



UČNI NAČRT / COURSE SYLLABUS

Študijsko leto 2019/2020

Predmet / Course	Podjetništvo / Entrepreneurship
Šifra predmeta / Course Code	B12PODJE-POD-ESD
Nosilec predmeta / Course Coordinator	Doc. dr. Gregor Jagodič
Vrsta predmeta / Type of the course	obvezni/compulsory
Jezik / Language - Predavanja / Lecture - Vaje / Tutorials	Slovenski / Slovene, - Slovenski / Slovene, -
Študijski program / Programme	Ekonomija v sodobni družbi (1. stopnja) / Economy in Contemporary Economy (1st cycle)
Letnik / Year	2.
Pogoji za vključitev / Requirements	/

Predavanja Lectures	Vaje Tutorials	Druge oblike študija Other Type of Study	Samostojno delo Individual work	Ure dela Work hours	ECTS
30	60	0	135	225	9

Vsebina / Content:

<p>1. Opredelitev podjetništva in podjetnika, podjetniški proces s podjetniškimi primeri. 2. Demografski, osebnostni in sociološki vidiki podjetništva, podjetniške kompetence. 3. Vodenje in rast malih in srednje velikih podjetij. 4. Podporne institucije za podjetništvo. 5. Pojavne oblike podjetništva: žensko podjetništvo, družbeno podjetništvo, notranje podjetništvo, mednarodno podjetništvo. 6. Inovativnost in podjetniško mreženje. 7. Ustvarjanje in vrednotenje poslovnih zamisli. 8. Trženje in prodaja, analiza trga. 9. Razvoj izdelkov in storitev. 10. Management in kadri. 11. Načrtovanje in spremljanje v finančnih računovodstvu: finančne, projekcije, tveganja, podjetniška žetev. 12. Projektna naloga v podjetju.</p>	<p>1. Definition of entrepreneurship and entrepreneur, entrepreneurial process with business cases. 2. Demographic, personality and social aspects of entrepreneurship, entrepreneurial competencies. 3. Leadership and growth of small and medium-sized enterprises. 4. Support institutions for entrepreneurship. 5. Forms of entrepreneurship: female entrepreneurship, social entrepreneurship, intrapreneurship, international entrepreneurship. 6. Innovation and entrepreneurial networking. 7. Creating and evaluating business ideas. 8. Marketing and Sales, Market Analysis. 9. Developing products and services. 10. Management and Human Resources. 11. Planning and monitoring in finance and accounting: financial, projections, risk, corporate harvesting. 12. Project work in a company.</p>
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Splošne kompetence / General Competencies:

<p><i>Študent bo pridobil znanje in spretnosti na naslednjih splošnih vsebinskih področjih:</i></p> <p>SPL4: Sodelovalno, timsko delo, delo v skupini; SPL8: Spretnosti kritičnega mišljenja; SPL9: Ustvarjanje novih zamisli (ustvarjalnost); SPL10: Inicijativnost ter podjetnost; SPL11: Spretnosti organiziranja in načrtovanja (npr. lastnega dela, dela drugih); SPL13: Spretnosti pisne komunikacije;</p>	<p><i>Student will acquire knowledge and skills in the following general areas:</i></p> <p>SPL4: Cooperation, team work, group work; SPL8: Critical thinking; SPL9: Creativity; SPL10: Initiative and entrepreneurial skills; SPL11: Organising and planning skills; SPL13: Written communication skills;</p>
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Predmetno specifične kompetence / Course Specific Competencies:

<p><i>Študent bo pridobil znanje in spretnosti na naslednjih specifičnih vsebinskih področjih:</i></p> <p>PSP1: Značilnosti organizacije, funkcijska področja in razmerja med njimi.; PSP2: Pregled poslovanja, problemi, izzivi in njihovo reševanje, svetovalni</p>	<p><i>Student will acquire knowledge and skills in the following specific areas:</i></p> <p>PSP1: Organizations' characteristics, functional areas and the relationships between them; PSP2: Organisational audit, problems and challenges in</p>
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načrt.; PSP4: Metode in orodja za analizo notranjega in zunanjega okolja in določanje razvojnih perspektiv organizacije; PSP11: Psihologija na vsebinskem področju predmeta;	business, problem solving, consultancy plans; PSP4: Methods and tools for analysis of an organisation and its environment to identify perspectives; PSP11: Psychology in the field of the course;
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Predvideni študijski izidi / Intended Learning Outcomes:

<i>Študent bo dosegel naslednje študijske izide:</i>	<i>Student will achieve the following learning outcomes:</i>
<p>1. Pozna delovanje manjšega podjetja z vidika razmerij med različnimi funkcijskimi področji ter procesi, ki potekajo v podjetju ter med podjetjem in zunanjim okoljem. 2. Pozna in razume podjetniško delovanje v različnih poslovnih kontekstih. 3. Pozna področja podjetniškega svetovanja in potrebe po njem. Zna pristopiti k ustvarjanju in načrtovanju podjetniške zamisli. 4. Pozna delovanje podjetniškega in inovativnega podpornega okolja v Sloveniji. 5. Uporabi izbrana orodja za analizo notranjega in zunanjega okolja podjetja v primerih manjših podjetij (PEST, SWOT, Porterjeva veriga vrednosti itd.). 6. Pozna vsebine, povezane z ustvarjanjem podjetja, načrtovanjem poslovanja ter upravljanjem podjetja ter vodenjem ljudi pri delu. 7. Vrednoti sloge vodenja v manjšem podjetju in njihov vpliv na osebna razmerja in uspešnost manjšega podjetja. 8. Analizira osebnostne značilnosti podjetnika in njihov vpliv na njegovo poslovno delovanje.</p>	<p>1. Knows operation of small businesses in terms of the relationships between the different functional areas and processes that take place within the company and between the company and the external environment. 2. Knows and understands the business operation in different business contexts. 3. Knows the areas of entrepreneurial consultancy and the need for it. Knows how to approach the creation and planning of entrepreneurial ideas. 4. Knows operation of entrepreneurial and innovative support environment in Slovenia. 5. Uses the selected tool to analyse the internal and external environment of a company in case of smaller firms (PEST, SWOT, Porter's value chain, etc.). 6. Knows the content related to the creation of companies, business planning and management of a company and the human resource management. 7. Evaluates leadership styles in a smaller company and their impact on interpersonal relationships and the success of small businesses. 8. Analyses the personal characteristics of an entrepreneur and their impact on business activities.</p>

Oblike in metode poučevanja in učenja / Types and Methods of Teaching and Learning

<i>Oblike dela</i>	Frontalna oblika poučevanja; Delo v manjših skupinah; Samostojno delo študenta; E-učenje
<i>Types of Teaching and Learning</i>	Frontal teaching; Work in smaller groups or pairs; Independent student work; E-learning
<i>Metode dela</i>	Razlaga; Proučevanje primera; Javni nastop;
<i>Teaching and Learning Methods</i>	Explanation; Case study; Public presentation;

Načini ocenjevanja v % / Types of Student Assessment

Sprotno ustno ocenjevanje / Oral Assessment	/
Sprotno pisno ocenjevanje / Written Assessment	10 %
Daljši pisni izdelek / Longer written casework ¹	20 %
Javni nastop s predstavitvijo rezultatov / Presentations ²	10 %
Končni pisni izpit / Final written examination	60 %
Končni ustni izpit / Final oral examination	/
Udeležba in sodelovanje / Participation and cooperation	/
Lestvica ocenjevanja / Grading scale	številaska/numeric

¹ Seminarska ali projektna naloga, raziskovalna naloga ipd.

² Plakat, naloga, prispevek



Temeljna literatura / Literature:

1. Ruzzier, M., Antončič, B., Bratkovič in T., Hisrich, R. D. A. (28). Podjetništvo. Koper: Društvo za akademske in aplikativne raziskave. 2. Carter, S., Jones-Evans, D. (2006). Enterprise and Small Business: Principles, Practice and Policy. 2nd edition, Financial Times/ Prentice Hall. 3. Jagodič, G in Dermol, V. (213). Biti podjeten, biti inovativen – biti podjetnik. Celje: MFDPS.

