



## UČNI NAČRT / COURSE SYLLABUS

Študijsko leto 2019/2020

<b>Predmet / Course</b>	Poslovno komuniciranje / Business Communication
<b>Šifra predmeta / Course Code</b>	B11KOMUN-PK6-ESD
<b>Nosilec predmeta / Course Coordinator</b>	doc. dr. Tanja Sedej
<b>Vrsta predmeta / Type of the course</b>	obvezni/compulsory
<b>Jezik / Language</b> - Predavanja / Lecture - Vaje / Tutorials	Slovenski / Slovene, - Slovenski / Slovene, -
<b>Študijski program / Programme</b>	Ekonomija v sodobni družbi (1. stopnja) / Economy in Contemporary Economy (1st cycle)
<b>Letnik / Year</b>	1.
<b>Pogoji za vključitev / Requirements</b>	

Predavanja Lectures	Vaje Tutorials	Druge oblike študija Other Type of Study	Samostojno delo Individual work	Ure dela Work hours	ECTS
20	40	0	90	150	6

### Vsebina / Content:

1. Pojem in pomen komuniciranja. 2. Procesi komuniciranja v organizaciji in družbi. 3. Učinkovite metode in tehnike oblikovanja in posredovanja sporočil. 4. Retorika – veščina prepričevanja. 5. Odnosi z javnostmi, vizualne komunikacije v poslovnem svetu. 6. Razgovori, svetovanja, razprave, bonton v komuniciranju. 7. Vpliv in moč komunikacij ter etika poslovnega komuniciranja.	1. The concept and importance of communication. 2. Communication processes within the organisation and society. 3. Effective methods and techniques of creating and transmitting messages. 4. Rhetoric – the art of persuasion. 5. Public relations, visual communication in business world. 6. Discussions, advice, communication etiquette. 7. Influence and power of communications and ethics of business communication.
--	--

### Splošne kompetence / General Competencies:

<i>Student bo pridobil znanje in spretnosti na naslednjih splošnih vsebinskih področjih:</i>  <b>SPL3:</b> Medosebne, socialne spretnosti; <b>SPL6:</b> Etičnost; <b>SPL11:</b> Spretnosti organiziranja in načrtovanja (npr. lastnega dela, dela drugih); <b>SPL12:</b> Spretnosti verbalne komunikacije (npr. retorika, predstavitvene veščine); <b>SPL13:</b> Spretnosti pisne komunikacije;	<i>Student will acquire knowledge and skills in the following general areas:</i>  <b>SPL3:</b> Interpersonal, social skills; <b>SPL6:</b> Ethics; <b>SPL11:</b> Organising and planning skills; <b>SPL12:</b> Verbal communication skills (e.g. rhetorics, presentation skills); <b>SPL13:</b> Written communication skills;
---	--

### Predmetno specifične kompetence / Course Specific Competencies:

<i>Student bo pridobil znanje in spretnosti na naslednjih specifičnih vsebinskih področjih:</i>  <b>PSP8:</b> Kultura in njeni vplivi na vsebinskem področju predmeta; <b>PSP9:</b> Vidik etike na vsebinskem področju predmeta; <b>PSP18:</b> Splošna razgledanost na vsebinskem področju predmeta.	<i>Student will acquire knowledge and skills in the following specific areas:</i>  <b>PSP8:</b> Culture and its influence in the field of the course; <b>PSP9:</b> Principles of ethics; <b>PSP18:</b> General overview of the course content area.
--	---



### Predvideni študijski izidi / Intended Learning Outcomes:

<i>Študent bo dosegel naslednje študijske izide:</i>	<i>Student will achieve the following learning outcomes:</i>
1. Pozna delovanja kulture in njenih elementov v organizacijskem okolju. 2. Zna povezovati kulturo posameznika z organizacijsko kulturo. 3. Razume načela komuniciranja v medkulturnem okolju. 4. Razume vlogo in pomen etike in etičnega delovanja v družbi. 5. Znanja o etiki uporabi na konkretnih primerih. 6. Zna kritično ovrednotiti etično delovanje organizacije in družbe. 7. Zna uporabiti različna načela komuniciranja in jih ustrezno uporabi v različnih komunikacijskih situacijah. 8. Komunikacijska orodja spretno uporablja v vseh oblikah komuniciranja. 9. Razvija kreativno komuniciranje.	1. Knows the functioning of culture and its elements in the organizational environment. 2. Can integrate culture of individual with the organizational culture. 3. Understands the principles of communication in a multicultural environment. 4. Understands the role and importance of ethics and ethical operation of the community. 5. Knowledge of ethics applies on concrete cases. 6. Critically evaluate the ethical operation of the organization and society. 7. Knows how to use the different principles of communication and how to use them in various communication situations. 8. Uses communication tools skillfully in all forms of communication. 9. Develops creative communication.

