



## UČNI NAČRT / COURSE SYLLABUS

<b>Predmet / Course</b>	Podjetništvo / Entrepreneurship
<b>Šifra predmeta / Course Code</b>	B12PODJE-POD-PSD
<b>Nosilec predmeta / Course Coordinator</b>	Doc. dr. Gregor Jagodič
<b>Vrsta predmeta / Type of the course</b>	obvezni/compulsory
<b>Jezik / Language</b> - <b>Predavanja / Lecture</b> - <b>Vaje / Tutorials</b>	Slovenski / Slovene, - Slovenski / Slovene, -
<b>Študijski program / Programme</b>	Poslovanje v sodobni družbi (1. stopnja) / Business in Contemporary Economy (1st cycle)
<b>Letnik / Year</b>	2.
<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>
30	60	0	135	225	9

### Vsebina / Content:

<ol style="list-style-type: none"><li>1. Opredelitev podjetništva in podjetnika, podjetniški proces s podjetniškimi primeri.</li><li>2. Demografski, osebnostni in sociološki vidiki podjetništva, podjetniške kompetence.</li><li>3. Vodenje in rast malih in srednje velikih podjetij.</li><li>4. Podporne institucije za podjetništvo.</li><li>5. Pojavne oblike podjetništva: žensko podjetništvo, družbeno podjetništvo, notranje podjetništvo, mednarodno podjetništvo.</li><li>6. Inovativnost in podjetniško mreženje.</li><li>7. Ustvarjanje in vrednotenje poslovnih zamisli.</li><li>8. Trženje in prodaja, analiza trga.</li><li>9. Razvoj izdelkov in storitev.</li><li>10. Management in kadri.</li><li>11. Načrtovanje in spremljanje v financah in računovodstvu: finančne, projekcije, tveganja, podjetniška žetev.</li><li>12. Projektna naloga v podjetju.</li></ol>	<ol style="list-style-type: none"><li>1. Definition of entrepreneurship and entrepreneur, entrepreneurial process with business cases.</li><li>2. Demographic, personality and social aspects of entrepreneurship, entrepreneurial competencies.</li><li>3. Leadership and growth of small and medium-sized enterprises.</li><li>4. Support institutions for entrepreneurship.</li><li>5. Forms of entrepreneurship: female entrepreneurship, social entrepreneurship, intrapreneurship, international entrepreneurship.</li><li>6. Innovation and entrepreneurial networking.</li><li>7. Creating and evaluating business ideas.</li><li>8. Marketing and Sales, Market Analysis.</li><li>9. Developing products and services.</li><li>10. Management and Human Resources.</li><li>11. Planning and monitoring in finance and accounting: financial, projections, risk, corporate harvesting.</li><li>12. Project work in a company.</li></ol>
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### Splošne kompetence / General Competencies:

<p><i>Študent bo pridobil znanje in spretnosti na naslednjih splošnih vsebinskih področjih:</i></p> <p><b>SPL4:</b> Sodelovalno, timsko delo, delo v skupini; <b>SPL8:</b> Spretnosti kritičnega mišljenja; <b>SPL9:</b> Ustvarjanje novih zamisli (ustvarjalnost); <b>SPL10:</b> Inicijativnost ter podjetnost; <b>SPL11:</b> Spretnosti organiziranja in načrtovanja (npr. lastnega dela, dela drugih); <b>SPL13:</b> Spretnosti pisne komunikacije;</p>	<p><i>Student will acquire knowledge and skills in the following general areas:</i></p> <p><b>SPL4:</b> Cooperation, team work, group work; <b>SPL8:</b> Critical thinking; <b>SPL9:</b> Creativity; <b>SPL10:</b> Initiative and entrepreneurial skills; <b>SPL11:</b> Organising and planning skills; <b>SPL13:</b> 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><i>Student will acquire knowledge and skills in the following specific areas:</i></p>
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<b>PSP1:</b> Značilnosti organizacije, funkcijska področja in razmerja med njimi.; <b>PSP2:</b> Pregled poslovanja, problemi, izzivi in njihovo reševanje, svetovalni načrt.; <b>PSP4:</b> Metode in orodja za analizo notranjega in zunanjega okolja in določanje razvojnih perspektiv organizacije; <b>PSP11:</b> Psihologija na vsebinskem področju predmeta;	<b>PSP1:</b> Organizations' characteristics, functional areas and the relationships between them; <b>PSP2:</b> Organisational audit, problems and challenges in business, problem solving, consultancy plans; <b>PSP4:</b> Methods and tools for analysis of an organisation and its environment to identify perspectives; <b>PSP11:</b> Psychology in the field of the course;
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### Predvideni študijski izidi / Intended Learning Outcomes:

