



## UČNI NAČRT / COURSE SYLLABUS

Študijsko leto 2020/2021

<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>	

<b>Predavanja Lectures</b>	<b>Vaje Tutorials</b>	<b>Druge oblike študija Other Type of Study</b>	<b>Samostojno delo Individual work</b>	<b>Ure dela Work hours</b>	<b>ECTS</b>
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.
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### 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;
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### 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.
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### **Predvideni študijski izidi / Intended Learning Outcomes:**

<i>Študent bo dosegel naslednje študijske izide:</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.	<i>Student will achieve the following learning outcomes:</i>  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.
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### **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 predstavitvijo 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>	številaska/numeric

### **Temeljna literatura / Literature:**

1. Kociper, L., Smolčič, I., Ivanuša-Bezjak, M. (2018). Poslovno sporazumevanje in vodenje. Maribor: Izobraževalni center Piramida.
2. Kosi, T., in Rom A. (2009). Poslovno komuniciranje. Ljubljana: Zavod IRC.
3. Fink, I., Goltnik Urnaut, A., in Štefančec, D. (2009). Poslovno komuniciranje. Ljubljana: Zavod IRC.
4. Gradivo nosilca v e-učilnici.

### **Reference nosilca / Lecturer's references:**

- 1.01 Izvirni znanstveni članek**
1. SEDEJ, Tanja. The digital economy : the use of explainer videos in SMEs' communication. International journal of diplomacy and economy. 2019, vol. 5, no. 2, str. 150-162. ISSN 2049-0887.
  2. SEDEJ, Tanja. The role of video marketing in the modern business environment : a view of top management of SMEs. *Journal of international business and entrepreneurship development*. 2019, vol. 12, no. 1, str. 37-48. ISSN 1549-9324.

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

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

3. SEDEJ, Tanja, MUMEL, Damijan. The optimal selection of internal communication tools during change in organisations. *International journal of globalisation and small business*. 2015, vol. 7, no. 1, str. 6-25. ISSN 1479-3059. [COBISS.SI-ID 1024404514], [SNIP, Scopus do 10. 8. 2020: št. citatov (TC): 2, čistih citatov (CI): 1]
4. SEDEJ, Tanja, MUMEL, Damijan. Pogled vrhnjega managementa na izbor orodij internega komuniciranja med uvajanjem sprememb. *Akademija MM : slovenska znanstvena revija za trženje*. sep. 2013, letn. 13, [št.] 21, str. 23-36, ilustr. ISSN 1408-1652. [COBISS.SI-ID 11589404]
5. JUSTINEK, Gorazd, SEDEJ, Tanja. Measuring export support performance in Slovenia. *International journal of diplomacy and economy*. 2012, vol. 1, no. 1, str. 80-94. ISSN 2049-0887. [COBISS.SI-ID 73207809]

#### **1.08 Objavljeni znanstveni prispevek na konferenci**

6. 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, 20-22 June 2012, Celje, Slovenia*. Celje: International School for Social and Business Studies, 2012. Str. 87-95, graf. prikazi. MakeLearn. ISBN 978-961-6813-09-9, ISBN 978-961-6813-10-5. ISSN 2232-3309.
7. 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, 22-24 June 2011, Celje, Slovenia*. Celje: International School for Social and Business Studies, 2011. Str. 223-231, graf. prikazi. MakeLearn. ISBN 978-961-92486-3-8. ISSN 2232-3309. [COBISS.SI-ID 15519285]
8. SEDEJ, Tanja, JUSTINEK, Gorazd. The importance of language and communication in multinational companies. V: 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*. The International Language Conference on the Importance of Learning Professional Foreign Languages for Communication Between Cultures, Celje, 24 and 25 September 2009. Celje: Faculty of Logistics, 2009. 5 str. ISBN 978-961-6562-33-1. [COBISS.SI-ID 10033436]
9. 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. ISBN 978-961-6562-23-2. [COBISS.SI-ID 64945409]

#### **1.16 Samostojni znanstveni sestavek ali poglavje v monografski publikaciji**

10. SEDEJ, Tanja, JUSTINEK, Gorazd. Effective tools for improving employee feedback during organizational change. V: TAVANA, Majdid (ur.), SZABAT, Kathryn A. (ur.), PURANAM, Kartikeya (ur.). *Organizational productivity and performance measurements using predictive modeling and analytics*. Hershey (PA): IGI Global, cop. 2017. Str. 261-276, tabele, graf. prikazi. *Advances in business information systems and analytics book series*. ISBN 978-1-5225-0654-6, ISBN 1-5225-0654-3. ISSN 2327-3275.