

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Ekonomska in poslovna kultura
Course title: Economic and Business Culture

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Strateško komuniciranje, druga stopnja	Program nima smeri	1., 2.	1., 2.
Strategic Communication, second level	The programme has no field	1st, 2nd	1st, 2nd

Vrsta predmeta / Course type

Izbirni / Optional

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	-	15	-	-	145	6

Nosilec predmeta / Lecturer:

doc. dr. Svitlana Buko / Assist. Prof. Svitlana Buko, PhD

Jeziki /

Languages:

Predavanja /

Lectures:

slovensko, angleško / Slovenian, English

Vaje / Tutorial:

slovensko, angleško / Slovenian, English

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

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

- Opredelitev ključnih pojmov predmeta: ekonomska in poslovna kultura; poslovna kultura kot sestavni del ekonomske kulture; jezik, norme, vrednote, prepričanja v medkulturnem svetu.
- Poznavanje družbeno-ekonomskih okolij različnih držav/družb ter različnih vzorcev medkulturnega sodelovanja in poslovnega vedenja (v javnem in zasebnem sektorju).

Content (Syllabus outline):

- Defining the key concepts of the course: economic and business culture; business culture as an integral part of the economic culture; language, norms, values, attitudes, beliefs in the intercultural world.
- The study of the socio-economic environments of different countries/societies and different

- Obvladovanje medkulturnih konfliktov v poslovnem komuniciranju.
- Predstavitev ugotovitev empiričnih raziskav poslovnih kultur; regionalni, nacionalni, globalni pristopi k analizi poslovne kulture.
- Kulturni, zgodovinski, geografski, politični, ekonomski dejavniki pri poslovni kulturni analizi.
- Vpliv poslovnih struktur in korporativne kulture na odnose med poslovnimi akterji.
- Poznavanje slovenskega ekonomskega prostora in sistema (tranzicija, vzpostavitev tržne ekonomije); socializem – kapitalizem.
- Značilnosti tržne ekonomije v globalni perspektivi (navade, vrednote, prepričanja, vedenjski vzorci).
- Ekonomska in poslovna kultura v Evropi: podobnosti in razlike med "zahodno" in "vzhodno" ekonomsko in poslovno kulturo.
- Pregled ključnih institucij, ki raziskujejo makroekonomske kazalnike in njihova praktična uporaba; medkulturna omrežja in združenja.
- Evropski integracijski procesi, gospodarsko sodelovanje in povezovanje ter kulturne implikacije le-tega: narava povezovanja (podjetja v mešani lasti, mednarodni konzorciji), različni kulturni vzorci.
- Globalne ekipe in spletno delo - poslovna kultura v virtualnem prostoru.

- patterns of intercultural cooperation and business conduct (in public and private sector).
- Management of the intercultural conflicts in business communication.
 - Presentation of crucial findings of empirical research of business cultures; regional, national, global approaches to business culture analysis.
 - Cultural, historical, geographical, political, economic factors in business culture analysis.
 - The impact of business structures and business corporate culture on the relationship between business actors.
 - The study of Slovenian economic field and economic system (transition, the establishment of market economy); socialism vs. capitalism.
 - Characteristics of market economy in a global perspective (customs, values, beliefs, attitudes).
 - Economics and business culture in Europe: similarities and differences between "western" and "eastern" economic and business culture.
 - The review of key institutions that explore the macroeconomic indicators and their practical application; intercultural networks and associations.
 - The process of European integration, economic cooperation and networking, and cultural implications of the later: the nature of networking (joint ventures, international consortia), cultural patterns.
 - Global teams and online work - business culture in the virtual space.

Temeljni literatura in viri / Readings:

Barmeyer, Ch., Franklin, P. 2016. *Intercultural Management. A Case-Based Approach to Achieving Complementarity and Synergy*. Red Globe Press.

Acemoglu, Daron in Robinson, James A. 2012. *Why nations fail: The origins of power, prosperity and poverty*. London: Profile Books.

Adam, Frane; Jelovac, Dejan in Rek, Mateja. 2008. Economic cultural (in)compatibility: old and new EU members in comparison. V: Podmenik, Darka (ur.): *Sociokulturni in organizacijski vidiki prenosa znanja*. Ljubljana: Inštitut za razvojne in strateške analize, str. 107-134.

Adam, Frane; Makarovič, Matej; Rončević, Borut in Tomšič, Matevž. 2005. *The Challenges of Sustained Development: The Role of Socio-Cultural Factors in East-Central Europe*. Budapest, New York: Central European University Press.

Hofstede, G. 2001. *Culture's consequences: Comparing values, behaviors, institutions, and organizations across nations*. Thousand Oaks, CA: Sage Publications.

Rockstuhl, T., Seiler, S., Ang S., Van Dyne, L. in Annen, H. 2011. Beyond general intelligence (IQ) and emotional intelligence (EQ): The role of cultural intelligence (CQ) on cross-border leadership effectiveness in a globalized world. *Journal of Social Issues*, 67, 825–840.

