

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Podjetništvo
Course title:	Entrepreneurship

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	tretji / third	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		40			120	6

Nosilec predmeta / Lecturer: doc. dr. Jože Kocjačič / Assist. Prof. Jože Kocjančič, Ph.D.

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 tretji letnik.

Prerequisites:

Enrolment in the third year of study.

Vsebina:

- Pojem podjetništva: pojmovno-kategorialni aparat, različni teoretski pristopi, razvoj podjetništva od klasičnega do sodobnega, mesto in vloga podjetništva v gospodarstvu;
- Podjetnik: posameznik, tim, mreža, temeljne značilnosti in lastnosti (poreklo, izobrazba, svetovni nazor, vrednote in vrline, sposobnosti in spretnosti, starost, življenjske in poslovne izkušnje, motivacija);
- Poslovna priložnost: od ideje do podjetniške zamisli, prepoznavanje priložnosti, viri idej, razvijanje in evalvacija idej, inovacija, invencija vizije;
- Poslovni proces: odločitev za podjem, iskanje primernih sredstev, zagotavljanje ustreznih virov (kadri, intelektualni kapital, tehnologija, denar),

Content (Syllabus outline):

- The concept of entrepreneurship: conceptual-categorical apparatus, various theoretical approaches, development of entrepreneurship from classical period to contemporary, the place and role of entrepreneurship in the economy;
- Entrepreneur: individual, team, network, basic features and characteristics (origin, education, worldview, values and virtues, skills and abilities, age, life and business experience, motivation);
- Business opportunity: from idea to business plans, identification of business opportunities, sources of ideas, development and evaluation of ideas, innovation, invention of vision;
- Business process: the decision to venture, finding the right resources, the provision of adequate resources (human resources, intellectual capital,

implementacija (ustanovitev ali nakup podjetja, nastop in pozicioniranje na trgu, trženjska strategija, ustvarjanje blagovne znamke, izbira primerne oblike podjetništva), opredelitev modela organizacije, izbira stila vodenja, definiranje kodeksa poslovne morale;

- Poslovni načrt: uporaba in izvajanje, menedžment sprememb, menedžment tveganja, makroekonomski, pravni, finančni, politični,...dejavniki zunanjega okolja in notranji dejavniki (osebne lastnosti podjetnika, filozofski, sociološki, psihološki, organizacijski vplivi oz. vidiki);
- Upravljanje z razvojem: proces vključuje vse aktivnosti, od prepoznavanja tržne potrebe do vzpostavitve primerne organizacije (novega posla oz. novega podjetja) za njeno uresničitev in njenega nadaljnjega razvoja z namenom zviševanja nove (dodane) vrednosti, dobro ime, kaj z dobičkom in kam z izgubo;
- Družbena odgovornost podjetništva: izzivi in zanke 21. stoletja.

technology, money), implementation (creating or buying a business, performance and market positioning, marketing strategy, brand creation, selection of appropriate forms of entrepreneurship), definition of organization model, the choice of style of management, defining the code of business morals;

- Business plan: use and implementation, change management, risk management, macroeconomic, legal, financial, political, ... factors of the external environment and internal factors (personal characteristics of the entrepreneur, philosophical, sociological, psychological, or organizational impacts or aspects);
- Management development: process includes all activities, from the identification of market needs to establish an appropriate organization (or a new venture or new company) for its realization and its further development with a view to raising new (added) value, goodwill, profit, etc.;
- Corporate social responsibility of business: challenges and loop in 21st century.

Temeljni literatura in viri / Readings:

Hisrich, Robert D.; Peters, Michael P.; Shepherd, Dean A. 2017. *Entrepreneurship* 10th ed. McGraw-Hill, New York.

Rebernik, M.; Tominc, P.; Crnogaj, Širec, K.; Bradač, B.; Hojnik, Rus, M. 2017. *Podjetništvo med priložnostjo in nujo*. Univerza v Mariboru, Maribor.

Vahčič, A.; Drnovšek, M.; Stritar, R. 2010. *Priročnik za pripravo poslovnega načrta*. Ljubljana

Antončič, B.; Hisrich, R.; Petrin, T.; in Vahčič, Aleš. 2002. *Podjetništvo*. GV Založba, Ljubljana.