<i>Student bo dosegel naslednje študijske izide:</i>	<i>Student will achieve the following learning outcomes:</i>
<ol style="list-style-type: none"> <li>1. Pozna delovanje manjšega podjetja z vidika razmerij med različnimi funkcijskimi področji ter procesi, ki potekajo v podjetju ter med podjetjem in zunanjim okoljem.</li> <li>2. Pozna in razume podjetniško delovanje v različnih poslovnih kontekstih.</li> <li>3. Pozna področja podjetniškega svetovanja in potrebe po njem. Zna pristopiti k ustvarjanju in načrtovanju podjetniške zamisli.</li> <li>4. Pozna delovanje podjetniškega in inovativnega podpornega okolja v Sloveniji.</li> <li>5. Uporabi izbrana orodja za analizo notranjega in zunanjega okolja podjetja v primerih manjših podjetij (PEST, SWOT, Porterjeva veriga vrednosti itd.).</li> <li>6. Pozna vsebine, povezane z ustvarjanjem podjetja, načrtovanjem poslovanja ter upravljanjem podjetja ter vodenjem ljudi pri delu.</li> <li>7. Vrednoti sloge vodenja v manjšem podjetju in njihov vpliv na osebna razmerja in uspešnost manjšega podjetja.</li> <li>8. Analizira osebnostne značilnosti podjetnika in njihov vpliv na njegovo poslovno delovanje.</li> </ol>	<ol style="list-style-type: none"> <li>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.</li> <li>2. Knows and understands the business operation in different business contexts.</li> <li>3. Knows the areas of entrepreneurial consultancy and the need for it. Knows how to approach the creation and planning of entrepreneurial ideas.</li> <li>4. Knows operation of entrepreneurial and innovative support environment in Slovenia.</li> <li>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.).</li> <li>6. Knows the content related to the creation of companies, business planning and management of a company and the human resource management.</li> <li>7. Evaluates leadership styles in a smaller company and their impact on interpersonal relationships and the success of small businesses.</li> <li>8. Analyses the personal characteristics of an entrepreneur and their impact on business activities.</li> </ol>

### 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	30 %
Daljši pisni izdelek / Longer written casework <sup>1</sup>	60 %
Javni nastop s predstavitvijo rezultatov / Presentations <sup>2</sup>	10 %
Končni pisni izpit / Final written examination	/
Končni ustni izpit / Final oral examination	/

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

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



Udeležba in sodelovanje / Participation and cooperation	/
Lestvica ocenjevanja / Grading scale	številsko/numeric

### Temeljna literatura / Literature:

1. Bygrave, W. & Zacharakis, A. (2011). *Entrepreneurship* – 2nd ed. John Wiley & Sons, Inc.
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. (2013). Biti podjeten, biti inovativen – biti podjetnik. Celje: MFDPS.
4. Ruzzier, M., Antončič, B., Bratkovič in T., Hisrich, R. D. A. (2008). *Podjetništvo*. Koper: Društvo za akademske in aplikativne raziskave.
5. Savič, M. (2014). *Oblikovanje poslovnih modelov: kje se skriva ključ do debelih vrednosti v prodornih organizacijah*. Ljutomer: dŠola.
6. Osterwalder, A. & Pigneur, Y. (2010). *Business Model Generation*. John Wiley & Sons, Inc., Hoboken, New Jersey.
7. *Gradiva nosilca v e-učilnici*.

