marketing (SEM – Search Engine Marketing)
- 1.9 Varnost in zaščita podatkov
- 1.10 Ekonomski vidik CRM

Sklop 2: Poslovna inteligenca (BI)

- 2.1 Osnovni pojmi: podatkovne baze, podatkovna kocka, podatkovna skladišča, transformacija podatkov (ETL), podatkovno rudarjenje, analiza podatkov, vizualizacija podatkov, velike količine podatkov (big data)
- 2.2 BI strategija kot osnova odločanju v organizaciji
- 2.3 Priprava podatkov
- 2.4 Analiza podatkov in vizualizacija
- 2.4 Informacijski sistemi kot podpora BI

The knowledge provided in the curricula of the first degree Bologna programmes of business and technical disciplines.

Knowledge of basic operating systems and software tools for working with computer.

Content (Syllabus outline):

Section 1: Customer relationship management (CRM)

- 1.1 Managerial view on CRM and BI
- 1.2 Basic terminology: customer, target group, business opportunity, business lead, sales funnel, sales closing, user experience (Ux), marketing action, sales forecasting, social CRM
- 1.3 CRM strategy as an organization's core driver
- 1.4 Sales databases, CRM processes and roles
- 1.5 Designing and tracking CRM process using simple and dedicated IT tools
- 1.6 CRM analytics
- 1.7 CRM systems and choosing the right CRM supplier for your organization
- 1.8 Search Engine Marketing (SEM)
- 1.9 Data security and protection
- 1.10 CRM economics

Section 2: Business Intelligence (BI)

- 2.1 Basic terminology: databases, data warehouse, extraction and transformation (ETL), data mining, data analysis, data visualization, big data
- 2.2 BI strategy as a foundation of decision making
- 2.3 Data design, modelling, transformation and preparation
- 2.4 Data analysis and visualization
- 2.4 BI systems, portals and decision models for choosing the BI supplier

Temeljna literatura in viri / Readings:

Knjige/books:

- Golec, D. (2023). Prosojnice nosilca za predmet CRM in BI, 2023
- Naim, A., & Alqahtani, K. (2021). Role of Information Systems in Customer Relationship Management. Pulse, 2(2), 18.
- Nuseir, M., & Refae, G. E. (2022). The effect of digital marketing capabilities on business performance enhancement: Mediating the role of customer relationship management (CRM). International Journal of Data and Network Science, 6(2), 295-304.

- Gil-Gomez, H., Guerola-Navarro, V., Oltra-Badenes, R., & Lozano-Quilis, J. A. (2020). Customer relationship management: digital transformation and sustainable business model innovation. *Economic research-Ekonomska istraživanja*, 33(1), 2733-2750.
- Greenberg, P., (2014). *CRM at the Speed of Light, Fourth Edition: Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers* Fourth edi., McGraw-Hill Osborne Media., (str. 534-547)
- Kolb, J.M., (2013) *Business Intelligence in Plain Language: A practical guide to Data Mining and Business Analytics*, CreateSpace Independent Publishing Platform., (str. 1-66)
- FrodX, Kaj je CRM in kako z njim upravljamo odnose s strankami, https://assets.cdnma.com/8475/assets/FrodX_prirocnik_CRM.pdf

Članki/articles:

- Turšič, Š., & Rozman, T. (2015). Ali podjetje s področja informacijskih tehnologij prav tako potrebuje sistem CRM? *Mednarodno Inovativno Poslovanje*, 7(1).
- Mikić, B., & Rozman, T. (2015). Mogu li business intelligence alatipokrenuti mala i srednja poduzeća u republici Hrvatskoj? *Mednarodno Inovativno Poslovanje*, 3

Orodja/tools:

- Odoo CRM, <https://www.odoo.com/app/crm>
- Zoho CRM, <https://www.zoho.com/crm/>
- BPM online, <https://www.bpmonline.com/>
- Salesforce CRM, <http://www.salesforce.com/>
- Microsoft Dynamics CRM, <http://www.microsoft.com/sl-si/dynamics/default.aspx>
- Sugar CRM, <http://www.sugarcrm.com/>

Cilji in kompetence:

- razumevanje pomembnosti ureditve procesa za upravljanje s strankami v organizaciji z namenom uspešne prodaje
- razumevanje pomembnosti informacijsko-podprtega odločanja v organizaciji
- poznavanje in razumevanje terminologije s področja CRM in BI
- sposobnost analiziranja obstoječega CRM procesa in njegove prenovne
- sposobnost zasnove CRM strategije
- usposobljenost za pripravo podatkovne baze, podatkovnega skladišča, vrtilne tabele
- zmožnost sinteze posameznih korakov prodajnega procesa v celovit proces z informacijsko podporo
- sposobnost zasnove BI strategije
- vrednotenje ponudnikov CRM in BI informacijskih sistemov
- izvedba ekonomske analize CRM procesa, strank, informacijskih sistemov
- usposobljenost za timsko delo
- sposobnost analitičnega razmišljanja in (kritične)samorefleksije
- usposobljenost za samostojno in samoiniciativno opravljanje nalog ter evalviranja lastnega dela
- Usposobljenost za iskanje različnih vrst virov

Objectives and competences:

- the ability to understand the importance of customer relationship management in an organisation for successful sales
- the ability to understand the importance of IT-supported decision-making in an organisation
- the knowledge and understanding of CRM and BI terminology
- the ability to analyse the existing CRM process and its renovations
- the ability to design the CRM strategy
- the ability to prepare databases, data warehouses, pivot tables
- the ability to synthesise individual steps of the sales processes into a comprehensive IT-supported process
- the ability to design the BI strategy
- the ability to assess CRM and BI IT systems suppliers
- the ability to implement economic analyses of the CRM process, customers, IT systems
- the ability to work in a team
- the ability of analytical thinking and (critical) self-reflection
- the ability of independent and self-initiated implementation of tasks and of evaluating own work
- the ability to search for different sources

Predvideni študijski rezultati:**Intended learning outcomes:**

<p>Sklop 1: Upravljanje odnosov s strankami (CRM)</p> <p>Študent bo:</p> <ol style="list-style-type: none"> 1.1 sposoben analizirati stanje CRM in BI v lokalnem in globalnem okolju 1.2 sposoben oblikovati CRM strategijo (študija primera) 1.3 sposoben zasnovati CRM proces, CRM podatkovni model, vzorčni zapis za komunikacijo s strankami, opis nalog delovnega mesta 'prodajalec', 'vodja prodaje', 'vodja marketinga' 1.4 znal bo analizirati in ovrednotiti podatke in izdelati napoved prodaje za prihodnost, filter strank 1.5 sposoben bo pripraviti odločitveni model za izbiro ponudnika CRM sistemov 1.6 znal oblikovati strategijo varovanja podatkov v CRM bazah (ključne besede, rangiranje spletnih strani, oglasi) 1.7 znal bo izračunati stroške z vpeljavo CRM, stroške prodajnega procesa <p>Sklop 2: Poslovna inteligenca (BI)</p> <p>Študent bo:</p> <ol style="list-style-type: none"> 2.1 sposoben bo oblikovati BI strategijo 2.2 znal bo izdelati podatkovne baze, vrtilne tabele, vrtilne grafe 2.3 znal bo izpeljati analizo z namenskim BI orodjem

<p>Section 1: Customer relationship management (CRM)</p> <ol style="list-style-type: none"> 1.1 analysis: the state of CRM and BI in the local and global environment 1.2 CRM strategy (document) 1.3 CRM process design (model), CRM data model, CRM records and messages for customers, description of the roles' tasks and responsibilities: sales person, sales manager, marketing manager. 1.4 CRM data analysis, customer filtering, sales forecast 1.5 CRM systems, suppliers, decision models and decision factors 1.6 Data protection strategy 1.7 Calculation of costs of CRM implementation and operations <p>Section 2: Business intelligence (BI)</p> <ol style="list-style-type: none"> 2.1 BI strategy (document) 2.2 Database model, data warehouse model, pivot table and chart 2.3 data analysis report using dedicated BI tool

Metode poučevanja in učenja:**Learning and teaching methods:**

<p>Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov) v virtualnem okolju (video konferenca)</p> <p>Sodelovalno delo: projektno delo, timsko delo, delo v virtualnem učnem okolju</p> <p>Individualno delo: naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, pisni izdelki, delo v virtualnem učnem okolju, uporaba CRM in BI orodij</p> <p>Sodelovanje gostujočega predavatelja</p>

<p>Frontal lectures: virtual lectures with active involvement of students (explanations, discussion, solving the assignments, examples and case studies)</p> <p>Team work: project work, team work, virtual teams, peer reviewing</p> <p>Individual work: literature search and study, completing assignments, research, reflection, self-evaluation, written assignments, usage of virtual learning environment, usage of CRM and BI tools</p> <p>Visiting lectures</p>
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Načini ocenjevanja:

Delež (v %) /

Assessment:

Weight (in %)

<u>Sprotno preverjanje in ocenjevanje:</u> <ul style="list-style-type: none"> ▪ Individualne naloge ▪ Timske naloge 	80 % 20 %	<u>Ongoing assessment of knowledge</u> <ul style="list-style-type: none"> ▪ Short assignments ▪ Team assignment
<u>Končno preverjanje in ocenjevanje:</u> <ul style="list-style-type: none"> ▪ Pisni izpit ▪ Seminarska naloga 	50 % 50 %	<u>Final assessment of knowledge</u> <ul style="list-style-type: none"> ▪ Written exam ▪ Seminar paper

Reference nosilca / Lecturer's references:

GOLEC, Darko, MAHNIČ, Viljan, KOVAČ, Tatjana. Relational model of temporal data based on 6th normal form. Tehnički vjesnik : znanstveno-stručni časopis tehničkih fakulteta Sveučilišta u Osijeku. ruj.-lis. 2017, god. 24, br. 5, str. 1479-1489, ilustr. ISSN 1330-3651. [COBISS.SI-ID 513665340]

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GOLEC, Darko. Modern data architecture in a banking. V: KOVAČ, Tatjana (ur.), CINGULA, Marijan (ur.). Znanje in poslovni izzivi globalizacije v letu 2019 : 8. mednarodna znanstvena konferenca : zbornik referatov : Fakulteta za komercialne in poslovne vede, Celje, 15. november 2019 = Knowledge and Business Challenge of Globalisation in 2019 : international scientific conference : conference proceedings : Faculty of Commercial and Business Sciences, Celje, 15th November 2019. Celje: Fakulteta za komercialne in poslovne vede, 2019. Str. 24-28, ilustr. ISBN 978-961-6997-08-9. [COBISS.SI-ID 513759804]

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