Matsumoto, D. 2013. Assessing Cross-Cultural Competence: A Review of Available Tests *Journal of cross-cultural psychology*, Vol. 44(6), 849-873.

Access: <https://culturalq.com/wp-content/uploads/2019/03/JCCP-2013-Matsumoto-Hwang.pdf>

ISIG - Istituto di sociologia internazionale di Gorizia. 2017. Toolkit for practitioners for cross-border cooperation. Council of Europe, 86 p. Access: <https://isig.it/en/toolkit-for-practitioners-in-cross-border-cooperation/>

Cilji in kompetence:

Cilj predmeta je, da študenti poglobijo znanje in razumevanje kulturnih vidikov ekonomskega področja (predvsem s tistimi značilnostmi, ki so podlaga tržnemu tipu ekonomije) in temeljnih pojmov in konceptov, ki služijo kot analitično orodje pri preučevanju kulturnih vidikov ekonomskega delovanja. Študenti spoznajo glavne teoretske pristope k preučevanju ekonomske in poslovne kulture in naravo medkulturnih stikov na ekonomskem področju med akterji iz različnih okolij in njihov vpliv na dinamiko ekonomskega sodelovanja.

Objectives and competences:

The objective of the course is for the students to broaden knowledge and understanding of cultural aspects of the economic field (especially with those characteristics that underlie the market type of economy) and the basic concepts that serve as an analytical tool in the study of cultural aspects of economic activity. Students learn about the main theoretical approaches to the study of economic and business culture and the nature of intercultural contacts in the economic field between actors from different backgrounds and their influence on the dynamics of economic cooperation.

Splošne kompetence:

- sposobnost kompleksne analize kulturnih in družbenih procesov;
- sposobnost identificiranja danega raziskovalnega problema, njegove analize ter možnih rešitev;
- ustvarjanje novega znanja, ki pomeni relevanten prispevek k razvoju znanosti;
- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje na različnih ravneh v medkulturnem okolju;
- zmožnost vzpostavljanja in vzdrževanja kooperativnih odnosov za delo v skupini in z drugimi uporabniki in skupinami (lokalna skupnost, organizacije javne uprave, gospodarstvo, nevladne organizacije) ter zmožnost strpnega dialoga.

Predmetno-specifične kompetences:

- sposobnost obvladavanja standardnih metod, postopkov in procesov raziskovalnega dela na področju strateškega komuniciranja;
- sposobnost za reševanje raziskovalnih problemov na področju strateškega komuniciranja;
- sposobnost oblikovanja strategije komuniciranja z javnostmi, primerne specifičnemu problemu;
- sposobnost komuniciranja v različnih kulturnih okoljih.

General competences:

- ability to analyze complex cultural and social processes;
- ability to identify a given research problem, its analysis and possible solutions;
- creation of new knowledge which represents a relevant contribution to the development of science;
- development of communication abilities and skills for communicating at different levels in an intercultural environment;
- ability to establish and maintain cooperative relations for work in a group and with other users and groups (local community, public administration organizations, business, non-governmental organizations) and the ability to have a tolerant dialogue.

Subject-specific competences:

- ability to master standard methods, procedures and processes of research work in the field of strategic communication;
- ability to solve research problems in the field of strategic communication;
- ability to design a public communication strategy suitable for specific problem;
- ability to communicate in different cultural environments.

Predvideni študijski rezultati:

- razumevanje kulturnih vidikov ekonomskega področja, predvsem s tistimi značilnostmi, ki so podlaga tržnemu tipu ekonomije;
- poznavanje temeljnih pojmov in konceptov, ki služijo kot analitično orodje pri preučevanju kulturnih vidikov ekonomskega delovanja;
- poznavanje glavnih teoretskih pristopov k preučevanju ekonomske in poslovne kulture;
- evalvacija stanja ekonomske in poslovne

Intended learning outcomes:

- understanding cultural aspects of economic areas, particularly with characteristics, which are the basis of market economy;
- knowledge of fundamental terms and concepts, which serve as an analytical tool in examining the cultural aspects of economic activities;

<p>kulture s pomočjo empiričnega gradiva in podatkov;</p> <ul style="list-style-type: none">• sposobnost primerjalne obravnave različnih vidikov ekonomsko-poslovne culture (primerjalna medkulturna analiza);• razločevanje narave medkulturnih stikov na ekonomskem področju med akterji iz različnih okolij in njihov vpliv na dinamiko ekonomskega sodelovanja.	<ul style="list-style-type: none">• knowledge of the crucial theoretical approaches in the study of economics and business culture;• the evaluation of economic and business culture with empirical material and data;• the ability of comparative analysis of various aspects of economic and business culture (comparative cross-cultural analysis);• detaching the nature of intercultural relations in the economic field between actors from different backgrounds and their impact on the dynamics of economic cooperation.
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Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov;
- Vaje (praktična implementacija spoznanj pridobljenih na predavanjih v prakso in diskusija na obravnavane ter aktualne tematike ki so vezane na predmet);
- Seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, primerjalna kulturna analiza);
- Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij; *timsko delo* in vodenje *virtualnega* tima;
- Individualno delo študentov (samostojen študij literature, priprava seminarske naloge / Case, priprava na izpit).