### Reference nosilca / Lecturer's references:

#### 1.01 Izvirni znanstveni članek

1. JAGODIČ, Gregor, MILFELNER, Borut. Impact of marketing resource on company performance on B2B markets. *International journal of innovating and learning*. 2020, vol. 28, no. 2, str. 180-205, ilustr. ISSN 1471-8197. DOI: [10.1504/IJIL.2020.108969](https://doi.org/10.1504/IJIL.2020.108969). [COBISS.SI-ID [26927619](#)], [SNIP]
2. JAGODIČ, Gregor, VUKASOVIČ, Tina. Uticaj medija na ponašanje kupaca = Media influence on consumer buying behaviour. *Serbian Journal of Engineering Management*. 2019, vol. 4, no. 2, str. 39-48, ilustr. ISSN 2466-4693. DOI: [10.5937/SJEM1902039J](https://doi.org/10.5937/SJEM1902039J). [COBISS.SI-ID [40240645](#)]
3. JAGODIČ, Gregor, DERMOL, Valerij, BREZNIK, Kristijan, RONCELLI-VAUPOT, Silva. Factors of green purchasing behaviour. *International journal of innovating and learning*. 2016, vol. 20, no. 2, str. 138-153. ISSN 1471-8197. <http://www.inderscience.com/info/inarticle.php?artid=77844>, DOI: [10.1504/IJIL.2016.077844](https://doi.org/10.1504/IJIL.2016.077844). [COBISS.SI-ID [38593285](#)], [SNIP]
4. JAGODIČ, Gregor. The impact of media on consumer's environmental behaviour. *International journal of management, knowledge and learning*. [Tiskana izd.]. 2016, vol. 5, iss. 2, str. 263-281, 286, tabele. ISSN 2232-5107. <http://issbs.si/press/ISSN/2232-5697/5-2.pdf>. [COBISS.SI-ID [38851333](#)]
5. JAGODIČ, Gregor. Using of Information Communication Technology tools by the students with entrepreneur intent. *Management*. fall 2016, vol. 11, iss. 3, str. 239-254, ilustr. ISSN 1854-4231. [http://www.fm-kp.si/zalozba/ISSN/1854-4231/11\\_239-254.pdf](http://www.fm-kp.si/zalozba/ISSN/1854-4231/11_239-254.pdf). [COBISS.SI-ID [1538769860](#)]

#### 1.08 Objavljeni znanstveni prispevek na konferenci

1. JAGODIČ, Gregor. The motivation of employees at the workplace. V: DERMOL, Valerij (ur.). *Thriving on future education, industry, business and society : proceedings of the MakeLearn and TIIM International Conference, 15-17 May 2019, Piran, Slovenia*. Bangkok; Celje; Lublin: ToKnowPress, 2019. Str. 549-558, ilustr. MakeLearn. ISBN 978-961-6914-25-3. ISSN 2232-3309. <http://www.toknowpress.net/ISBN/978-961-6914-25-3/papers/ML19-180.pdf>. [COBISS.SI-ID [40074757](#)]
2. 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*. Bangkok; Celje; Lublin: ToKnowPress, 2017. Str. 303-311, ilustr. MakeLearn. ISBN 978-961-6914-21-5. ISSN 2232-3309. <http://www.toknowpress.net/ISBN/978-961-6914-21-5/papers/ML17-057.pdf>. [COBISS.SI-ID [39058437](#)]
3. 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*. Bangkok; Celje; Lublin: ToKnowPress, 2017. Str. 525-529, ilustr. MakeLearn. ISBN 978-961-6914-21-5. ISSN 2232-3309. <http://www.toknowpress.net/ISBN/978-961-6914-21-5/papers/ML17-123.pdf>. [COBISS.SI-ID [39060997](#)]
4. 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. Bangkok; Celje; Lublin: ToKnowPress, 2015. Str. 2123-2129, tabela. MakeLearn. ISBN 978-961-6914-13-0. ISSN 2232-3309. <http://www.toknowpress.net/ISBN/978-961-6914-13-0/papers/ML15-455.pdf>. [COBISS.SI-ID [13703329](#)]

