

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Vodenje in organiziranje medijske produkcije
Course title:	Media Production Management and Organization

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	drugi / second	prvi / first
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
40		60			140	8

Nosilec predmeta / Lecturer: doc. dr. Srečo Zakrajšek / Assist. Prof. Srečo Zakrajšek, 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:

Pogoj za opravljanje obveznosti je vpis v drugi letnik.

Prerequisites:

Enrolment in the second year of study.

Vsebina:

- Struktura osebnosti in njene značilnosti;
- Vpliva temperamenta in značaja na vedenje posameznika;
- Razmerja med posameznikom in skupino ter značilnosti skupinskega dela;
- Dejavniki, ki vplivajo na motivacijo in razume motivacijski proces;
- Vrste sporov v delovni skupini in vplive nanje ter osnovne tehnike za razreševanje sporov;
- Vloga in pomen poslovnega komuniciranja;
- Metode in tehnike poslovnega komuniciranja;
- Načini načrtovanja, izvedbe in analize sestanka;
- Principi in metode pogajanj;

Content (Syllabus outline):

- The structure of personality and its features;
- The influence of temperament and character on individual's behavior;
- The relationship between the individual and group characteristics and group work;
- Factors that affect motivation and understanding motivational process;
- Types of conflict within the working group and the impacts they have, and the basic techniques of conflict resolution;
- The role and importance of business communication;
- Methods and techniques of business communication;

- Oblike poslovnega pisnega komuniciranja ter tehnike načrtovanja in priprave poslovnega pisnega sporočila;
- Faze in aktivnosti produkcijskega procesa ter njihove medsebojne odvisnosti;
- Specifične cilje in naloge v posameznih fazah produkcijskega procesa;
- Metode in tehnike organiziranja, spremljanja in vodenja dela v posameznih fazah produkcijskega procesa,
- Motivacija delovne skupine ter motivacijski mehanizmi;
- Problematika sporov v delovni skupini;
- Organiziranje in vodenje sestankov;
- Načrt poslovnega pogajanja;
- Priprava poslovnega poročila;
- Načrt izvedbe za produkcijski projekt.

- Methods of planning, execution and analysis of a meeting;
- Principles and methods of negotiation;
- Forms of business written communication and techniques of planning and preparation of the business written communication;
- Phases and activities of the production process and their interdependence;
- Specific objectives and tasks in various stages of the production process;
- Methods and techniques of organizing, monitoring and management of work in the various stages of the production process;
- Motivating working group and motivational mechanisms,
- The issue of conflicts within the working group,
- Organizing and conducting meetings;
- Planning business negotiations;
- Preparation of business reports;
- Implementation plan for the production project.

Temeljni literatura in viri / Readings:

- Zakrajšek, Srečo. 2015. *Basics of multimedia production*. Ljubljana: Biteks.
- Zakrajšek, Srečo. 2016. *Projektno delo v multimedijki produkciji: visokošolski učbenik*. Ljubljana: IAM Visoka šola za multimedije.
- Baldoquin, A., Acuna, S. T. 2011. Formal model for assigning human resources to teams in software projects. *Information and Software Technology*, 53(3), 259–275.
- Bender, M. B. 2010. *A Managers Guide to Project Management – Learn how to apply best practises*. Pearson Education.
- Highsmith J. 2010. *Agile project management – Creating Innovative products*. Pearson Education.
- Turner. J. R. 2009. *The handbook of project – based menedžment (3.ed.)*. Maidenhead: McGraw-Hill Professional.

Revije

- International Journal of project menedžment (IJPM), <http://www.journals.elsevier.com/international-journal-of-project-management/> 4.1.2015
- Projektna mreža Slovenije, <http://sl.zpm-si.com/projektna-mreza/>. 4.1.2015
- Organizacija, revija za Management, informatiko in kadre. Založba Moderna organizacija, Kranj. <https://www.econbiz.de/Record/organizacija-revija-za-management-informatiko-in-kadre-journal-of-management-informatics-and-human-resources/10003811932> 4.1.2015
- Medijska vzgoja in produkcija, BITEKS, Ljubljana.
- HRM, Strokovna revija za področje razvoja organizacij in vodenja ljudi pri delu, Planet, Ljubljana.