Cilji in kompetence:

- poznavanje in razumevanje družbenih procesov;
- sposobnost reševanja konkretnih problemov v poklicnem okolju;
- poznavanje koncepta kakovosti in vztrajno prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;

Objectives and competences:

- knowledge and understanding of social processes;
- ability to solve concrete problems in the professional environment;
- 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;

- 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);
- strokovno utemeljeno poznavanje in razumevanje družbene vloge medijev;
- vzgoja in razvoj potrebe po samostojnem ustvarjanju na podlagi pridobljenih ustreznih strokovnih znanj in praktičnih veščin brez katerih je delovanje posameznikov in skupin v sodobnih medijskih organizacijah preprosto nemogoče;
- 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;
- plodno komuniciranje z različnimi deležniki na področju medijev.

- ability to work in a team, ability to establish and maintain cooperative relationships to work in a group and with users;
- 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);
- professionally substantiated knowledge and understanding of the social role of the media;
- education and development of the need for independent creation on the basis of acquired relevant professional knowledge and practical skills without which the operation of individuals and groups in modern media organizations is simply impossible;
- 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;
- fruitful communication with various stakeholders in the field of media.

Predvideni študijski rezultati:

- v povezavi z drugimi predmeti pozna in razume relevantna poglavja iz podjetništva;
- v povezavi z drugimi predmeti pozna in razume relevantna poglavja iz podjetništva;
- reflektira in kritično ovrednoti strokovnost in etičnost uporabljenih metod;
- pridobi vpogled v bistvo dobrih poslovnih običajev, njihovo vlogo, mesto in pomen za uspešno sodobno poslovanje;
- izdelava poslovnega načrta;
- usposobi se za implementacijo poslovnega ravnanja v slogu dobrega gospodarja;
- izvede študijo primera in primerjalno študijo primera.

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri);
- seminarske vaje (študija primerov, refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, podjetniški forum, socialne igre);

Intended learning outcomes:

- in relation to other courses knows and understands the relevant chapters of entrepreneurship;
- reflects on and critically evaluates the professionalism and ethics of the methods used;
- gains an insight into the essence of good business practices, their role, place and importance for the successful modern business;
- independently produces a business plan;
- is trained for the implementation of business conduct in the style of a good businessman;
- carries out a case study and comparative case study.

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);

<ul style="list-style-type: none"> • eksperimentalne vaje, ki temeljijo na izkušnjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, izdelava poslovnega načrta, 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, samoocenjevanje); • uporaba spletne učilnice oziroma drugih sodobnih IKT orodij. 	<ul style="list-style-type: none"> • 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.
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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"> • Pisni/ustni izpit • Seminarska naloga (individualna) • Poslovni načrt (skupinski) in zagovor 	50% 25% 25%	<ul style="list-style-type: none"> • Written / oral examination • Seminar paper (individual) • Business plan (group) and its presentation 	
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading is in accordance with the Faculty's evaluation Ordinance.	

Reference nosilca / Lecturer's references:	
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KOCJANČIČ, Jože. The impact of intrapreneurship in a modern enterprise. V: *Managing the "Intangibles": business and entrepreneurship perspectives in a global context: conference proceedings*. Ancona: Università Politecnica delle Marche, Economics Faculty "Giorgio Fuà", 2014. ISBN 978-88-907795-7-2.

KOCJANČIČ, Jože, BOJNEC, Štefan. Intrapreneurship as a source of company opportunities. V: *Global economic and financial system: crisis or change?: EuroConference 2012, July 12-14, 2012 in Portorož, Slovenia*. Portorož: Society for the Study of Emerging Markets: Univerza na Primorskem, 2012. 25 str.

KOCJANČIČ, Jože, BOJNEC, Štefan. Shadow economy in the wood industry in Slovenia. V: *Building capabilities for sustainable global business: balancing corporate success & social good : proceedings of the 12th International Conference of the Society for Global Business & Economic Development*. Singapore: Singapore Management University, 2011. Str. 39-48, tabele.

KOCJANČIČ, Jože, BOJNEC, Štefan. Dynamics in wood industry in Slovenia = Dinamika poduzeća drvna industrije u Sloveniji. *Ekonomika istraživanja*. 2011, vol. 24, no. 1, str. 68-81, tabele. ISSN 1331-677X.