5. JAGODIČ, Gregor, MILFELNER, Borut. The impact of selected marketing resources of companies operating in B2B markets on the company performance. V: KAVKLER, Alenka (ur.), LOGOŽAR, Klavdij (ur.). *Proceedings of the 6th Global Conference on Managing in Recovering Markets, GCMRM 2015, Maribor, May 18 - 19, 2015*. Global Conference on Managing in Recovering Markets, Maribor, May 18 - 19, 2015. Maribor: Faculty of Economics and Business, 2015. Str. 349-360. ISBN 978-961-6802-36-9. [http://www.epf.um.si/fileadmin/user\\_upload/Raziskovalna/GCMRM/GCMRM\\_Proceedings\\_2015.pdf](http://www.epf.um.si/fileadmin/user_upload/Raziskovalna/GCMRM/GCMRM_Proceedings_2015.pdf). [COBISS.SI-ID [12041500](#)]
6. JAGODIČ, Gregor. B2B marketing and its impact on the performance of the company. V: DERMOL, Valerij (ur.), SMRKOLJ, Marko (ur.), ĐAKOVIĆ, 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. Bangkok; Celje; Lublin: ToKnowPress, 2014. Str. 1425-1434, tabela. MakeLearn. ISBN 978-961-6914-09-3. ISSN 2232-3309. <http://www.toknowpress.net/ISBN/978-961-6914-09-3/papers/ML14-770.pdf>. [COBISS.SI-ID [12937633](#)]
7. JAGODIČ, Gregor. Intention to become an entrepreneur from 2nd year study students. V: DERMOL, Valerij (ur.), SMRKOLJ, Marko (ur.), ĐAKOVIĆ, 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. Bangkok; Celje; Lublin: ToKnowPress, 2014. Str. 1417-1424, graf. prikazi. MakeLearn. ISBN 978-961-6914-09-3. ISSN 2232-3309. <http://www.toknowpress.net/ISBN/978-961-6914-09-3/papers/ML14-769.pdf>. [COBISS.SI-ID [12937121](#)]

#### 1.09 Objavljeni strokovni prispevek na konferenci

1. JAGODIČ, Gregor. Project tasks and connecting ISSBS with firms ISSBS. V: GAISER, Laris (ur.), ČURČIČ, Denis (ur.). *Bridging gaps in the Mediterranean research space : conference proceedings*. 1st printing. Portorož: EMUNI University, 2012. Str. 462-469. ISBN 978-961-6805-05-6. [COBISS.SI-ID [16262197](#)]
2. JAGODIČ, Gregor. Employment challenges. V: ČURČIČ, Denis (ur.). *Innovation and employability - the universities challenge*. 1st printing. Portorož: EMUNI University, 2011. Str. 539-546, ilustr. ISBN 978-961-6805-04-9. [COBISS.SI-ID [16469813](#)]
3. DERMOL, Valerij, JAGODIČ, Gregor. Innovative approaches to entrepreneurial learning at higher education institution. V: ČURČIČ, Denis (ur.). *Innovation and employability - the universities challenge*. 1st printing. Portorož: EMUNI University, 2011. Str. 566-573. ISBN 978-961-6805-04-9. [COBISS.SI-ID [16470069](#)]

