



## UČNI NAČRT / COURSE SYLLABUS

<b>Predmet / Course</b>	Ekonomska diplomacija / Economic Diplomacy
<b>Šifra predmeta / Course Code</b>	B22ED6-MZ
<b>Nosilec predmeta / Course Coordinator</b>	doc. dr. Gorazd Justinek
<b>Vrsta predmeta / Type of the course</b>	izbirni / elective
<b>Jezik / Language</b> - Vaje / Tutorials - Predavanja / Lecture	Slovenski / Slovene, Slovenski / Slovene,
<b>Študijski program / Programme</b>	Management znanja (2. stopnja) / Knowledge management (2nd cycle)
<b>Letnik / Year</b>	2.
<b>Pogoji za vključitev / Requirements</b>	Poznavanje osnov mednarodnih odnosov in ekonomije.

<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>
16	8	0	125	150	6

### Vsebina / Content:

1. Razvoj diplomacije. 2. Pomen ekonomije v diplomaciji. 3. Ekonomija in diplomacija. 4. Globalizacija in diplomacija. 5. Bilateralna ekonomska diplomacija. 6. Ekonomska diplomacija EU. 7. Multilateralna ekonomska diplomacija. 8. Velike ekonomske velesile (G8, G20). 9. Gospodarska diplomacija in izvozna promocija. 10. Internacionalizacija in tuje neposredne investicije. 11. Zelene ekonomske diplomacije in mednarodna pogajanja o okoljskih spremembah. 12. Ekonomska diplomacija majhnih držav (Slovenija). 13. Slovensko gospodarstvo in mednarodno globalno okolje. 14. Prihodnost ekonomske diplomacije.	1. Development of Diplomacy. 2. Economy in the frame of Diplomacy. 3. Economy and Diplomacy. 4. Globalisation and Diplomacy. 5. Bilateral Economic Diplomacy. 6. Economic Diplomacy of EU. 7. Multilateral Economic Diplomacy. 8. The economic superpowers (G8, G20). 9. Business Diplomacy and Export Promotion. 10. Internationalisation and FDI. 11. Green Economic Diplomacy and international Climate Change negotiations. 12. Economic Diplomacy of small Countries (Slovenia). 13. Slovenia's Economy and International Global economic Environment. 14. Future development of Economic Diplomacy.
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### Splošne kompetence / General Competencies:

<i>Študent bo pridobil znanje in spretnosti na naslednjih splošnih vsebinskih področjih:</i>  <b>SPL3:</b> Medosebne, socialne spretnosti; <b>SPL4:</b> Sodelovalno, timsko delo, delo v skupini; <b>SPL5:</b> Voditeljstvo, vodenje ljudi; <b>SPL7:</b> Raznolikost in multikulturalnost;	<i>Student will acquire knowledge and skills in the following general areas:</i>  <b>SPL3:</b> Interpersonal, social skills; <b>SPL4:</b> Cooperation, team work, group work; <b>SPL5:</b> Leadership skills; <b>SPL7:</b> Diversity and multi-cultural skills;
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### Predmetno specifične kompetence / Course Specific Competencies:

