

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Odnosi z odločevalci
Course title:	Relations with Decision-makers

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, tretji / second, third	drugi / second
Visokošolski strokovni / B.A.			

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		40			120	6

Nosilec predmeta / Lecturer:

izr. prof. dr. Andrej Kovačič / Assoc. Prof. Andrej Kovačič, Ph.D.

Jeziki /**Languages:****Predavanja /****Lectures:**

Slovenski / Slovenian, Angleški / English

Vaje / Tutorial:

Slovenski / Slovenian, Angleški / English

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

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

- Kako uporabiti kulturne posebnosti partnerjev kot instrument uspešnih pogajanj in lobiranja
- Pogajalske tehnike lobistov
- Priprava pogajalske strategije
- Tipologija pogajalskih scenarijev
- Pogajalska psihologija
- Prvine pogajalskega procesa
- Poznavanje različnih virov moči odločevalcev

Content (Syllabus outline):

- How to use the cultural specifics of partners as an instrument for successful negotiations and lobbying
- Negotiation techniques of lobbyists
- The preparation of negotiation strategy
- The typology of negotiation scenarios
- Negotiation psychology
- Elements of the negotiation
- Understanding decision makers' sources of powers

Temeljni literatura in viri / Readings:

- Cohen, Steven. 2002. *Negotiating Skills for Managers*. New York: McGraw Hill.
- Elgström, Ole in Christer Jönsson. 2005. *European Union negotiations: processes, networks and institutions*. London; New York: Routledge.
- Fink Hafner, Danica. 2007. *Lobiranje in njegova regulacija*. Ljubljana: Fakulteta za družbene vede.
- Horgie, O. 2010. *Skilled Interpersonal Communication: Research, Theory and Practice*. Routledge.
- Klüver, Heike. 2013. *Lobbying in the European Union: interest groups, lobbying coalitions, and policy change*. Oxford: Oxford University Press.
- Kovačič, A. 2014. *Action your negotiation skills. Pro-active Communication Techniques: učno gradivo*.
- O'Connnor, Joseph, Lages, Andrea. 2007. *How coaching works*. A & C Black Publishers Ltd.
- Wetherbe, James C., Wetherbe, M. Bond. 2005. *Veščine sporazumevanja*. Orbis, Ljubljana.

Cilji in kompetence:

Kompetence:

- poznavanje in razumevanje družbenih procesov;
- razvoj kritične in samokritične presoje;
- 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;
- 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;

Objectives and competences:

Competences:

- knowledge and understanding of social processes;
- development of critical and self-critical judgment;
- 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 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;

- sposobnost povezovanja koherentno obvladanega temeljnega znanja, pridobljenega pri obveznih predmetih, ter njegova uporaba v praksi;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij na področju medijev in zmožnost njihove interpretacije;
- sposobnost uporabe informacijsko-komunikacijske tehnologije in sistemov na področju medijev in medijske produkcije;
- vzgojitev primernih individualnih vrednot, vrlin in dobrih običajev kot tudi skupinskih vrednotnih sistemov, ki so nujni pogoj uspešnega delovanja sodobnih medijev in medijev v razvitem svetu;
- 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.

- the ability to integrate coherently mastered basic knowledge acquired in compulsory subjects and its application in practice;
- ability to obtain, select, evaluate and place new information in the field of media and the ability to interpret it;
- ability to use information and communication technology and systems in the field of media and media production;
- education of appropriate individual values, virtues and good customs as well as group value systems, which are a necessary condition for the successful operation of modern media and media in the developed world;
- 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:

Študent/študentka:

- pozna pojem pogajanja in cilje, instrumente, tipologijo, pravila in tehnike;
- pozna procese lobiranja;
- spozna multikulturno lobistično okolje ter pogajalske tehnike in metode lobistov;
- v povezavi z namišljenim ali konkretnim problemom zna določiti ključne točke za lobiranje in oblikovati lobistični načrt.

Intended learning outcomes:

Students:

- are familiar with the concept of negotiation and its objectives, instruments, typology, rules, and techniques;
- are familiar with the process of lobbying;
- learn about the multicultural environment of lobbying and negotiating techniques and methods of lobbyists;
- in conjunction with an imaginary or specific problem can define key points for lobbying and to create a lobbying plan.

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)
- Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij
- Eksperimentalne vaje, ki temeljijo na izkušnjskem, 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 konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj)
- Oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje)

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, discussion, feedback, social games)
- Use of online classroom or other contemporary ICT tools
- Experiments based on experiential, collaborative and problem-based learning (self-directed learning, discussion, explanation, observation, teamwork, case study methods of critical reading and writing, role playing, cooperative learning, portfolio, evaluation, self-assessment)
- Individual and group consultations (discussion, further explanation, considering specific issues)
- Creation of portfolio and individual study (motivation, guidance, self-observation, self-regulation, reflection, self-assessment)

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

<p>Načini:</p> <ul style="list-style-type: none"> • Pisni/ustni izpiti • Seminarske vaje • Eksperimentalne vaje <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>50%</p> <p>20%</p> <p>30%</p>	<p>Types:</p> <ul style="list-style-type: none"> • Written/oral exam • Seminar work • Experiment practice <p>Grading is in accordance with the Faculty's evaluation Ordinance.</p>
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Reference nosilca / Lecturer's references:

KOVAČIČ, Andrej, PODGORNİK, Nevenka, PRISTOV, Zorica, RASPOR, Andrej. Mobbing in a non-profit organisation. *Organizacija: revija za management, informatiko in kadre*, ISSN 1318-5454, [Tiskana izd.], maj 2017, vol. 50, no. 2, str. 178-187, tabele. <http://organizacija.fov.uni-mb.si/index.php/organizacija/article/view/761>, doi: 10.1515/orga-2017-0012.

KOVAČIČ, Andrej, MAVRI, Barbara, REK, Mateja. Predšolski otroci in vpliv medijev. *Pedagoška obzorja: časopis za didaktiko in metodiko*, ISSN 0353-1392, 2016, letn. 31, [št.] 2, str. 20-35, graf. prikaz, tabele.

KOVAČIČ, Andrej, REK, Mateja. Online Exposure and Critical Thinking. V: MILEVA-BOSHKOSKA, Biljana (ur.). *Book of Abstracts, 7th International Conference on Information Technologies and Information Society, ITIS 2015, Otočec, Slovenia, 4-6 November 2015*. Novo mesto: Faculty of Information Studies, 2015, str. 12. <http://itis.fis.unm.si/wp-content/uploads/2017/12/ITIS-2015-Book-of-Abstracts.pdf>.

KOVAČIČ, Andrej. The action model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, 2014, 7(3), str. 90-103.

KOVAČIČ, Andrej. *Metodologija merjenja učinkov oglaševanja na primeru 2D in 3D plakatnega oglaševanja*. 1. izd. Ljubljana: Vega, 2014.

KOVAČIČ, Andrej. How to measure the effects of advertising communication : a research methodology overview. *Research in social change*, 2012, 4(2), str. 85-113.

PODGORNIK, Nevenka, KOVAČIČ, Andrej. Conceptualization of mental constructs in clients attending reality orientation therapy. *Raziskave in razprave*, ISSN 1855-6280, 2014, vol. 7, no. 1, str. 3-30.