

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Ekonomika organizacije
Course title:	Organization Economics

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mediji in novinarstvo / Media and Journalism	Program nima smeri / Program has a single course	prvi / first	drugi / second
Visokošolski strokovni / B.A.			

Vrsta predmeta / Course type obvezni / obligatory

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija / Other forms of Study	Samost. delo Individ. work	ECTS
20		30			130	6

Nosilec predmeta / Lecturer: doc. dr. Predrag Ljubotina / Assist. Prof. Predrag Ljubotina, PhD

Jeziki / Predavanja / Lectures: slovenščina, angleščina / Slovene, English
Languages: Vaje / Tutorial: slovenščina, angleščina / Slovene, English

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

Pogoj za opravljanje obveznosti je vpis v prvi letnik.	Enrolment in the first year of study.
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Vsebina:

- Temeljni koncepti ekonomike podjetja
- Podjetje - osnovna celica tržnega gospodarstva
- Ustanovljanje, razvoj in poslovni procesi v podjetjih
- Temeljne organizacijske oblike podjetij
- Podjetje in njegovo tržno okolje
- Teorija firme
- Povpraševanje in ponudba
- Analiza produkcijskih faktorjev
- Teorija proizvodnje
- Teorija stroškov
- Analize stroškov
- Amortizacija
- Kalkulacije
- Prodajne cene
- Ocena periodičnih poslovnih rezultatov podjetja
- Bilanca stanja, izkaz poslovnega izida, analiza denarnega toka
- Točka preloma
- Učinkovitost in uspešnost podjetja
- Analiziranje različnih tržnih struktur
- Analiza panoge in analiza konkurence
- Strategije doseganja konkurenčne prednosti
- Upravljanje z riziki
- Odločitve o investicijah, investicijski programi

Content (Syllabus outline):

- Fundamental concepts of business economics
- Enterprise – basic cell of market economy
- Establishing, development and business processes in the enterprise
- Fundamental organisation structures of enterprises
- Enterprise and market environment
- Theory of the firm
- Demand and supply
- Analysis of production factors
- Theory of production
- Theory of costs
- Analysis of costs
- Amortization
- Calculations
- Pricing
- Estimating periodic business result of an enterprise
- Balance sheet, profit and loss account, analysis of cash flow
- Breakeven analysis
- Effectiveness and efficiency of an enterprise
- Analysis of different market structures
- Analysis of industries and analysis of competition
- Strategies of reaching competitive advantages
- Risk management
- Investment decisions, feasibility studies

Temeljni literatura in viri / Readings:

Rebernik, Miroslav in Karin Širec. 2017. *Ekonomika podjetja (5. izdaja)*. Ljubljana: Gospodarski vestnik.

Rebernik, Miroslav. 2008. *Ekonomika podjetja*. Ljubljana: Gospodarski vestnik.

Turk, Ivan. 2006. *Uvod v poslovno ekonomiko*. Ljubljana: Slovenski inštitut za revizijo.

Cilji in kompetence:

- obvladovanje tehnik, metod in postopkov, ki so relevantni za uspešno poklicno delo;
- sposobnost fleksibilne uporabe znanja v praksi;
- sposobnost timskega dela, zmožnost vzpostavljanja in vzdrževanja kooperativnih odnosov za delo v skupini in z uporabniki;
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo);
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij na področju medijev in zmožnost njihove interpretacije;
- razvoj veščin in spretnosti pri uporabi znanja na področju medijev s pomočjo reševanja teoretičnih, empiričnih ali praktičnih problemov;
- organizacijske in vodstvene spretnosti potrebne za načrtovanje, usmerjanje, spodbujanje, nadziranje, ocenjevanje in nagrajevanje samostojnega, vestnega in profesionalnega dela in/ali ustvarjanja posameznikov in skupin znotraj medijskih organizacijah.

Objectives and competences:

- mastering techniques, methods and procedures that are relevant to successful professional work;
- ability to flexibly apply knowledge in practice;
- ability to work in a team, ability to establish and maintain cooperative relationships to work in a group and with users;
- the ability to identify and take advantage of opportunities offered in the work and social environment (which are manifested as an entrepreneurial spirit and active citizenship);
- ability to obtain, select, evaluate and place new information in the field of media and the ability to interpret it;
- development of skills in the application of knowledge in the field of media through the solution of theoretical, empirical or practical problems;
- organizational and leadership skills needed to plan, guide, promote, supervise, evaluate and reward independent, conscientious and professional work and / or the creation of individuals and groups within media organizations.

Predvideni študijski rezultati:

Študent/študentka:

- pozna in razume delovanja, osnovnega ustroja in nalog organizacij, zlasti podjetja;
- pozna prvine ekonomske delovanja organizacije, zlasti podjetja;
- pozna prvine poslovnega procesa;
- pozna prvine odločanja, načrtovanja, izvajanja, informiranja in analiziranja delovanja organizacije.

Intended learning outcomes:

Students:

- know and understand operations, a basic structure and functions of organizations, especially companies;
- know the economics principles in the organizations operation, especially companies;
- know the principles of a business process;
- know the principles of decision-making, planning, implementing, informing and analysing of the organization's performance.