<i>Študent bo pridobil znanje in spretnosti na naslednjih specifičnih vsebinskih področjih:</i>  <b>PSP2:</b> Pregled poslovanja, problemi, izzivi in njihovo reševanje, svetovalni načrt.; <b>PSP3:</b> Makro in mikroekonomski elementi in vplivi na organizacije; <b>PSP5:</b> Pristopi k upravljanju podjetja z načrtovanjem in kontrolo ter uporabo različnih konceptov, metod in orodij;	<i>Student will acquire knowledge and skills in the following specific areas:</i>  <b>PSP2:</b> Organisational audit, problems and challenges in business, problem solving, consultancy plans; <b>PSP3:</b> Macro- and microeconomic elements and their impact on an organisation; <b>PSP5:</b> Managing a company by planning and controlling by use concepts, methods and tools;
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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>
1. Zna analizirati, sintetizirati in predvidevati rešitve ter posledice pojavov na področju mednarodnih ekonomskih odnosov, diplomacije in gospodarstva. 2. Uporablja znanja s področja mednarodnih ekonomskih odnosov in ekonomije v praksi. 3. Zna avtonomno sprejemati poslovne odločitve. 4. Zna rešiti konkretne strokovne probleme z uporabo znanstvenih metod in postopkov. 5. Izkazuje temeljno znanje, pridobljenopri obveznih predhodnih predmetih ter povezuje znanja z različnih področij in njegovo uporabo v poslovnem okolju. 6. Razume splošne zgradbe in vsebine družboslovnih ved ter povezanost med njenimi poddisciplinami, predvsem mednarodnimi odnosi, mednarodnimi ekonomskimi odnosi, diplomacijo ter poslovnimi vedami. 7. Razume in uporabi kritično analizo razvoja teorij ter njihovo uporabo pri reševanju konkretnih strokovnih problemov. 8. Zna poiskati relevantno literaturo s področja mednarodnega poslovanja.	1. Knows to analyse, synthesise and anticipate solutions and consequences of phenomena in the fields of international economic relations, diplomacy and business. 2. Uses knowledge of international economic relations and economics in practice. 3. Knows how to autonomously make business decisions. 4. Knows to solve concrete business practice with the help of research methods and procedures. 5. Understands the basic aspects of previous lectures and interconnect knowledge interdisciplinary with the emphasis on international business relations. 6. Knows the basics of social sciences with linkage to international relations, international economic relations, diplomacy and business; 7. Understands how to approach to solving problems in international business and how to design models and summarise solutions deriving from them. 8. Know to search for appropriate information regarding international business.

**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;
<i>Types of Teaching and Learning</i>	Frontal teaching; Work in smaller groups or pairs; Independent student work;
<i>Metode dela</i>	Razlaga; Razgovor/diskusija/debata; Delo z besedilom; Proučevanje primera; Igra vlog; Javni nastop; Reševanje nalog; Gost iz prakse;
<i>Teaching and Learning Methods</i>	Explanation; Conversation/discussion/debate; Work with text; Case study; Role-play; Public presentation; Solving exercises; Guest from practice;

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

Sprotno ustno ocenjevanje / Oral Assessment	/
Sprotno pisno ocenjevanje / Written Assessment	30
Daljši pisni izdelek / Longer written casework <sup>1</sup>	10
Javni nastop s predstavitevijo rezultatov / Presentations <sup>2</sup>	/
Končni pisni izpit / Final written examination/	/
Končni ustni izpit / Final oral examination	60
Udeležba in sodelovanje / Participation and cooperation	/
<b>Lestvica ocenjevanja / Grading scale</b>	številiska/numeric

**Temeljna literatura / Literature:**

1. Nicholas Bayne and Stephen Woolcock. (2016). The New Economic Diplomacy: Decision-Making and Negotiation in International Economic Relations (Global Governance book) 4th Edition. Ashgate 2. članki revije: Justinek, Gorazd (Editor in Chief) International Journal of Diplomacy and Economy

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

Gorazd Justinek je docent za področje mednarodnega poslovanja in poslovnih ved, nekdanji diplomat in ustanovni član Sektorja za gospodarsko diplomacijo na Ministrstvu za zunanje zadeve. Vrsto let je bil vodja sektorja za internacionalizacijo na Javni agenciji RS za podjetništvo in tuje investicije ter v času predsedovanja

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

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

Slovenije EU opravljal delo svetovalca predsednika vlade za področje domačih ter mednarodnih ekonomskih odnosov. Po vstopu Slovenije v OECD je koordiniral delo predstavnikov Slovenije v delovnih telesih OECD. Je ustanovitelj in odgovorni urednik mednarodne znanstvene revije *International Journal of Diplomacy and Economy* (Ženeva), ustanovitelj ter član uredniške odbora mednarodne znanstvene revije *International Journal of Happiness and Development* (Kanada) ter član uredniškega odbora in odgovorni urednik posebne edicije mednarodne znanstvene revije *International Journal of Globalisation and Small Business* (Nemčija) in mednarodne znanstvene revije *Journal for International Business and Entrepreneurship Development* (Australia).

