

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Podjetništvo
Course title:	Entrepreneurship

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Socialni menedžment (UN), prva stopnja / Social management (BSc), first level	/	3.	5.

Vrsta predmeta / Course type Obvezni/Compulsory

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	0	80	0	0	80	6

Nosilec predmeta / Lecturer: prof. dr. Dejan Jelovac / Professor Dejan Jelovac, Ph.D

Jeziki / Languages:	Predavanja / Lectures:	Slovensko / Slovenian, Angleško / English
	Vaje / Tutorial:	Slovensko / Slovenian, Angleško / English

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

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

- Pojem podjetništva: pojmovno-kategorialni aparat, različni teoretski pristopi, razvoj podjetništva od klasičnega do sodobnega, mesto in vloga podjetništva v globalnem gospodarstvu;
- Podjetnik: posameznik, tim, mreža, temeljne značilnosti in lastnosti (poreklo, izobrazba, svetovni nazor, vrednote in vrline, sposobnosti in spretnosti, starost, življenjske in poslovne izkušnje, motivacija);
- Poslovna priložnost: od ideje do podjetniške zamisli, prepoznavanje priložnosti, viri idej, razvijanje in evalvacija idej, inovacija, invencija vizije;
- Poslovni proces: odločitev za podjem, iskanje primernih sredstev, zagotavljanje ustreznih virov (kadri, intelektualni kapital, tehnologija, denar), implementacija (ustanovitev ali nakup podjetja, nastop in pozicioniranje na trgu, trženjska strategija, ustvarjanje blagovne znamke, izbira primerne oblike podjetništva), opredelitev modela organizacije, izbira stila vodenja, definiranje kodeksa poslovne morale;
- Poslovni načrt: uporaba in izvajanje, menedžment sprememb, menedžment tveganja, makroekonomski, pravni, finančni, politični,...dejavniki zunanjega okolja in notranji dejavniki (osebne lastnosti podjetnika, filozofski, sociološki, psihološki, organizacijski vplivi oz. vidiki);
- Upravljanje z razvojem: proces vključuje vse aktivnosti, od prepoznavanja tržne potrebe do vzpostavitve primerne organizacije (novega posla oz. novega podjetja) za njeno uresničitev in njenega nadaljnjega razvoja z namenom zviševanja nove (dodane) vrednosti, dobro ime, kaj z dobičkom in kam z izgubo;
- Socialno podjetništvo kot posebna oblika podjetništva: obetavna priložnost za zmanjševanje brezposelnosti v EU in pri nas;
- Družbena odgovornost podjetništva: izzivi in zanke 21. stoletja.

Content (Syllabus outline):

- The concept of entrepreneurship: conceptual-categorical apparatus, various theoretical approaches, development of entrepreneurship from classical period to contemporary, the place and role of entrepreneurship in the global economy;
- Entrepreneur: individual, team, network, basic features and characteristics (origin, education, worldview, values and virtues, skills and abilities, age, life and business experience, motivation);
- Business opportunity: from idea to business plans, identification of business opportunities, sources of ideas, development and evaluation of ideas, innovation, invention of vision;
- Business process: the decision to venture, finding the right resources, the provision of adequate resources (human resources, intellectual capital, technology, money), implementation (creating or buying a business, performance and market positioning, marketing strategy, brand creation, selection of appropriate forms of entrepreneurship), definition of organization model, the choice of style of management, defining the code of business morals;
- Business plan: use and implementation, change management, risk management, macroeconomic, legal, financial, political, ... factors of the external environment and internal factors (personal characteristics of the entrepreneur, philosophical, sociological, psychological, or organizational impacts or aspects);
- Management development: process includes all activities, from the identification of market needs to establish an appropriate organization (or a new venture or new company) for its realization and its further development with a view to raising new (added) value, goodwill, profit, etc.;

- Social entrepreneurship as a specific form of entrepreneurship: a promising opportunity for reducing unemployment in the EU and in Slovenia;
- Corporate social responsibility of entrepreneurship: challenges and threats in 21st century.

Temeljni literatura in viri / Readings:

Obvezna:

- Antončič, Boštjan, Hisrich, Robert, Petrin, Tea in Vahčič, Aleš (2002): *Podjetništvo*, Ljubljana: GV Založba.
- Jelovac, Dejan (2000): *Podjetniška kultura in etika*. Portorož: VŠP (poglavja o podjetniški kulturi).
- Jelovac, Dejan (2019): *Zapiski s predavanj* (objavljeni v spletni učilnici).

