



UČNI NAČRT / COURSE SYLLABUS

Študijsko leto 2023/2024

Predmet / Course	Inovativnost v podjetništvu / Innovation in Business
Šifra predmeta / Course Code	B13INOVA-IP6-PSD
Nosilec predmeta / Course Coordinator	Doc. dr. Gregor Jagodič
Vrsta predmeta / Type of the course	obvezni/compulsory
Jezik / Language - Predavanja / Lecture - Vaje / Tutorials	Slovenski / Slovene, - Slovenski / Slovene, -
Študijski program / Programme	Poslovanje v sodobni družbi (1. stopnja) / Business in Contemporary Economy (1st cycle)
Letnik / Year	3.
Pogoji za vključitev / Requirements	/

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:

<ol style="list-style-type: none">1. Ustvarjalnost in inovativnost (kaj je ustvarjalnost, kaj je ustvarjalno delo, ustvarjalnost in posameznik možgani in ustvarjalnost, kaj je inovativnost, Inovativnost–inovacija–podjetništvo, vrste inovacij, faze kreativnega procesa v podjetništvu)2. Ustvarjalnost in posameznik (ustvarjalni posameznik, zaviralci novih idej, kaj je ustvarjalno razmišljanje, kako razmišljati ustvarjalno, ključne komponente ustvarjalnosti, tehnike ustvarjalnega mišljenja in reševanja problemov, tehnike odkrivanja in prepoznavanja problemov, individualne tehnike generiranja novih idej)3. Timsko delo in inovativnost4. Uvod v dizajnersko razmišljanje - empatiziranje (metode skupinskega prepoznavanja problemov, metode skupinskega reševanja problemov, timsko delo in izzivi dela na daljavo)5. "Ideiranje" - iskanje rešitev za prepoznane probleme (uporaba tehnik za reševanje prepoznanih izzivov, timsko delo, timsko delo in izzivi dela na daljavo)6. Poslovno modeliranje (uporaba orodja "Business Model Generation" oziroma "kanvas-a")7. Razvoj poslovne ideje (skupinski projekt).8. Trajnostni pristopi k oblikovanju podjetniških idej9. Preoblikovanje podjetniških modelov s smeri trajnostnega razvoja in rasti podjetij10. Uporaba zelenih pristopov pri načrtovanju poslovnih idej11. Vključevanje načel »zelenega« gospodarstva pri nastopu na trgu ter promociji načinov delovanja12. Oblikovanje »zelenih« in trajnostno naravnanih podjetij, zaposlenih in družbenega okolja	<ol style="list-style-type: none">1. Creativity and innovation (what is creativity, what is creative work, creativity and the individual brain and creativity, what is innovation, Innovation-innovation-entrepreneurship, types of innovation, stages of the creative process in entrepreneurship)2. Creativity and the individual (creative individual, inhibitors of new ideas, what is creative thinking, how to think creatively, key components of creativity, techniques of creative thinking and problem solving, techniques of discovering and recognizing problems, individual techniques of generating new ideas)3. Teamwork and innovation4. Introduction to design thinking - empathizing (methods of group problem identification, methods of group problem solving, teamwork and challenges of teleworking)5. "Ideation" - finding solutions to identified problems (using techniques to solve identified challenges, teamwork, teamwork and remote work challenges)6. Business modeling (use of the "Business Model Generation" tool)7. Development of a business idea (group project)8. Sustainable approaches to the creation of entrepreneurial ideas9. Transformation of business models in the direction of sustainable development and growth of companies10. Using green approaches in planning business ideas11. Incorporating the principles of the "green" economy when entering the market and promoting methods of operation12. Designing "green" and sustainable companies, employees and social environment
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Splošne kompetence / General Competencies:

<i>Student bo pridobil znanje in spretnosti na naslednjih splošnih vsebinskih področjih:</i>	<i>Student will acquire knowledge and skills in the following general areas:</i>
SPL4: Sodelovalno, timsko delo, delo v skupini; SPL8: Spretnosti kritičnega mišljenja; SPL9: Ustvarjanje novih zamisli (ustvarjalnost); SPL10: Inicijativnost ter podjetnost; SPL12: Spretnosti verbalne komunikacije (npr. retorika, predstavitvene veščine);	SPL4: Cooperation, team work, group work; SPL8: Critical thinking; SPL9: Creativity; SPL10: Initiative and entrepreneurial skills; SPL12: Verbal communication skills (e.g. rhetorics, presentation skills);

Predmetno specifične kompetence / Course Specific Competencies:

<i>Student bo pridobil znanje in spretnosti na naslednjih specifičnih vsebinskih področjih:</i>	<i>Student will acquire knowledge and skills in the following specific areas:</i>
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; PSP7: Upravljanje s spremembami;	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; PSP7: Change management;

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"> 1. Razume procese ustvarjanja in prenosa znanja ter razvoja novih proizvodov in storitev 2. Pozna in uporablja tehnike ustvarjanja novih idej 3. Pozna in uporablja pristope dizajnerskega razmišljanja 4. Razume pomen inovativnega podjetništva v Evropi in položaj slovenskega podjetništva v njej 5. Pozna in uporablja sodobne metode poslovnega načrtovanja in modeliranja. 6. Uporablja timske pristope in projektno sodelovanje 	<ol style="list-style-type: none"> 1. Understands the processes of knowledge creation and transfer and the development of new products and services 2. Knows and uses techniques for creating new ideas 3. Knows and uses approaches to design thinking 4. Understands the importance of innovative entrepreneurship in Europe and the position of Slovenian entrepreneurship in it 5. Knows and uses modern methods of business planning and modeling 6. Uses team approaches and project collaboration