### **1.01 Izvirni znanstveni članek**

1. PHILIPPI, Caroline, BOBEK, Vito, HORVAT, Tatjana, MAČEK, Anita, JUSTINEK, Gorazd. Internationalisation of an Austrian SME with a sales agent to Mexico and the USA in the automotive sector. *International journal of globalisation and small business*. 2020, vol. 11, no. 1, str. 39-64. ISSN 1479-3059. <https://www.inderscience.com/info/ingeneral/forthcoming.php?jcode=ijgsb>. [COBISS.SI-ID 513117488], [SNIP, Scopus do 22. 9. 2020: št. citatov (TC): 0, čistih citatov (CI): 0]
2. SITTLER, Inken Carina, BOBEK, Vito, KOREZ-VIDE, Romana, JUSTINEK, Gorazd, HORVAT, Tatjana. Political consumerism in emerging markets : the case of Argentina. *International journal of globalisation and small business*. 2020, vol. 11, no. 3, str. 303-323. ISSN 1479-3059. <https://www.inderscience.com/info/ingeneral/forthcoming.php?jcode=ijgsb>, DOI: 10.1504/IJGSB.2020.10031686. [COBISS.SI-ID 26823683], [SNIP]
3. JUSTINEK, Gorazd. Human rights gaining momentum in international business : (economic diplomacy and international economic law). *International journal of diplomacy and economy*. 2019, vol. 5, no. 2, str. 163-176. ISSN 2049-0887. DOI: 10.1504/IJDIPE.2019.10028464. [COBISS.SI-ID 2048136420]
4. STERNAD, Marjan, JUSTINEK, Gorazd. Logistics subsystems in international environment with special focus on Central Europe. *Rocznik Instytutu Europy Środkowo-Wschodniej*. 2018, vol. 16, no. 3, str. 117-130, ilustr. ISSN 1732-1395. [http://www.iesw.lublin.pl/rocznik/articles/RIESW\\_1732-1395\\_16-3-412.pdf](http://www.iesw.lublin.pl/rocznik/articles/RIESW_1732-1395_16-3-412.pdf). [COBISS.SI-ID 512963389]
5. STERNAD, Marjan, JUSTINEK, Gorazd, CVAHTE OJSTERŠEK, Tina. International comparison of import and export efficiency of transport services. *International journal of diplomacy and economy*. 2016, vol. 3, no. 1, str. 75-84, ilustr. ISSN 2049-0887. <http://www.inderscience.com/info/inarticle.php?artid=79167>, DOI: 10.1504/IJDIPE.2016.079167. [COBISS.SI-ID 512793661]
6. STERNAD, Marjan, CVAHTE OJSTERŠEK, Tina, TOPOLŠEK, Darja, JUSTINEK, Gorazd, et al. The influence of logistics barriers on lead times and service levels in Slovenia. *International journal of logistics systems and management*. [Online ed.]. 2016, vol. 23, no 4, str. 519-533. ISSN 1742-7975. <http://dx.doi.org/10.1504/IJLSM.2016.075213>, DOI: 10.1504/IJLSM.2016.075213. [COBISS.SI-ID 512756029], [SNIP, Scopus do 10. 8. 2020: št. citatov (TC): 5, čistih citatov (CI): 5]
7. JUSTINEK, Gorazd. Is Central Europe an economic entity? : special focus on Slovenia. *European perspectives : journal on European perspectives of the Western Balkans*. Okt. 2015, vol. 7, no. 2, str. 119-135, ilustr. ISSN 1855-7694. [COBISS.SI-ID 85316097]
8. 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]
9. JUSTINEK, Gorazd. Can diplomacy facilitate SMEs in their efforts to export?. *International journal of globalisation and small business*. 2012, vol. 4, no. 3/4, str. 308-323. ISSN 1479-3059. [COBISS.SI-ID 1024357410], [SNIP, Scopus do 10. 8. 2020: št. citatov (TC): 4, čistih citatov (CI): 2]
10. JUSTINEK, Gorazd. Evaluation of the economic diplomacy model in the Republic of Slovenia. *International journal of trade and global markets*. 2011, vol. 1, no. 1, str. 405-419. ISSN 1742-7541. [COBISS.SI-ID 1024310306]

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

48. 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. [COBISS.SI-ID 15968821]
49. 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]
50. JUSTINEK, Gorazd, STERNAD, Marjan. Internationalization and Slovenian experiences with logistic services. V: KRAMBERGER, Tomaž (ur.), ČURIN, Andreja (ur.). *Proceedings of the 7th International*

Conference on Logistics & Sustainable Transport 2010. Celje; Krško: Faculty of Logistics, 2010. Str. [361-375]. ISBN 978-961-6562-39-3. [COBISS.SI-ID 512230973]

51. 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]

52. 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]