Priporočena:

- Barringer R., Bruce and Ireland Duane R. (2018): *Entrepreneurship: Successfully Launching New Ventures*. Pearson Education International. New Jersey: Upper Saddle River.
- Burns, Paul (2016): *Entrepreneurship and Small Business*, paperback edition, Houndmills, Basingstoke: Palgrave Macmillan.
- Kuratko, Donald in Hodgetts, Richard (2006): *Entrepreneurship*, seventh edition, The Dryden Press, Fort Wort.
- Blackwell, Edward (2011): *How to Prepare a Business Plan*, 5th edition. Kogan Page. London.
- Freed, Richard, Joseph Romano in Shervin Freed (2011): *Writing Winning Business Proposals*, 3th edition, McGraw Hill, New York.
- Cassar, Ray (2006): *Kako pripraviti poslovni načrt*. Ljubljana. JAPTI.

Cilji in kompetence:

Splošne kompetence:

- poglobljeno razumevanje družbenega okolja s pomočjo povezovanja različnih družboslovnih disciplin;
- poglobljeno razumevanje odnosa med organizacijo in njenim družbenim okoljem;
- poglobljeno razumevanje odnosa med organizacijo in posameznikom;
- široko družboslovno znanje s pripravljenostjo in sposobnostjo za njegovo nadaljnje nadgrajevanje z novimi spoznanji v okviru družbenih ved;
- razvoj kritične in samokritične presoje;

Objectives and competences:

Students will develop the following general competencies:

- in-depth understanding of social environment supported by connecting various social science disciplines;
- in-depth understanding of the relationship between the organisation and its social environment;
- in-depth understanding of the relation between the organisation and the individual;
- broad knowledge in social sciences while being prepared and able for its further

- sposobnost fleksibilne uporabe znanja v praksi;
- sposobnost timskega dela, tj. pripravljenost na sodelovanje, kooperativnost, upoštevanje mnenj drugih in izpolnjevanje dogovorjene vloge v okviru tima oz. skupine;
- sposobnost interdisciplinarnega povezovanja različnih strokovnjakov;
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo);
- sposobnost razvijanja alternativnih rešitev v procesu strateškega načrtovanja;
- sposobnost divergentnega mišljenja, kritičnega presojanja, ustvarjalnosti in premagovanja problemov;
- sposobnost uporabe in ustreznega navajanja relevantnih domačih in mednarodnih virov, uporabe elektronskih virov in kritične analize relevantne literature;
- sposobnost upravljanja človeških virov.

Predmetno specifične kompetence:

- sposobnost povezovanja koherentno obvladanega temeljnega znanja, pridobljenega pri obveznih predmetih, ter njegova uporaba v praksi;
- razumevanje in uporaba metod kritične analize in razvoja teorij ter njihova uporaba v reševanju konkretnih družbenih in delovnih problemov;
- razvoj veščin in spretnosti pri uporabi znanja na področju družbenih ved s pomočjo reševanja teoretičnih ali empiričnih problemov;
- organizacijske in vodstvene spretnosti za organiziranje aktivnega in samostojnega dela;
- komuniciranje s strokovnjaki iz različnih področij gospodarskega in družbenega življenja ter z različnimi interesnimi skupinami;

upgrading with new findings within social sciences;

- development of critical and self-critical judgement;
- ability of the flexible use of knowledge in practice;
- ability to teamwork, i.e. willingness to cooperate, cooperation, respect the opinions of others and fulfil roles within the team or group;
- the ability of interdisciplinary integration of the different experts;
- ability to recognise and exploit opportunities provided in the working and social environment and manifest themselves as entrepreneurial spirit and active citizenship;
- the ability to develop alternative solutions in the process of strategic planning;
- the ability of divergent thinking, critical judgement, creativity and overcoming problems;
- the ability to use and properly refer to relevant domestic and international sources, to use electronic sources and to provide critical analysis of the relevant literature;
- sposobnost upravljanja človeških virov.

