

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Odnosi z odločevalci
Course title: Relations with decision-makers

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Socialno menedžment, prva	Program nima smeri	Tretji	Peti
Social management, first	The programme has no field.	Third	Fifth

Vrsta predmeta / Course type

Obvezni/Compulsory

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija Other work	Samost. delo Individ. work	ECTS
30	/	45	/	/	105	6

Nosilec predmeta / Lecturer:

doc. dr. Andrej Kovačič

**Jeziki /
Languages:**

**Predavanja /
Lectures:** Slovenščina, angleščina / Slovene, English

Vaje / Tutorial: Slovenščina, angleščina / Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

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Prerequisites:

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Vsebina:

- Lobiranje – splošna opredelitev;
- Pojem lobiranja - v ZDA in v Evropi, nekoč in danes;
- Profil in profesionalne kvalifikacije lobista;
- Specifične značilnosti poslovnega lobista;
- Vloga lobistov;
- Vrste lobističnih organizacij;

Content (Syllabus outline):

- Lobbying - a general definition;
- The concept of lobbying - in the U.S. and Europe, past and present;
- Lobbyist profile and professional qualifications;
- Specific characteristics of a business lobbyist;
- The role of lobbyists;
- Types of lobby organizations;

- Značilnosti lobistov (tipologija);
- Kako uporabiti kulturne posebnosti partnerjev kot instrument uspešnih pogajanj in lobiranja;
- Pogajalske tehnike lobistov;
- Priprava pogajalske strategije;
- Tipologija pogajalskih scenarijev;
- Pogajalska psihologija;
- Prvine pogajalskega procesa.

- Characteristics of lobbyists (typology);
- How to use the cultural specifics of partners as an instrument for successful negotiations and lobbying;
- Negotiation techniques of lobbyists;
- Preparation of negotiation strategy;
- Typology of negotiation scenarios;
- Negotiation psychology;
- Elements of the negotiation process.

Temeljni literatura in viri / Readings:

Cohen, Steven (2002): *Negotiating Skills for Managers*. New York: McGraw Hill.

Fink Hafner, Danica (2007): *Lobiranje in njegova regulacija*. Ljubljana: Fakulteta za družbene vede.

Benedetti, Ksenija et al. (2006): *Lobiranje je vroče – Komuniciranje z vplivnimi javnostmi za menedžerje*. Maribor: SPEM Komunikacijska skupina.

Elgström, Ole in Christer Jönsson (2005): *European Union negotiations: processes, networks and institutions*. London; New York: Routledge.

Klüver, Heike (2013): *Lobbying in the European Union: interest groups, lobbying coalitions, and policy change*. Oxford: Oxford University Press.

Cilji in kompetence:

- komuniciranje s strokovnjaki iz različnih področij gospodarskega in družbenega življenja ter z različnimi interesnimi skupinami;
- poznavanje in razumevanje družbenih procesov ter sposobnost za njihovo analizo, sintezo in predvidevanje rešitev in njihovih posledic;
- razvoj kritične in samokritične presoje;

Objectives and competences:

- communication with experts from different fields of economic and social life as well as with various stakeholders;
- Knowledge and understanding of social processes and the capacity for analysis, synthesis and prediction solutions and their consequences;
- development of critical and self-critical assessment;

- sposobnost fleksibilne uporabe znanja v praksi;
- poznavanje pomena kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;
- občutljivost za ljudi in socialno okolje ter razvoj komunikacijskih sposobnosti in spretnosti, posebej komunikacije v mednarodnem okolju;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela nedeskriminatorsnosti in multikulturalnosti;
- zmožnost vzpostavljanja in vzdrževanja kooperativnih odnosov za delo v skupini in z drugimi uporabniki in skupinami (lokalna skupnost, organizacije javne uprave, gospodarstvo, nevladne rganizacije) ter zmožnost strpnega dialoga;
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo).