#### 1.12 Objavljeni povzetek znanstvenega prispevka na konferenci

1. JAGODIČ, Gregor. Using of ICT tools by the students with entrepreneur intent. V: DERMOL, Valerij (ur.), TRUNK, Aleš (ur.), SMRKOLJ, Marko (ur.). *Managing innovation and diversity in knowledge society through turbulent time : proceedings of the MakeLearn and TIIM Joint International Conference, 25-27 May 2016, Timisoara, Romania*. Bangkok; Celje; Lublin: ToKnowPress, 2016. Str. 1195. MakeLearn. ISBN 978-961-6914-16-1. ISSN 2232-3309. <http://www.toknowpress.net/ISBN/978-961-6914-16-1/papers/ML16-273.pdf>. [COBISS.SI-ID [14512545](#)]

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

1. DERMOL, Valerij, JAGODIČ, Gregor. Youth unemployment as an incentive for self-employment. V: TRUNK, Aleš (ur.), DERMOL, Valerij (ur.), TRUNK ŠIRCA, Nada (ur.). *Financial literacy among the young : the role of banks in education and training*. Bangkok; Celje; Lublin: ToKnowPress, cop. 2018. Str. 155-167, ilustr. ISBN 978-83-65020-25-3, ISBN 978-83-65020-26-0. <http://www.toknowpress.net/ISBN/978-83-65020-25-3.pdf>. [COBISS.SI-ID [39990277](#)]



2. DERMOL, Valerij, JAGODIČ, Gregor. Brezposelnost mladih kot spodbuda za samozaposlitev. V: TRUNK, Aleš (ur.), DERMOL, Valerij (ur.), TRUNK ŠIRCA, Nada (ur.). *Finančna pismenost med mladimi : vloga bank pri izobraževanju in usposabljanju*. Celje: Mednarodna fakulteta za družbene in poslovne študije, 2016. Str. 133-143, ilustr. Znanstvene monografije MFDPS. ISBN 978-961-6813-41-9. ISSN 2232-2116. [COBISS.SI-ID [38842885](#)]

#### 2.01 Znanstvena monografija

1. JAGODIČ, Gregor. *Internacionalizacija poslovanja podjetja*. Harlow [etc.]: Pearson, cop. 2020. 207 str., ilustr. ISBN čakamo izdajo. [COBISS.SI-ID čakamo izdajo]
2. VUKASOVIČ, Tina, JAGODIČ, Gregor. *Osnove trženja in strateškega tržnega načrtovanja*. Harlow [etc.]: Pearson, cop. 2017. 218 str., ilustr. ISBN 978-1-78726-026-9. [COBISS.SI-ID [39044101](#)]

#### 2.05 Drugo učno gradivo

1. JAGODIČ, Gregor, DERMOL, Valerij. *Biti podjeten, biti inovativen - biti podjetnik : študijska gradiva*. Celje: Mednarodna fakulteta za družbene in poslovne študije: = International School for Social and Business Studies, 2012. IV, 64 str., graf. prikazi, tabele. Študijska gradiva MFDPS. ISBN 978-961-6813-06-8. ISSN 2232-3899. [COBISS.SI-ID [260957184](#)]

#### 2.08 Doktorska disertacija

1. JAGODIČ, Gregor. *Vplivi izbranih marketinških virov podjetij, ki delujejo na medorganizacijskih trgih na uspešnost : doktorska disertacija*. [Maribor: G. Jagodič], 2018 [i. e. 2019]. V, 205 str., 6 str. pril., tabele, graf. prikazi. <https://dk.um.si/IzpisGradiva.php?id=72260>. [COBISS.SI-ID [13319964](#)]

#### 3.15 Prispevek na konferenci brez natisa

1. DERMOL, Valerij, JAGODIČ, Gregor. *Entrepreneurial learning in schools : lecture at the 2nd International conference Entrepreneurship approach to quality education, Prishtina, 30 March 2017*. [COBISS.SI-ID [39104005](#)]