Students will develop subject-specific competencies:

- the ability to connect coherently collected knowledge attained from the mandatory courses and its application in practice;
- the understanding and applications of the methods of critical analysis and development of theory as well as their application in order to solve particular social and work-related issues;
- the development of skills and abilities to apply knowledge in the field of social sciences by solving theoretical and empirical problems;
- organisational and leadership skills to organise active and independent work;

- razumevanje odnosov med posamezniki, organizacijami in družbenim okoljem, zmožnost za kompleksno sistemsko gledanje in delovanje;
- načrtovanje in obvladovanje sprememb ob oblikovanju celovite ocene stanja v organizaciji ali družbenem okolju z upoštevanjem različnih dejavnikov;
- poznavanje in razumevanje procesov v poslovnem okolju organizacije in sposobnost za njihovo analizo, sintezo in predvidevanje rešitev ter njihovih posledic;
- občutljivost za odnose med ljudmi pri delu, fleksibilnost in sposobnost za skupinsko delo, samoiniciativnost, prevzemanje odgovornosti, sposobnost razmišljanja in lastnega mnenja.

- communication with the experts from various fields of economic and social life as well as with various interest groups;
- understanding of the relations between individuals, organisations and social environment, the ability of complex systems thinking and action;
- planning and controlling changes while forming a holistic evaluation of the situation in the organisation or social environment while considering a variety of factors;
- knowledge and understanding of the processes in the business environment of the organization and its capacity for analysis, synthesis and forecasting solutions and their consequences;
- sensitivity to the relations among people at work, flexibility and the ability of team work, self-initiative, taking responsibility, ability of thinking and having one's own opinion.

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/študentka:

- v povezavi z drugimi predmeti pozna in razume relevantna poglavja iz podjetništva;
- obvlada pojmovno-kategorialni aparat, relevantne znanstvene teorije, temeljna znanja in veščine ter paradigmatične primere dobrih praks na polju sodobnega podjetništva;
- reflektira in kritično ovrednoti strokovnost in etičnost uporabljenih metod;
- pridobi vpogled v bistvo dobrih poslovnih običajev, njihovo vlogo, mesto in pomen za uspešno sodobno poslovanje;
- izdelava poslovnih načrtov;
- usposobi se za implementacijo poslovnega ravnanja v slogu dobrega gospodarja;
- izvede študijo primera in primerjalno študijo primera;
- reflektira in kritično ovrednoti primernost določene metode za analizo in rešitev

Intended learning outcomes:

Knowledge and understanding:

The student:

- in relation to other courses knows and understands the relevant chapters of entrepreneurship;
- mastered the conceptual-categorical apparatus of the relevant scientific theory, basic knowledge and skills as well as paradigmatic examples of good practice in the field of modern entrepreneurship;
- reflects on and critically evaluate the professionalism and ethics of the methods used;
- gain an insight into the essence of good business practices, their role, place and importance for the successful modern business;
- independently produce a business plan;
- trained for the implementation of business conduct in the style of a good businessman;
- carry out a case study and comparative case study;

konkretnega problema v vsakdanji poslovni praksi.

- reflects on and critically evaluate the appropriateness of a specific method for the analysis and solution of a concrete problem in everyday business practice.

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- Vaje na seminarski način (refleksija prebranih besedil in lastnih izkušenj, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre);
- Vaje, ki temeljijo na izkušenjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, evalvacija, samoocenjevanje);
- Individualne in/ali skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij;
- Možnost oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija).

Learning and teaching methods:

- Lectures with active participations by the students (explanation, discussion, questions, cases, problems solving);
- Seminars (reflections of the read texts and own experience, team work, methods of critical thinking, discussions, reporting feedback information, social games);
- Seminars based on experience based learning, participation in problem learning (independent study, discussion, explanation, observation, team work, case study, methods of critical reading and writing, evaluation, self-evaluation);
- Individual and/or groups consultations (discussion, additional explanation, dealing with specific issues);
- Use of online classroom or other contemporary ICT tools;
- Possibility of portfolio formation and independent study (motivating, guiding, self-observing, self-tuning, reflection).

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Načini: <ul style="list-style-type: none"> • Pisni izpit • Poslovni načrt in njegov zagovor na vajah • Domača naloga ter njena predstavitev na vajah 	50% 40% 10%	Types: <ul style="list-style-type: none"> • Written examination • Business plan and its presentation in the seminars • Home-work and its presentation in the seminars

Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading is in accordance with the Faculty's evaluation Ordinance.
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Reference nosilca / Lecturer's references:

ROJKO, Katarina, JELOVAC, Dejan. Human role in factories of the future. V: *Zbornik radova*, Prva mednarodna naučna konferencija o digitalnoj ekonomiji DIEC 2018, Visoka škola "Internacionalna poslovno-informaciona akademija" Tuzla, maj 2018. Tuzla: Off-set d.o.o. 2018, str. 165-178.