- the ability of the flexible use of knowledge in practice;
- knowledge of importance of quality, and striving for quality professional work through autonomy (self) criticism, (self) reflection and (self-) evaluation of the professional work;
- sensitivity for people and social environment and the development of communication skills, especially communication in an international environment;
- ethical reflection and commitment to professional ethics in the social environment with respect for principle of nondiscrimination and multiculturalism;
- Ability to establish and maintain cooperative relations to work in a group and with other users and groups (local communities, public administration organizations, industry, non-governmental organizations) and the ability of tolerant dialogue;
- ability to identify and exploit the opportunities offered in the working and social environment (which are shown as the entrepreneurial spirit and active citizenship).

Predvideni študijski rezultati:

- Pozna pojem lobiranja in njegove cilje, instrumente, tipologijo, pravila, kodifikacijo, dejavnost, poklic in sodobno poslovno lobiranje;
- Pozna procese lobiranja;
- Spozna multikulturalno lobistično okolje ter pogajalske tehnike in metode lobistov;
- V povezavi z namišljenim ali konkretnim problemom zna določiti ključne točke za

Intended learning outcomes:

- Are familiar with the concept of lobbying and its objectives, instruments, typology, rules, codification, business, profession and modern business lobbying;
- Are familiar with the process of lobbying;
- Learn about the multicultural environment of lobbying and negotiating techniques and methods of lobbyists;

lobiranje in oblikovati lobistični načrt.

- In conjunction with an imaginary or specific problem can define the key points for lobbying and lobbying to create a plan.

Metode poučevanja in učenja:

Learning and teaching methods:

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- Seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre);
- Eksperimentalne vaje, ki temeljijo na izkušnjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, igra vlog, sodelovalno učenje, portfolijo, evalvacija, samoocenjevanje);
- Individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- Oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje).

- Lectures with active participation of students (explanation, discussion, questions, examples, problem solving);
- Tutorial (reflection of experience, project work, team work, critical thinking, discussion, feedback, social games);
- Experiments based on experiential, collaborative and problem-based learning (self-directed learning, discussion, explanation, observation, teamwork, case study methods of critical reading and writing, role playing, cooperative learning, portfolio, evaluation, self-assessment);
- Individual and group consultations (discussion, further explanation, considering specific issues);
- Creation of portfolio and individual study (motivation, guidance, self-observation, self-regulation, reflection, self-assessment).

Načini ocenjevanja:

Assessment:

Način (pisni izpit, ustno izpraševanje, naloge, projekt)

Delež (v %) /
Weight (in %)

Type (examination, oral, coursework, project):

- Pisni/ustni izpit

50 %

- Written / oral examination

- Aktivno sodelovanje na vajah in poročila eksperimentalnih vaj ter predstavitev naloge

50 %

- Active participation, reports on laboratory work and the paper presentation

Ocenjevalna lestvica – skladno s
Pravilnikom o preverjanju in
ocenjevanju znanja.

Grading is in accordance with the
Faculty's evaluation Ordinance.

Reference nosilca / Lecturer's references:

Kovačič, Andrej (2014): The action model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, 7(3), str. 90-103.

Kovačič, Andrej. (2014): *Metodologija merjenja učinkov oglaševanja na primeru 2D in 3D plakatnega oglaševanja*. 1. izd. Ljubljana: Vega.

Kovačič, Andrej in Podgornik, Nevenka (2013): Testing CASC scale for measuring emotional and rational advertising and media effects. *Innovative issues and approaches in social sciences*, 6(2), str. 82-97.

Kovačič, Andrej (2013): *Using the method of observation in testing media advertising. Research in social change*, 5(2), str. 5-22.

Kovačič, Andrej (2012): How to measure the effects of advertising communication : a research methodology overview. *Research in social change*, 4(2), str. 85-113.

Kovačič, Andrej (2011): Zunanje oglaševanje - enostranska komunikacija in njene posledice. *Raziskave in razprave*, 4(2), str. 45-74.