Learning and teaching methods:

- Lectures with an active participation of students;
- Exercises (practical implementation of acquired knowledge during lectures into practice and discussion on the issues and current topics related to the subject);
- Seminar exercises (reflection on experience, project work, team work, critical thinking, comparative cultural analysis);
- Use of online classroom or other contemporary ICT tools; virtual teamwork and virtual team management;
- Individual work (study of literature, seminar paper CASE presentation, preparation for the exam).

Delež (v %) /

Načini ocenjevanja:Weight (in %) **Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt)		Type (examination, oral, coursework, project):
Sodelovanje na predavanjih in vajah		Participation in lectures and exercises
Analitični blog (20 %)		Analytical Blog (20 %)
Projekt: Video predstavitev primera timskega dela (50 %)		Project: Teamwork case analysis video presentation (50 %)
Refleksija (15 %)		Reflection paper (15 %)
Medkulturni vprašalnik (5 %)		Intercultural Survey (5 %)
Ustni izpit (10 %)		Oral examination (10 %)
100 točk – 100%		100 points – 100%
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading scale - in accordance with the Rules of examination and evaluation of knowledge.

Reference nosilca / Lecturer's references:

BUKO, S. Increasing commitment in the intercultural virtual team through the internal corporate staff development systems [conference proceedings] 10th International Scientific Conference "The Future of Global Business and Marketing: How Will Smart Companies Deal with Challenges and Opportunities?" 11 November 2020. DOBA, Maribor; p. 155-158. Access:

https://www.fakulteta.doba.si/upload/the_future_of_global_business.pdf

BUKO, S. *Chronicles of the living borders: shared urban space of Gorizia (IT) and Nova Gorica (SLO)*. "Bordering in Pandemic Times. Insights into the COVID-19 Lockdown" Thematic issues 4/2020, UniGR-CBS series "Borders in Perspective" Luxembourg/Trier, 2020. DOI:

<https://doi.org/10.25353/ubtr-xxxx-b825-a20b>

BUKO, S., KNAPPITCH, E. (June 26, 2020): Cross-border Challenge Slovenia-Italy-Austria:

[Transforming a 24-hour field study tour into a hackathon](#). *Intercultural Learning and Inclusive Teaching for the New Virtual Paradigm* (Virtual ICL) series organized by Assessment and Research (CILMAR) Purdue University, SEITAR USA and SIETAR Europa

purdue.edu/ippu/cilmar/learning/virtualicl.

BUKO, S. Cross-border research in the time of pandemic: business focus [expert series] "Thriving Thursdays: Mindfulness Matters" SIETAR Austria;

https://www.youtube.com/watch?v=Lm_ghpqPOuk (4 June, 2020).

BUKO, S. Role of business leader's competencies in shaping successful intercultural entrepreneurial strategies on the Italian-Slovenian border. SIETAR EUROPA conference "Building Dialogues on Diversity"; Leuven, Belgium, 27 May-2 June, 2019.

BUKO, S. Cross-border cooperation of small and medium businesses (SMEs): business characteristics, regional perceptions, and the probability of success on the Italian-Slovenian border. Presented at the 10th *Slovenian Social Science Conference on The Social Transformations We Live in: Between Cohesion and Fragmentation*. Nova Gorica, Slovenia, FUDS, 20-21 September, 2020.

BUKO, S., JOHNSON, R.B., MIRZA-GRISCO, D. The Adaptation of the Cultural Intelligence Scale in Central and Eastern Europe: application of focus groups methodology. Presented at the 2017 SIETAR Congress: *Congress of the Society of Intercultural Education, Training and Research* 22-25 May, Dublin, Ireland.

BUKO, S. Cross-cultural encounters in project management: Slovenian case study. Paper presented at the 9th *Slovenian Social Sciences Conference "Social Transformations: Global and Local"*, 21 – 23 September 2017, Ljubljana, Slovenia.

BUKO, S. Values of US Managers within the international US-Ukraine business media partnerships. *Studies of Changing Societies: Comparative and Interdisciplinary Focus*, 2016, Vol. 1, pp. 4-17. DOI 10.1515/scs-2016-0001.

BUKO, S. Competency framework for managers of international organizations in Ukraine. *Studies of Changing Societies: Comparative and Interdisciplinary Focus*, 2013, Vol. 4(10), pp. 6-22. DOI:10.2478/scs-2014-0158.

BUKO, S., JOHNSON, B. Cultural Intelligence Scale (CQS): testing cross-cultural transferability of CQS in Ukraine. *Studies of Changing Societies: Comparative and Interdisciplinary Focus*, 2013, Vol. 4(10), pp. 51-67. DOI: 10.2478/scs-2014-0160.