



UČNI NAČRT / COURSE SYLLABUS

Predmet / Course	Trajnostno poslovanje in inovacije /Sustainable Business and Innovation
Šifra predmeta / Course Code	B13TPI-TPI6-PSD
Nosilec predmeta / Course Coordinator	*Pred. mag. Melanja Korošec
Vrsta predmeta / Type of the course	Izbirni/Elective
Jezik / Language - Vaje / Tutorials - Predavanja / Lecture	Slovenski / Slovene Angleški / English Slovenski / Slovene Angleški / English
Študijski program / Programme	Poslovanje v sodobni družbi (1. stopnja) / Business in Contemporary Society (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:

<p>Predmet obravnava načela in prakse trajnostnega poslovanja in inovacij. Cilj predmeta je razumeti, kako lahko podjetja vključijo trajnost v svojo strategijo, poslovanje in inovacijske procese. Pri predmetu bodo obravnavane gospodarske, okoljske in družbene razsežnosti trajnosti. Obravnavali bomo različne pristope k spodbujanju inovacij za trajnost.</p> <p>S študijami primerov, razpravami in projekti boste razvili znanje in spretnosti za oblikovanje in izvajanje trajnostnih poslovnih praks in inovativnih rešitev.</p> <p>Učni načrt zajema:</p> <p>Razumevanje koncepta trajnosti v poslovnem kontekstu.</p> <p>Predstavi gospodarske, okoljske in družbene izzive ter priložnosti za trajnostno poslovanje.</p> <p>Predstavi možne okvire in strategije za vključevanje trajnosti v poslovne dejavnosti.</p> <p>Predstavi vlogo inovacij pri spodbujanju trajnostnih poslovnih praks.</p> <p>Razvoj praktičnih spretnosti za prepoznavanje, oblikovanje in izvajanje inovativnih rešitev za trajnostni razvoj.</p> <p>Študije primerov trajnostno naravnanih podjetij in inovativnih praks iz resničnega sveta.</p> <p>Ob koncu semestra boste imeli znanje in spretnosti za razvoj trajnostno naravnanih poslovnih strategij in inovativnih praks, ki upoštevajo gospodarske, okoljske in družbene izzive današnjega časa.</p>	<p>This course explores the principles and practices of sustainable business and innovation. The goal is to provide you with an understanding of how businesses can integrate sustainability into their strategies, operations, and innovation processes.</p> <p>The course examines the economic, environmental, and social dimensions of sustainability and explores different approaches to fostering innovation for sustainability. Through case studies, discussions, and projects, you will develop the knowledge and skills to design and implement sustainable business practices and innovative solutions.</p> <p>the curriculum emphasizes:</p> <p>Understand the concept of sustainability in a business context.</p> <p>Analyze the economic, environmental, and social challenges and opportunities for sustainable business.</p> <p>Examine various frameworks and strategies for integrating sustainability into business operations.</p> <p>Examine the role of innovation in driving sustainable business practices.</p> <p>Develop practical skills to identify, design, and implement innovative solutions for sustainable business development.</p> <p>Analyze real-world case studies of sustainable businesses and innovative practices.</p> <p>By the end of the course, you will be equipped with the knowledge and skills to design and implement innovative and sustainable business models that address economic, environmental, and social challenges.</p>
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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	SPL4: Cooperation, team work, group work; SPL6: SPL8: Critical thinking; SPL9: Creativity; SPL10: Initiative and entrepreneurial 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>
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; PSP9: Vidik etike na vsebinskem področju predmeta; PSP12: Informacijski sistemi in programska oprema na vsebinskem področju predmeta.	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; PSP9: Principles of ethics; PSP12: Information systems and software in the fields of the course.

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. Razumevanje koncepta trajnosti in njegovega pomena za poslovanje 2. Analiza izzivov in priložnosti za trajnostne poslovne prakse 3. Ocenjevanje in uporaba orodij za vključevanje trajnosti v poslovanje podjetja 4. Razumevanje vloge inovativnosti pri spodbujanju trajnostnih poslovnih praks 5. Učinkovito načrtovanje in inovativni pristopi k rešitvam za trajnostni razvoj 6. Analiza študij primerov trajnostnih podjetij in inovativnih praks 7. Učinkovito sodelovanje in komunikacija v multidisciplinarnih timih 8. Razmislek o osebnih in etičnih razsežnostih trajnostnega poslovanja. 	<ol style="list-style-type: none"> 1. Understand the concept of sustainability and its relevance to business 2. Analysis of challenges and opportunities for sustainable business practices 3. Evaluate and apply frameworks for integrating sustainability into business operations 4. Explore the role of innovation in driving sustainable business practices 5. Design and Propose Innovative Solutions for Sustainability 6. Analyze and interpret case studies of sustainable businesses and innovative practices 7. Effective collaboration and communication in multidisciplinary teams 8. Reflect on the personal and ethical dimensions of sustainable 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; 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; Razgovor/diskusija/debata; Proučevanje primera; Javni nastop; Reševanje nalog; Gost iz prakse; Praktično delo