53. JUSTINEK, Gorazd. Slovenian EU council presidency 2008 and tackling climate and energy issues in companies = Energetsko-okoljska vprašanja v podjetjih in predsedovanje Slovenije svetu EU. V: FOŠNER, Maja (ur.), KRAMBERGER, Tomaž (ur.), ČURIN, Andreja (ur.). Proceedings of the 5th International Conference on Logistics & Sustainable Transport 2008. Celje; Krško: Faculty of Logistics, 2008. [10] str. ISBN 978-961-6562-26-3. [COBISS.SI-ID 10032924]

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

58. JUSTINEK, Gorazd. The (non) reforms of Slovenia's economy. V: AVBELJ, Matej, LETNAR ČERNIČ, Jernej, JUSTINEK, Gorazd. The impact of European institutions on the rule of law and democracy : Slovenia and beyond. Oxford [etc.]: Hart, 2020. Str. 55-74, ilustr. EU law in the member states, vol. 5. ISBN 978-1-50991-505-7. [COBISS.SI-ID 20017667]

59. JUSTINEK, Gorazd, CARLI, Sabina, OMAHNA, Ingrid. Digital diplomacy in practice : a case study of the Western Balkan countries : chapter 13. V: VISVIZI, Anna (ur.), LYTRAS, Miltiadis D. (ur.). Politics and technology in the post-truth era. 1st ed. United Kingdom [etc.]: Emerald Publishing, 2019. Str. 187-202, tabele. Emerald studies in politics and technology. ISBN 978-1-78756-984-3, ISBN 1-78756-984-5. [COBISS.SI-ID 2048094948]

60. JUSTINEK, Gorazd. (Economic) diplomacy : in need of a new paradigm?. V: BERGEIJK, Peter A. G. van (ur.), MOONS, Selwyn J. V. (ur.). Research handbook on economic diplomacy : bilateral relations in a context of geopolitical change. Cheltenham; Northampton: Edward Elgar, cop. 2018. Str. 30-38. ISBN 978-1-78471-083-5. [COBISS.SI-ID 2053250742]

61. 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. [COBISS.SI-ID 1024444706]

62. JUSTINEK, Gorazd, LAUTAR, Katja. Slovensko gospodarstvo med preteklostjo in prihodnostjo. V: AVBELJ, Matej (ur.), et al. Evropska Slovenija. Ljubljana: Inštitut Nove revije, zavod za humanistiko, 2013. Str. 265-285. Zbirka Izzivi svobode. ISBN 978-961-92463-9-9, ISBN 978-961-93472-3-2. [COBISS.SI-ID 1024381986]

63. JUSTINEK, Gorazd. Ekonomska diplomatija Evropske unije. V: RAIČEVIĆ, Miroslav M. (ur.). Leksikon ekonomske diplomatije i međunarodnog poslovanja. Beograd: Institut za ekonomsku diplomatiju, 2013. Str. 107-109. ISBN 978-86-85635-06-9. [COBISS.SI-ID 1024382242]

64. JUSTINEK, Gorazd. Ekonomska diplomatija Slovenije. V: RAIČEVIĆ, Miroslav M. (ur.). Leksikon ekonomske diplomatije i međunarodnog poslovanja. Beograd: Institut za ekonomsku diplomatiju, 2013. Str. 141-146. ISBN 978-86-85635-06-9. [COBISS.SI-ID 1024382498]

65. SEDEJ, Tanja, JUSTINEK, Gorazd. Social media in internal communications : a view from senior management. V: BONDAROUK, Tanya (ur.), OLIVAS-LUJÁN, Miguel R. (ur.). Social media in human resources management. Bingley: Emerald, 2013. Str. 83-95. Advanced series in management, 12. ISBN 978-1-78190-900-3. ISSN 1877-6361. [COBISS.SI-ID 1024390690], [WoS do 13. 9. 2020: št. citatov (TC): 6, čistih citatov (CI): 5, Scopus do 10. 8. 2020: št. citatov (TC): 8, čistih citatov (CI): 7]

66. JUSTINEK, Gorazd. Measuring export support performance. V: RUËL, Huub (ur.). Commercial diplomacy and international business : a conceptual and empirical exploration. Bingley: Emerald, 2012. Str. 141-150, ilustr. Advanced series in management, vol. 9. ISSN 1877-6361. [COBISS.SI-ID 1024362274], [Scopus do 10. 8. 2020: št. citatov (TC): 2, čistih citatov (CI): 1]