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- seminarske vaje (projektno delo, timsko delo, metode kritičnega mišljenja, diskusija);
- individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Learning and teaching methods:

- Lectures with students' active participation (explanation, discussion, questions, examples, problem-solving);
- Tutorial (project work, teamwork, critical observation methods, discussion);
- Individual and group consultations (discussion, additional explanation, dealing with specific questions);
- Use of online classroom or other contemporary ICT tools.

Načini ocenjevanja:

Način (pisni izpit, ustno izpraševanje, naloge, projekt)

- Pisni/ustni izpit

Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.

Delež (v %) /
Weight (in %)

100%

Type (examination, oral, coursework, project):

- Written / oral exam

Grading is in accordance with the Faculty's evaluation Ordinance.

Assessment:**Reference nosilca / Lecturer's references:**

LJUBOTINA, Predrag, GOMEZELJ OMERZEL, Doris, VADNJAL, Jaka. Succeeding a family business in a transition economy: following business goals or do it in my own way?. *Serbian Journal of Management*, ISSN 1452-4864, 2018, vol. 13, no. 1, str. 29-46.

LJUBOTINA, Predrag, VADNJAL, Jaka. Succeeding a family business in a transition economy: is this the best that can happen to me? *Kybernetes: the international journal of systems & cybernetics*, ISSN 0368-492X, 2017, vol. 46, no. 8, str. 1366-1385.

VADNJAL, Jaka, LJUBOTINA, Predrag. Professional trilemma of students with family business experience. *Kybernetes: the international journal of systems & cybernetics*, ISSN 0368-492X, 2016, vol. 45, no. 3, str. 446-460.

KOCIPER, Tina, LJUBOTINA, Predrag, VADNJAL, Jaka. Entrepreneurial characteristics and aspirations influencing career choice in tourism family businesses. *Academica turistica: tourism & innovation journal*, ISSN 1855-3303. [Tiskana izd.], nov. 2014, vol. 7, no. 2, str. 193-201, 210, tabele.

LJUBOTINA, Predrag, BOJNEC, Štefan, VADNJAL, Jaka. Macroeconomic factors forming family business heir's career choice intention. *Acta Oeconomica*, Sprejeto v objavo 7.1.2019.

LJUBOTINA, Predrag, VADNJAL, Jaka. Family Business Succession: Does Experience Gained in Family Firm Really Count?. *Management*, 2018, vol. 13, no. 4, str. 301-322.

LJUBOTINA, Predrag. The influence of entrepreneurial skills, education and risk perception on career choice intent: The case of European students with family business background. *Research in Social Change*. Sprejeto v objavo 19.6.2019.

VADNJAL, Jaka, LJUBOTINA, Predrag. Karierne možnosti naslednikov družinskih podjetij. *Economic and business review*, ISSN 1580-0466. [Tiskana izd.], 2019, letn. 21, pos. št., str. 253-261.
http://ojs.ebrjournal.net/ojs/index.php/ebr/article/view/738/pdf_142.

LJUBOTINA, Predrag, VADNJAL, Jaka, TURK, Dunja. Kako vzgojiti več mladih podjetnikov: karierni načrti študentov. *Weekend: redna priloga časnika Finance*, 20.6.2014, str. 2-6.

LJUBOTINA, Predrag, VADNJAL, Jaka. Kdo bo prevzel družinska podjetja?. *Weekend: redna priloga časnika Finance*, 27.6.2014, str. 2-6.

LJUBOTINA, Predrag, VADNJAL, Jaka. Career choice intentions of students with family business background. V: ANTONČIČ, Boštjan (ur.). *Conference proceedings, Advances in Business - Related Scientific Research Conference - ABSRC 2014, Venice, Italy, March 26-28, 2014*. Piran: Gea College - Faculty of Entrepreneurship. 2014, str. 1-11.

LJUBOTINA, Predrag. Family Business heir's trilemma: Transition vs market economies. V: *3rd International Scientific Conference on Business and Economics (ISCBE): From Transition to Development: Emerging Challenges and Perspectives*, held in Skopje, Macedonia, 13-15 June 2019.

LJUBOTINA, Predrag. Family Business heir's career choice in european countries. V: *May Conference on Strategic Management (IMCSM19)*, held in Bor, Serbia, 24-26 May 2019.

VADNJAL, Jaka, LJUBOTINA, Predrag. To be or not to be in a family business: the case of eight countries in South-Eastern European region. V: DANA, Léo-Paul (ur.), RAMADANI, Veland (ur.). *Family businesses in transition economies: management, succession and internationalization*. Heidelberg [etc.]: Springer. cop. 2015, str. 99-111.

VADNJAL, Jaka, LJUBOTINA, Predrag. Dileme naslednikov družinskih podjetij v Sloveniji in drugje. V: SEDMAK, Gorazd (ur.), et al. *Spodbujanje ruralnega turizma = Poticanje ruralnog turizma*. Koper: Založba Univerze na Primorskem; u Rijeci: Fakultet za menedžment u turizmu i ugostiteljstvu, Sveučilište. 2015, str. 69-77.