Teaching and Learning Methods	Explanation; Conversation/discussion/debate; Case study; Public presentation; Solving exercises; Guest from practice; Practical Work
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Načini ocenjevanja v % / Types of Student Assessment

Sprotno ustno ocenjevanje / Oral Assessment	
Sprotno pisno ocenjevanje / Written Assessment / Daljši pisni izdelek / Longer written casework ¹	20%
Javni nastop s predstavitvijo rezultatov / Presentations ²	40%
Končni pisni izpit / Final written examination/ Končni ustni izpit / Final oral examination	20%
Udeležba in sodelovanje / Participation and cooperation	20%
Lestvica ocenjevanja / Grading scale	

Temeljna literatura / Literature:

Fiksel, J. (2019). Sustainable Business and Industry: Designing and Operating for Social and Environmental Responsibility. CRC Press.

Information Resources Management Association (Ed.). (2020). Sustainable Business: Concepts, Methodologies, Tools, and Applications. IGI Global.

Nemetz, P. N. (2021). The Business of Sustainable Development: Blueprint for the Future of Our Economy. CRC Press.

Gradivo v E-učilnici

Priporočena dodatna literatura/ Recommended further reading:

Christensen, C. M. (2013). The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail. Harvard Business Review Press.

Ehrenfeld, J. R. (2008). Sustainability by Design: A Subversive Strategy for Transforming Our Consumer Culture. Yale University Press

Liedtka, J., Salzman, R., & Azer, D. (2017). Design Thinking for the Greater Good: Innovation in the Social Sector. Columbia University Press.

McDonough, W., & Braungart, M. (2002). Cradle to Cradle: Remaking the Way We Make Things. North Point Press.

Academic Journals and Articles:

- a. Journal of Cleaner Production
- b. Sustainability: Science, Practice, and Policy
- c. Harvard Business Review: Sustainability

Reference nosilca / Lecturer's references:

Melanja je zaradi globokega razumevanja poslovnih strategij, (trajnost, znamčenje, produktni razvoj in inovativnost), ki jih podkrepi z izjemnimi rezultati njenega dela za mnoge blagovne znamke (najbolj poznana je Elan), izjemna predavateljica pri predmetu trajnostno poslovanje in inovacije. Zasluga nje in njenega tima je bila, trajnostna strategija podjetja Elan, certifikat green star za isto imensko podjetje, pa tudi konsistentna komunikacija o trajnostnem poslovanju družbe. Uspelo ji je tudi opredeliti mnoge nove priložnosti za razvoj blagovne znamke na strani trajnostnega razvoja, tako iz vidika produktnega razvoja in inovacij, kot tudi tržnega komuniciranja. Melanja, je bila dolga leta ena redkih žensk v industriji, kjer se že od samega začetka svoje poslovne poti zavzema za etično delovanje in družbena enapravnost.

¹ Seminarska ali projektna naloga, raziskovalna naloga ipd.

² Plakat, naloga, prispevek

K temu nedvomno prispeva njeno strokovno znanje in entuziazem, skupaj z njeno strastjo do mentorstva in vodenja nastajajočih strokovnjakov bo pa zanimiva predavateljica in sogovornica.

Melanja's deep understanding of business strategies (sustainability, branding, product development and innovation), underpinned by the outstanding results of her work for many brands (most famously Elan), makes her an excellent lecturer on the subject of sustainable business and innovation.

She and her team were credited with Elan's sustainability strategy, the Green Star certification for the company of the same name, and the consistent communication of the company's sustainable business.

She has also managed to identify many new opportunities for brand development in the area of sustainability, both in terms of product development and innovation and marketing communications.

For many years, Melanja has been one of the few women in the industry who has championed ethical practises and social equality from the beginning of her career.

Her expertise and enthusiasm undoubtedly contribute to this, and along with her passion for mentoring and guiding emerging professionals, she will be a captivating speaker and conversation partner.