



UČNI NAČRT / COURSE SYLLABUS

Predmet / Course	Globalna ekonomija in poslovanje / Global Economics and Business
Šifra predmeta / Course Code	B21GEP-MZ
Nosilec predmeta / Course Coordinator	izr. prof. dr. Drago Dubrovski
Vrsta predmeta / Type of the course	obvezni/compulsory
Jezik / Language - Vaje / Tutorials - Predavanja / Lecture	Slovenski / Slovene, - Slovenski / Slovene, -
Študijski program / Programme	Management znanja (2. stopnja) / Knowledge management (2nd Cycle)
Letnik / Year	1.
Pogoji za vključitev / Requirements	poznavanje osnov strateškega managementa, poslovanja in marketinga

Predavanja Lectures	Vaje Tutorials	Druge oblike študija Other Type of Study	Samostojno delo Individual work	Ure dela Work hours	ECTS
36	0	0	189	225	9

Vsebina / Content:

<ul style="list-style-type: none">• Izhodišča globalne ekonomije in poslovanja • Monetarne razmere, plačilna bilanca, globalne krize ter zunanjetrgovinska politika in ovire • Globalni trgi • Globalizacija kot dejavnik rasti in tveganj • Dejavniki globalne konkurenčnosti • Poslovanje v globalni konkurenci • Načini vstopa na tuje trge • Sestavine globalnega okolja in tveganja	<ul style="list-style-type: none">• Dimensions and contents of global economics and global business • Monetary relations, balance of payments, global crises, foreign trade policy and barriers • Global markets • Globalisation as a factor of growth and risk • Factors of global competitiveness • Business in global competition • Methods of entering foreign markets • Elements of global marketing mix and risks
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Splošne kompetence / General Competencies:

<p><i>Študent bo pridobil znanje in spretnosti na naslednjih splošnih vsebinskih področjih:</i></p> <p>SPL1: Delo s podatki in informacijami; SPL4: Sodelovalno, timsko delo, delo v skupini; SPL5: Voditeljstvo, vodenje ljudi; SPL7: Raznolikost in multikulturalnost; SPL8: Spretnosti kritičnega mišljenja;</p>	<p><i>Student will acquire knowledge and skills in the following general areas:</i></p> <p>SPL1: Work with data and information; SPL4: Cooperation, team work, group work; SPL5: Leadership skills; SPL7: Diversity and multi-cultural skills; SPL8: Critical thinking;</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 načrt.; PSP3: Makro in mikroekonomski elementi in vplivi na organizacije; PSP4: Metode in orodja za analizo notranjega in zunanjega okolja in določanje razvojnih perspektiv organizacije; PSP5: Pristopi k upravljanju podjetja z načrtovanjem in kontrolo ter uporabo različnih konceptov, metod in orodij; PSP7: Upravljanje s spremembami; PSP8: Kultura in njeni vplivi na vsebinskem področju</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 business, problem solving, consultancy plans; PSP3: Macro- and microeconomic elements and their impact on an organisation; PSP4: Methods and tools for analysis of an organisation and its environment to identify perspectives; PSP5: Managing a company by planning and controlling by use concepts, methods and tools; PSP7: Change management; PSP8: Culture and its influence in the field of the course; PSP18: General overview of the course content area.</p>
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predmeta; PSP18: Splošna razgledanost na vsebinskem področju predmeta.	
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Predvideni študijski izidi / Intended Learning Outcomes:

<p><i>Študent bo dosegel naslednje študijske izide:</i></p> <ul style="list-style-type: none"> • poznavanje osnovnih značilnosti managementa globalnega poslovanja kot dela strateškega managementa, • usvojitev znanja s področja strateškega managementa na eni ter poslovanja in marketinga na drugi strani • poznavanje osnovnih strateških dilem managementa mednarodnih poslov, • razumevanje vsebine in pomena managementa mednarodnega poslovanja, • spoznavanje pomena celovitega pogleda na poslovanje, katerega del je vidik mednarodnih poslov, • spoznavanje povezave med dogajanjem v okolju, sodobnim podjetjem in potrebo po postopnem ali radikalnem spreminjanju za doseganje globalne konkurenčnosti. 	<p><i>Student will achieve the following learning outcomes:</i></p> <ul style="list-style-type: none"> • to know the basic characteristics of international business management as a part of strategic management, • to be able to use knowledge of strategic management on one hand and of business and marketing on the other in the field of integrated international business management in a company, • to understand basic strategic dilemmas of international business management, • to understand the contents and meaning of international business management, • to understand the importance of a complete view of international business activities, • to know the connection between the characteristics of external environment, a contemporary company and the need for gradual or radical change to reach global competitiveness.
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Oblike in metode poučevanja in učenja / Types and Methods of Teaching and Learning