Drugi viri

- <http://projektni-management.si/> blog dr. Aljaž Stare
- <http://sl.zpm-si.com/izobrazevanje/> Izobraževanje za projektno delo.
- Najbolj pomembne članke za posamezne teme priskrbi študentom predavatelj.

Cilji in kompetence:

- poznavanje in razumevanje družbenih procesov;
- sposobnost fleksibilne uporabe znanja v praksi;
- poznavanje koncepta kakovosti in vztrajno prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;
- razvoj sposobnosti in spretnosti za komuniciranje v domačem in mednarodnem okolju;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju z vestnim spoštovanjem načela resnicoljubnosti, svobode, odgovornosti, odprtosti, strpnosti, pluralizma, ustvarjalnosti, izvirnosti, uravnoteženosti, pravičnosti, poštenosti;
- 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);
- globlje razumevanje in ustrezno praktično obvladovanje tehnologij medijskega ustvarjanja;
- poznavanje in obvladovanje procesov in tehnik kreativnega ustvarjanja medijskih vsebin;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij na področju medijev in zmožnost njihove interpretacije.

Objectives and competences:

- knowledge and understanding of social processes;
- ability to flexibly apply knowledge in practice;
- knowledge of the concept of quality and persistent efforts for the quality of professional work through autonomy, (self)criticality, (self)reflexivity and (self)evaluation in professional work;
- development of communication skills in the domestic and international environment;
- ethical reflection and commitment to professional ethics in the social environment with conscientious respect for the principle of truthfulness, freedom; responsibility, openness, tolerance, pluralism, creativity, originality, balance, fairness, honesty;
- 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);
- deeper understanding and appropriate practical mastery of media creation technologies
- knowledge and mastery of processes and techniques of creative creation of media content;
- ability to obtain, select, evaluate and place new information in the field of media and the ability to interpret it.

Predvideni študijski rezultati:

Študent/študentka:

- pozna in razume strukturo osebnosti in njene značilnosti;
- pozna vplive temperamenta in značaja na vedenje posameznika;
- pozna razmerja med posameznikom in skupino ter značilnosti skupinskega dela;
- pozna dejavnike, ki vplivajo na motivacijo in razume motivacijski proces;
- pozna vrste sporov v delovni skupini in vplive nanje ter osnovne tehnike za razreševanje sporov;
- pozna vlogo in pomen poslovnega komuniciranja;
- pozna in razume metode in tehnike poslovnega komuniciranja,

Intended learning outcomes:

Students are acquainted with:

- The structure of personality and its features;
- The influence of temperament and character on individual's behavior;
- The relationship between the individual and group characteristics and group work;
- Factors that affect motivation and understanding motivational process;
- Types of conflict within the working group and the impacts they have, and the basic techniques of conflict resolution;
- The role and importance of business communication;
- Methods and techniques of business communication;

- pozna in razume pomen in načine načrtovanja, izvedbe in analize sestanka;
- pozna in razume principe in metode pogajanj;
- pozna standardne forme poslovnega pisnega komuniciranja ter obvladuje tehnike načrtovanja in priprave poslovnega pisnega sporočila;
- pozna in razume zaporedje faz in aktivnosti produkcijskega procesa ter njihove medsebojne odvisnosti;
- pozna in razume specifične cilje in naloge v posameznih fazah produkcijskega procesa;
- pozna in razume metode in tehnike organiziranja, spremljanja in vodenja dela v posameznih fazah produkcijskega procesa;
- pozna pogoje za zaključek produkcijskega procesa;
- analizira problematiko motivacije delovne skupine ter predlaga motivacijske mehanizme za izbrani primer;
- analizira problematiko sporov v delovni skupini in predlaga ustrezne rešitve za določen primer;
- pripravi načrt, organizira in vodi sestanek;
- pripravi načrt poslovnega pogajanja in ga izvede;
- pripravi poslovno poročilo o izbrani problematiki;
- pripravi, predstavi in analizira načrt izvedbe za določen produkcijski projekt.

