

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	prvi / first
Visokošolski strokovni/B.A.			

Vrsta predmeta / Course type

obvezni / obligatory

Univerzitetna koda predmeta / University course code:

VIS32

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija / Other forms of Study	Samost. delo Individ. work	ECTS
30		30	0		120	6

Nosilec predmeta / Lecturer:

Red. prof. dr. Dejan Jelovac / Dejan Jelovac, Ph.D., Professor

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

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

(kadri, intelektualni kapital, tehnologija, denar), 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.

resources (human resources, intellectual capital, 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:

- Antončič, Boštjan, Hisrich, Robert, Petrin, Tea in Vahčič, Aleš (2002): Podjetništvo, GV Založba, Ljubljana.
- Kuratko, Donald in Hodgetts, Richard (2006): Entrepreneurship, seventh edition, The Dryden Press, Fort Wort.
- Birley, Sue in Muzyka, Daniel (2000): Mastering Entrepreneurship, Pearson Education Ltd., London.
- Jelovac, Dejan (2000): Podjetniška kultura in etika, VSŠP. Portorož.
- Glas, Miroslav in Pšeničny, Viljem (ur.) (2000): Podjetništvo – izziv za 21. stoletje. Ljubljana: Gea College.

Cilji in kompetence:

- Sposobnost fleksibilne uporabe znanja v praksi;
- poznavanje koncepta kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;
- občutljivost za ljudi in socialno okolje
- razvoj komunikacijskih sposobnosti in spretnosti, posebej komunikacije v mednarodnem okolju;
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju;
- razvoj veščin in spretnosti pri uporabi

Objectives and competences:

- Ability to use the acquired knowledge in practice in a flexible manner;
- Familiarity with the importance of quality, striving to maintain the quality of professional work through practicing autonomous behaviour, showing initiative, as well as through (self-)criticism; (self-)reflection and (self-)evaluation;
- Sensitivity to people and social environment
- Development of communication skills, most importantly communication in international environment;
- Ability to identify and exploit the opportunities offered in the working and social environment;

znanja na področju področju medijev in medijske produkcije s pomočjo reševanja konkretnih problemov.

• developing skills in the use of knowledge on the field media production by means of solving theoretical or empirical problems.

Predvideni študijski rezultati:

Intended learning outcomes:

Metode poučevanja in učenja:

Learning and teaching methods:

- 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);
- 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).

- 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).

Načini ocenjevanja:

Assessment:

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

Delež (v %) / Weight (in %)

Type (examination, oral, coursework, project):

- Pisni/ustni izpit - 50% ocene.
- Seminarska naloga (individualna) - 25% ocene
- Poslovni načrt (skupinski) in zagovor - 25% ocene.

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

- Written / oral examination - 50% of the grade.
- Seminar paper (individual) - 25% of the grade
- Business plan (group) and its presentation - 25% of the grade.

Grading is in accordance with the Faculty's evaluation Ordinance

Reference nosilca / Lecturer's references:

JELOVAC, Dejan, RIHTARŠIČ, Tanja. Social entrepreneurship and fair trade. Innovative issues and approaches in social sciences, ISSN 1855-0541, 2014, vol. 7, no. 1, str. 82-98.
<http://www.iiass.com/pdf/IIASS-volume7-number1-2014.pdf>. [COBISS.SI-ID 513243010]
 JELOVAC, Dejan, RIHTARŠIČ, Tanja. A model of Slovenian ethical consumerism. Raziskave in razprave, ISSN

1855-4148, 2013, vol. 6, no. 3, str. 115-146. http://www.fuds.si/media/pdf/zaloznistvo/R-R_R_oktober_2013_elektronska.pdf. [COBISS.SI-ID 513256834]

JELOVAC, Dejan. The impact of corporate social responsibility in the context of small and medium enterprise. Innovative issues and approaches in social sciences, ISSN 1855-0541, May 2012, vol. 5, no. 2, str. 21-35. <http://www.iiass.com/pdf/IIASS-Volume5-Number2-2012.pdf>. [COBISS.SI-ID 513041794]

JELOVAC, Dejan, REK, Mateja. Komuniciranje v medkulturnem okolju. Ljubljana: Vega, 2010. 183 str., ilustr. ISBN 978-961-92951-2-0. [COBISS.SI-ID 253319168]

Bibliografija: <http://www.sicris.si/search/rsr.aspx?lang=slv&id=17620>