Oblike dela	Frontalna oblika poučevanja; Samostojno delo študenta; E-učenje
Types of Teaching and Learning	Frontal teaching; Independent student work; E-learning
Metode dela	Razlaga; Razgovor/diskusija/debata; Delo z besedilom; Proučevanje primera; Reševanje nalog; Gost iz prakse;
Teaching and Learning Methods	Explanation; Conversation/discussion/debate; Work withh text; Case study; Solving exercises; Guest from practice;

Načini ocenjevanja v % / Types of Student Assessment

Sprotno ustno ocenjevanje / Oral Assessment	20 %
Sprotno pisno ocenjevanje / Written Assessment /	/
Daljši pisni izdelek /Longer written casework ¹ /	/
Javni nastop s predstavitvijo rezultatov / Presentations ² /	/
Končni pisni izpit / Final written examination	80 %
Končni ustni izpit / Final oral examination	/
Udeležba in sodelovanje / Participation and cooperation	/
Lestvica ocenjevanja / Grading scale	številska/numeric

Temeljna literatura / Literature:

1. Dubrovski, D. (2020). Management globalnega poslovanja. Celje: MFDPŠ.
2. Cavusgil, S. T., Knight, G., in Risenberger, J. R. (2014). International Business: Strategy, Management and the New Realities. New York: Prentice Hall

Reference nosilca / Lecturer's references:

1.01 Izvirni znanstveni članek

1. DUBROVSKI, Drago. Strategic partnership and equity alliances in the function of crisis prevention and elimination. Modern economy. Nov. 2014, vol. 7, no. 12, str. 1385-1395. ISSN 2152-7261.
<http://dx.doi.org/10.4236/me.2016.712128>, DOI: 10.4236/me.2016.712128. [COBISS.SI-ID 38757637]

¹ Seminarska ali projektna naloga, raziskovalna naloga ipd.

² Plakat, naloga, prispevek

2.01 Znanstvena monografija

1. DUBROVSKI, Drago. Mednarodna ekonomija in poslovanje. Celje: Mednarodna fakulteta za družbene in poslovne študije, 2013. 461 str., ilustr., preglednice. Znanstvene monografije MFDPŠ. ISBN 978-961-6813-15-0. ISSN 2232-2116. [COBISS.SI-ID 264804096]
2. DUBROVSKI, Drago. Management globalnega poslovanja. Celje: Mednarodna fakulteta za družbene in poslovne študije, 2020. Znanstvene monografije MFDPŠ. ISBN 978-961-6813-48-8. ISSN 2232-2116. [COBISS.SI-ID 28159747]

1.08 Objavljeni znanstveni prispevek na konferenci

1. DUBROVSKI, Drago. Market niches as the opportunities for small business. V: B&ESI, Business & economics society international : program & abstracts. Worcester (Massachusetts): Business & Economics Society International, 2016. Str. 50. [COBISS.SI-ID 14532257]

1.16 Samostojni znanstveni sestavek ali poglavje v monografski publikacij

1. DUBROVSKI, Drago. Improved global competitiveness on the basis of new business models influenced by dynamic strategic thinking. V: ANDRAZ, Georgette (ur.). Dynamic strategic thinking for improved competitiveness and performance. Hershey: IGI Global, cop. 2020. Str. 271-288. Advances in business strategy and competitive advantage (ABSCA) book series, Premier reference source. ISBN 978-1-7998-4552-2, ISBN 1-79984-552-4, ISBN 978-1-7998-5234-6, ISBN 1-7998-5234-2, ISBN 978-1-7998-4553-9. ISSN 2327-3429. [COBISS.SI-ID 26920707]