

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

Vrsta predmeta / Course type obvezni / obligatory

Univerzitetna koda predmeta / University course code: VIS21

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija / Other forms of Study	Samost. delo Individ. work	ECTS
30		45	0		165	8

Nosilec predmeta / Lecturer: doc. dr. / 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;
- Oblike poslovnega pisnega komuniciranja ter

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;

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. Basics of multimedia production. Ljubljana: Biteks, 2015. 62 str., ilustr. ISBN 978-961-90208-6-9. [COBISS.SI-ID 281386752]
- Zakrajšek, Srečo. Projektno delo v multimedijki produkciji : visokošolski učbenik. Ljubljana: IAM Visoka šola za multimedije, 2016. 159 str., ilustr. ISBN 978-961-92384-2-4. [COBISS.SI-ID 283420416]
- 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 pomena kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;
- strateška usmerjenost, tj. sposobnost anticipacije dogodkov, sposobnost ponujanja rešitev za izboljšanje stanja;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju z vestnim spoštovanjem načela resnicoljubnosti, svobode, odgovornosti, odprtosti, strpnosti, pluralizma, ustvarjalnosti, izvirnosti, uravnoveženosti, pravičnosti, poštenosti;
- razvoj komunikacijskih sposobnosti in spretnosti, posebej komunikacije v mednarodnem okolju
- 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;
- razumevanje in praktično obvladovanje tehnologij medijskega ustvarjanja;
- razvoj veščin in spretnosti pri uporabi znanja na področju medijev in medijske produkcije s pomočjo reševanja konkretnih problemov;
- obvladovanje znanj in tehnik za produkcijo različnih tipov medijskih vsebin;
- sposobnost razumevanja in obvladovanja medijskih informacij.

Objectives and competences:

- Knowledge and understanding of social processes;
- Ability of the flexible use of knowledge in practice;
- Knowledge of the importance of quality, and striving for quality in professional work through autonomy, (self-) criticism, (self-) reflexivity and (self-) evaluation of professional work;
- Strategic orientation, i.e. ability to anticipate events, ability to offer solutions to improve the conditions;
- Ethical reflection and ties with professional ethics in social environment respecting principle of non-discrimination and multiculturalism, the ability to recognise and develop opportunities in work and social environment (proven as entrepreneurship and active citizenship);
- Development of communication skills, especially communication in international environment;
- Ability of team-work, i.e. establishment and maintenance of cooperative relations in organisation;
- Ability to identify and use the opportunities in the working and social environment.
- Knowledge and management of processes and techniques of creative production of media contents;
- Development of skills and the application of knowledge in the field of media and media production through problem-solving;
- Management of skills and techniques for the production of various types of media content;
- Understanding and management of media information.

Predvideni študijski rezultati:

Študent/študentka:

- Pozna in razume strukturo osebnosti in njene značilnosti;
- Pozna vplive temperamenta in značaja na vedenje posameznika;

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

- 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,
- 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 izkušnjem, sodelovalnem in problemskem

- 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;
- 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,

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).

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).

Načini ocenjevanja:

Assessment:

Način (pisni izpit, ustno izpraševanje, naloge, projekt)	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
<ul style="list-style-type: none"> • Ustni izpit - 30% ocene. <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>		<ul style="list-style-type: none"> • Oral exam - 30% of the grade. <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>

Reference nosilca / Lecturer's references:

Zakrajšek, Srečo. Basics of multimedia production. Ljubljana: Biteks, 2015. 62 str., ilustr. ISBN 978-961-90208-6-9. [COBISS.SI-ID 281386752]

Zakrajšek, Srečo. Projektno delo v multimedijki produkciji : visokošolski učbenik. Ljubljana: IAM Visoka šola za multimedije, 2016. 159 str., ilustr. ISBN 978-961-92384-2-4. [COBISS.SI-ID 283420416]

Zakrajšek, Srečo. The impact of modern technologies on elementary school organisation and teaching methods. Innovative issues and approaches in social sciences, ISSN 1855-0541, January 2016, vol. 9, no. 1, str. 60-76. <http://www.iiass.com/pdf/IIASS-2016-no1-art12.pdf>. [COBISS.SI-ID 512388163]

Zakrajšek, Srečo. Development model for connecting educational institution with economy over the students project work. International journal of advances in management and economics, ISSN 2278-3369, may/jun. 2014, vol. 3, no. 3, str. 33-41. [COBISS.SI-ID 512326467]

Zakrajšek, Srečo. Multimedijška produkcija (MMP) kot pomemben organizacijski in vsebinski element izobraževalnega sistema. Medijska vzgoja in produkcija, ISSN 2463-8420. [Spletna izd.], 2015, letn. 8, št. 1, str. 1-9. [COBISS.SI-ID 512387907]