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

<i>Oblike dela</i>	Delo v manjših skupinah; Samostojno delo študenta;
<i>Types of Teaching and Learning</i>	Work in smaller groups or pairs; Independent student work;
<i>Metode dela</i>	Razgovor/diskusija/debata; Delo z besedilom; Javni nastop; Reševanje nalog; Gost iz prakse;
<i>Teaching and Learning Methods</i>	Conversation/discussion/debate; Work with text; Public presentation; Solving exercises; Guest from practice;

### Načini ocenjevanja v % / Types of Student Assessment

Sprotno ustno ocenjevanje / Oral Assessment	/
Sprotno pisno ocenjevanje / Written Assessment	20 %
Daljši pisni izdelek / Longer written casework <sup>1</sup>	20 %
Javni nastop s predstavitevjo rezultatov / Presentations <sup>2</sup>	10 %
Končni pisni izpit / Final written examination	50 %
Končni ustni izpit / Final oral examination	/
Udeležba in sodelovanje / Participation and cooperation	/
<b>Lestvica ocenjevanja / Grading scale</b>	številsko/numeric

### Temeljna literatura / Literature:

1. Mumel, D. (2008). Komuniciranje v poslovnem okolju. Maribor: De Vesta. 2. Kosi, T., in Rom A. (2009). Poslovno komuniciranje. Ljubljana: Zavod IRC. 3. Fink, I., Goltnik Urnaut, A., in Štefanec, D. (2009). Poslovno komuniciranje. Ljubljana: Zavod IRC. 4. Možina, S., Tavčar, M., in Kneževič, A. (2004). Poslovno komuniciranje: evropske razsežnosti. Maribor: Založba Obzorja. 5. Pease, A., in Pease, B. (2008). Velika šola govornice telesa. Ljubljana: MK. 6. Ober, S. (2009). Contemporary Business Communication. USA: Houghton Mifflin Company.

### Reference nosilca / Lecturer's references:

Izvorni znanstveni članek 1. SEDEJ, Tanja, MUMEL, Damijan. The optimal selection of internal communication tools during change in organisations. International journal of globalisation and small business, ISSN 1479059, 2015, vol. 7, no. 1, str. 65. [COBISS.SI-ID 1024404514] 2. SEDEJ, Tanja, MUMEL, Damijan. Pogled vrhnjega managementa na izbor orodij internega komuniciranja med uvajanjem sprememb. Akademija MM, ISSN

<sup>1</sup> Seminarska ali projektna naloga, raziskovalna naloga ipd.

<sup>2</sup> Plakat, naloga, prispevek



1408652, sep. 2013, letn. 13, [št.] 21, str. 236, ilustr. [COBISS.SI-ID 11589404] 3. JUSTINEK, Gorazd, SEDEJ, Tanja. Measuring export support performance in Slovenia. *International journal of diplomacy and economy*, ISSN 2049-0887, 2012, vol. 1, no. 1, str. 804. [COBISS.SI-ID 73207809] 1.05 Poljudni članek 4. MILUŠIČ, Staša, SEDEJ, Tanja. Interno komuniciranje čez mejo. *Piar na kvadrat*, ISSN 1855327, dec. 2009, 12, str. 490. [COBISS.SI-ID 64946177] 1.08 Objavljeni znanstveni prispevek na konferenci 5. SEDEJ, Tanja, JUSTINEK, Gorazd. Global economic and financial crisis - a threat for innovative SMEs. V: DERMOL, Valerij (ur.), et al. *Knowledge and learning : global empowerment : proceedings of the Management, Knowledge and Learning International Conference 2012*, 202 June 2012, Celje, Slovenia, (MakeLearn, ISSN 2232309). Celje: International School for Social and Business Studies, 2012, str. 875, graf. prikazi. [COBISS.SI-ID 15968821] 6. JUSTINEK, Gorazd, SEDEJ, Tanja. Knowledge sharing as a part of internal communication within internationalized companies. V: DERMOL, Valerij (ur.), et al. *Knowledge as business opportunity : proceedings of the Management, Knowledge and Learning International Conference 2011*, 224 June 2011, Celje, Slovenia, (MakeLearn, ISSN 2232309). Celje: International School for Social and Business Studies, 2011, str. 22331, graf. prikazi. [COBISS.SI-ID 15519285] 7. SEDEJ, Tanja, JUSTINEK, Gorazd. The importance of language and communication in multinational companies. V: *The International Language Conference on the Importance of Learning Professional Foreign Languages for Communication Between Cultures*, Celje, 24 and 25 September 2009. ORTHABER, Sara (ur.), VIČIČ, Polona (ur.). *Proceedings of the International Language Conference on the Importance of Learning Professional Foreign Languages for Communication Between Cultures 2009*. Celje: Faculty of Logistics, 2009, 5 str. [COBISS.SI-ID 10033436] 8. JUSTINEK, Gorazd, SEDEJ, Tanja. A small country at a crossroad of different cultures, civilization and languages : the case of Slovenia. V: ORTHABER, Sara (ur.), VIČIČ, Polona (ur.). *The importance of learning professional foreign languages for communication between cultures*. Celje: Faculty of Logistics, 2008, 5 str. [COBISS.SI-ID 64945409]