Reference nosilca / Lecturer's references:

1. JAGODIČ, Gregor, DERMOL, Valerij, BREZNIK, Kristijan, RONCELLI-VAUPOT, Silva. Factors of green purchasing behaviour. International journal of innovating and learning, ISSN 1471-8197, 2016, vol. 20, no. 2, str. 138-153. <http://www.inderscience.com/info/inarticle.php?artid=77844>, doi: 10.1504/IJIL.2016.077844. [COBISS.SI-ID 38593285], [SNIP, WoS do 7. 9. 2018: št. citatov (TC): 0, čistih citatov (CI): 0, Scopus do 6. 8. 2016: št. citatov (TC): 0, čistih citatov (CI): 0]
2. JAGODIČ, Gregor. The impact of media on consumer's environmental behaviour. International journal of management, knowledge and learning, ISSN 2232-5107. [Tiskana izd.], 2016, vol. 5, iss. 2, str. 263-281, 286, tabele. <http://issbs.si/press/ISSN/2232-5697/5-2.pdf>. [COBISS.SI-ID 38851333]
3. JAGODIČ, Gregor. Using of Information Communication Technology tools by the students with entrepreneur intent. Management, ISSN 1854-4231, fall 2016, vol. 11, iss. 3, str. 239-254, ilustr. http://www.fm-kp.si/zalozba/ISSN/1854-4231/11_239-254.pdf. [COBISS.SI-ID 1538769860]
4. JAGODIČ, Gregor, SKRBINJEK, Vesna. Improving knowledge transfer with trainings: a case of car sellers approach. V: DERMOL, Valerij (ur.). Integrated economy and society: diversity, creativity and technology: proceedings of the MakeLearn and TIIM International Conference, 16-18 May 2018, Naples, Italy, (MakeLearn, ISSN 2232-3309). Bangkok; Celje; Lublin: ToKnowPress. 2018, str. 705-713, ilustr. <http://www.toknowpress.net/ISBN/978-961-6914-23-9/papers/ML2018-187.pdf>. [COBISS.SI-ID 39520005]
5. KOKOVNIK, Katja, JAGODIČ, Gregor. Employment of young people and their approaches to find a job. V: DERMOL, Valerij (ur.), SMRKOLJ, Marko (ur.). Management challenges in a network economy: proceedings of the MakeLearn and TIIM International Conference, 17-19 May 2017, Lublin, Poland, (MakeLearn, ISSN 2232-3309). Bangkok; Celje; Lublin: ToKnowPress. 2017, str. 303-311, ilustr. <http://www.toknowpress.net/ISBN/978-961-6914-21-5/papers/ML17-057.pdf>. [COBISS.SI-ID 39058437]
6. JAGODIČ, Gregor, VUKASOVIČ, Tina. Media and the buying process. V: DERMOL, Valerij (ur.), SMRKOLJ, Marko (ur.). Management challenges in a network economy: proceedings of the MakeLearn and TIIM International Conference, 17-19 May 2017, Lublin, Poland, (MakeLearn, ISSN 2232-3309). Bangkok; Celje; Lublin: ToKnowPress. 2017, str. 525-529, ilustr. <http://www.toknowpress.net/ISBN/978-961-6914-21-5/papers/ML17-123.pdf>. [COBISS.SI-ID 39060997]
7. JAGODIČ, Gregor, DERMOL, Valerij. ICT tools for development of entrepreneurial competencies. V: DERMOL, Valerij (ur.), et al. Managing intellectual capital and innovation for sustainable and inclusive society: proceedings of the MakeLearn and TIIM Joint International Conference, 27-29 May 2015, Bari, Italy, (MakeLearn, ISSN 2232-3309). Bangkok; Celje; Lublin: ToKnowPress. 2015, str. 2123-2129, tabela. <http://www.toknowpress.net/ISBN/978-961-6914-13-0/papers/ML15-455.pdf>. [COBISS.SI-ID 13703329]
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9. JAGODIČ, Gregor. Intention to become an entrepreneur from 2nd year study students. V: DERMOL, Valerij (ur.), SMRKOLJ, Marko (ur.), ĐAKOVIČ, Goran (ur.). Human capital without borders: knowledge and learning for quality of life: proceedings of the Management, Knowledge and Learning International Conference 2014, 25-27 June 2014, Portorož, Slovenia, Management, Knowledge and Learning International Conference 2014, 25-27 June 2014, Portorož, Slovenia, (MakeLearn, ISSN 2232-3309). Bangkok; Celje; Lublin: ToKnowPress. 2014, str. 1417-1424, graf. prikazi. <http://www.toknowpress.net/ISBN/978-961-6914-09-3/papers/ML14-769.pdf>. [COBISS.SI-ID 12937121]
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