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre);
- eksperimentalne vaje, ki temeljijo na izkušenskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, igra vlog, sodelovalno učenje, portfolijo, evalvacija, samoocenjevanje);
- individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija);

- Methods of planning, execution and analysis of a meeting;
- Principles and methods of negotiation;
- Forms of business written communication and techniques of planning and preparation of the business written communication;
- Phases and activities of the production process and their interdependence;
- Specific objectives and tasks in various stages of the production process;
- Methods and techniques of organizing, monitoring and management of work in the various stages of the production process;
- Motivating working group and motivational mechanisms;
- Analyzing the issue of conflicts within a working group and suggest suitable solutions on a specific case;
- Organizing and conducting meetings and are able to carry it out;
- Planning business negotiations and carrying it out;
- Preparation of business reports on a selected topic;
- Implementation plan for the production project.

Learning and teaching methods:

- Lectures with active participation of students (explanation, discussion, questions, examples, problem solving);
- Tutorial (reflection of experience, project work, team work, critical thinking methods, discussion, feedback);
- Experimental exercises based on experiential, cooperative and problem-oriented learning (independent studying, discussion, explanation, observation, role plays, case studies, critical reading and writing methods, portfolio, evaluation and self-evaluation);
- Individual and group consultations (discussion, further explanation, considering specific issues);
- Creation of portfolio and independent study (motivation, guidance, self-observation, self-regulation, reflection, self-assessment);
- Use of online classroom or other contemporary ICT tools.

<ul style="list-style-type: none"> • uporaba spletne učilnice oziroma drugih sodobnih IKT orodij. 		
<p>Načini ocenjevanja:</p>	<p>Assessment:</p>	
<p>Način (pisni izpit, ustno izpraševanje, naloge, projekt)</p> <ul style="list-style-type: none"> • Ustni izpit <p>Sprotno delo:</p> <ul style="list-style-type: none"> • Kratka predstavitev (5 do 10 minut) • Seminarska naloga A (projektna specifikacija, 2500 – 4000 besed) • Seminarska naloga B (analiza s področja psihologije dela, 1500 – 2500 besed) • Seminarska naloga C (poslovno poročilo, 1500 – 2500 besed) <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>Delež (v %) / Weight (in %)</p> <p>30%</p> <p>70%</p>	<p>Type (examination, oral, coursework, project):</p> <ul style="list-style-type: none"> • Oral exam <p>Regular work:</p> <ul style="list-style-type: none"> • a short presentation (5 to 10 minutes) • Seminar paper A (project specification, 2500-4000 words) • Seminar paper B (analysis from the field of psychology, 1500 - 2500 words) • Seminar C (Business Report, 1500-2500 words) <p>Grading is in accordance with the Faculty's evaluation Ordinance.</p>
<p>Reference nosilca / Lecturer's references:</p>		
<p>ZAKRAJŠEK, Srečo. <i>Basics of multimedia production</i>. Ljubljana: Biteks, 2015, ISBN 978-961-90208-6-9.</p> <p>ZAKRAJŠEK, Srečo. <i>Projektno delo v multimedijki produkciji: visokošolski učbenik</i>. Ljubljana: IAM Visoka šola za multimedije, 2016.</p> <p>ZAKRAJŠEK, Srečo. The impact of modern technologies on elementary school organisation and teaching methods. <i>Innovative issues and approaches in social sciences</i>, ISSN 1855-0541, January 2016, vol. 9, no. 1, str. 60-76. http://www.iiass.com/pdf/IIASS-2016-no1-art12.pdf.</p> <p>ZAKRAJŠEK, Srečo. Development model for connecting educational institution with economy over the students project work. <i>International journal of advances in management and economics</i>, ISSN 2278-3369, may/jun. 2014, vol. 3, no. 3, str. 33-41.</p> <p>ZAKRAJŠEK, Srečo. Multimedijka produkcija (MMP) kot pomemben organizacijski in vsebinski element izobraževalnega sistema. <i>Medijska vzgoja in produkcija</i>, ISSN 2463-8420, 2015, letn. 8, št. 1, str. 1-9.</p>		