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

Oblike dela	Frontalna oblika poučevanja; Delo v manjših skupinah; Samostojno delo študenta; E-učenje
Types of Teaching and Learning	Frontal teaching; Work in smaller groups or pairs; Independent student work; E-learning
Metode dela	Razgovor/diskusija/debata; Proučevanje primera; Reševanje nalog; Študijski obisk;
Teaching and Learning Methods	Conversation/discussion/debate; Case study; Solving exercises; Study visit;

Načini ocenjevanja v % / Types of Student Assessment

Sprotno ustno ocenjevanje / Oral Assessment	/
Sprotno pisno ocenjevanje / Written Assessment /	20 %/
Daljši pisni izdelek /Longer written casework ¹	/
Javni nastop s predstavitvijo rezultatov / Presentations ²	70 %
Končni pisni izpit / Final written examination/	/
Končni ustni izpit / Final oral examination	/
Udeležba in sodelovanje / Participation and cooperation	10 %
Lestvica ocenjevanja / Grading scale	številaska/numeric

¹ Seminarska ali projektna naloga, raziskovalna naloga ipd.

² Plakat, naloga, prispevek

Temeljna literatura / Literature:

1. Pompe, A. (2011). Ustvarjalnost in inovativnost: *Nujnost sodobnega podjetništva*. Ljubljana: Gea College.
2. Savič, M. (2014). Oblikovanje poslovnih modelov: kje se skriva ključ do debelih vrednosti v prodornih organizacijah. Ljutomer: dŠola.
3. Osterwalder, A & Pigneur, Y. (2010). *Business Model Generation*. Hoboken, New Jersey: John Wiley & Sons, Inc.
4. Brown, T. (2009). *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*. New York, NY: HarperCollins Publishers.
5. Liedtka, J., King, A., & Bennett, K. (2013). *Solving Problems with Design Thinking: Ten Stories of What Works*. New York, NY: Columbia Business School Publishing.
6. Liedtka, J. & Ogilvie, T. (2011). *Designing for Growth: A Design Thinking Tool Kit for Managers*. New York, NY: Columbia Business School Publishing.
7. Tomšič, N. (2016). Konkurenčnost malih in srednje velikih podjetij v globalnem trajnostnem razvoju. Koper: Univerza na Primorskem.
8. Banjac, M., Mance, B., Petrič, G., Petrovčič A.c, Sekloča, P., Slaček Brlek, A. S., Splichal, S., Turnšek Hančič, M., Vobič, I., in Vrečko Ilc, B. (2015). Meje razumevanja trajnostnega razvoja v slovenski politiki, ekonomiji, civilni družbi in medijih. Ljubljana: FDV.
9. Močnik, D., Crnogaj, K., in Bradač Hojnik, B. (2017). Slovenska podjetja in družbena odgovornost. Maribor: univerza v Mariboru.

Reference nosilca / Lecturer's references:

1. JAGODIČ, Gregor in DERMOL, Valerij. (2013). Biti podjeten, biti inovativen – biti podjetnik. Celje: MFDPŠ.
2. JAGODIČ, Gregor, DERMOL, Valerij, BREZNIK, Kristijan, RONCELLI-VAUPOT, Silva. (2016). Factors of green purchasing behaviour. *International journal of innovating and learning*, ISSN 1471-8197, vol. 20, no. 2, str. 138-153. <http://www.inderscience.com/info/inarticle.php?artid=77844>.
3. JAGODIČ, Gregor. (2016). The impact of media on consumer's environmental behaviour. *International journal of management, knowledge and learning*, ISSN 2232-5107. [Tiskana izd.], 2016, vol. 5, iss. 2, str. 263-281.
4. JAGODIČ, Gregor. (2016). Using of Information Communication Technology tools by the students with entrepreneur intent. *Management*, ISSN 1854-4231, fall 2016, vol. 11, iss. 3, str. 239-254.
5. JAGODIČ, Gregor, VUKASOVIČ, Tina. (2017). 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, (MakeLearn, ISSN 2232-3309)*. Bangkok; Celje; Lublin: ToKnowPress, str. 525-529.
6. JAGODIČ, Gregor, DERMOL, Valerij. (2015). 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, (MakeLearn, ISSN 2232-3309)*. Bangkok; Celje; Lublin: ToKnowPress, str. 2123-2129.
7. JAGODIČ, Gregor, MILFELNER, Borut. (2015). 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, str. 349-360.
8. JAGODIČ, Gregor. (2014). B2B marketing and its impact on the performance of the company. V: DERMOL, Valerij (ur.), SMRKOLJ, Marko (ur.), ĐAKOVIČ, 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, (MakeLearn, ISSN 2232-3309)*. Bangkok; Celje; Lublin: ToKnowPress, str. 1425-1434.
9. JAGODIČ, Gregor. (2012). Effectiveness of communication in relation to training of sales staff. 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, (MakeLearn, ISSN 2232-3309). Celje: International School for Social and Business Studies, str. 999-1005.

10. JAGODIČ, Gregor. (2012). 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, str. 462-469.

11. JAGODIČ, Gregor. (2011). Employment challenges. V: ČURČIČ, Denis (ur.). Innovation and employability – the universities challenge. 1st printing. Portorož: EMUNI University, str. 539-546.

12. DERMOL, Valerij, JAGODIČ, Gregor. (2011). Innovative approaches to entrepreneurial learning at higher education institution. V: ČURČIČ, Denis (ur.). Innovation and employability - the universities challenge. 1st printing. Portorož: EMUNI University, str. 566-573.

13. VUKASOVIČ, Tina, JAGODIČ, Gregor. (2017). Osnove trženja in strateškega tržnega načrtovanja. Harlow [etc.]: Pearson, cop.

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

15. JAGODIČ, Gregor. (2020). Internacionalizacija poslovanja podjetja. Harlow [etc.]: Pearson, cop.