ROJKO, Katarina, JELOVAC, Dejan. Challenges due to excessive amount of online data and (mis)Information. V: STRAHONJA, Vjeran (ur.), KIRINIĆ, Valentina (ur.). *CECIIS: Central European Conference on Information and Intelligent Systems: 29th international conference, September 19th-21st, 2018, Varaždin, Croatia*, (Central European Conference on Information and Intelligent Systems (Print), ISSN 1847-2001), (Central European Conference on Information and Intelligent Systems (Online), ISSN 1848-2295). Varaždin: Faculty of Organization and Informatics. 2018, str. 33-38.

JELOVAC, Dejan, ORLIĆ, Ranko, SUKLAN, Jana, SRŠEN, Cvetko. Organisational culture measurement: an empirical study of local and regional similarities and differences in case of Post of Slovenia Ltd. *Innovative issues and approaches in social sciences*, 2016, vol. 9, no. 2, str. 8-34.

JELOVAC, Dejan. Poslovna etika in notranje poročanje. *Poslovodno računovodstvo*, jun. 2014, letn. 7, št. 2, str. 22-47.

JELOVAC, Dejan, RIHTARŠIČ, Tanja. Social entrepreneurship and fair trade. *Innovative issues and approaches in social sciences*, 2014, vol. 7, no. 1, str. 82-98.

JELOVAC, Dejan, RIHTARŠIČ, Tanja. A model of Slovenian ethical consumerism. *Raziskave in razprave*, ISSN 1855-6280, 2013, vol. 6, no. 3, str. 115-146.

KRALJ, Anita, JELOVAC, Dejan, MATE, Vasilij. Organizational values and moral virtues of entrepreneur: an empirical study of Slovenian entrepreneurs. *Innovative issues and approaches in social sciences*, 2013, vol. 6, no. 2, str. 109-138.

JELOVAC, Dejan. The impact of corporate social responsibility in the context of small and medium enterprise. *Innovative issues and approaches in social sciences*, May 2012, vol. 5, no. 2, str. 21-35.

BRGLEZ, Robi, JELOVAC, Dejan, MIKLAVC, Jan, JELEN, Tomaž, BESEDNJAK, Aneja. An empirical study of the attitude of final year secondary school students in Goriška region toward entrepreneurship. *Raziskave in razprave*, 2012, vol. 5, no. 3, str. 3-50.

JELOVAC, Dejan, MAŠKE, Matjaž. An empirical study of transformational leadership in Slovenian entrepreneurship. *Innovative issues and approaches in social sciences*, 2012, vol. 5, no. 3, str. 65-82.

JELOVAC, Dejan, WAL, Zeger van der, JELOVAC, Ana. Business and government ethics in the new and old EU : an empirical account of public-private value congruence in Slovenia and the Netherlands. *Journal of Business Ethics*, 2011, vol. 103, no. 1, str. 127-141.

BRGLEZ, Robi, JELOVAC, Dejan. Institucionalno varstvo starejših kot podjetniški izziv na primeru občine Slovenska Bistrica. *Raziskave in razprave*, 2011, letn. 4, št. 2, str. 3-44,

VADNJAL, Jaka, JELOVAC, Dejan, DAMJAN, Janez. Vpliv šole in okolja na odnos odraslih srednješolcev do podjetništva. *Andragoška spoznanja*, 2010, letn. 16, št. 1, str. 23-34.

VADNJAL, Jaka, JELOVAC, Dejan, DAMJAN, Janez. Odnos srednješolcev do podjetništva. V: NARED, Janez (ur.), PERKO, Drago (ur.). *Razvojni izzivi Slovenije*, (Regionalni razvoj, 2). Ljubljana: Založba ZRC, 2009, str. 161-171.

JELOVAC, Dejan, JURIČAN, Dobran. Kodeks podjetniške kulture za skladen regionalni razvoj. V: NARED, Janez (ur.), et al. *Veliki razvojni projekti in skladni regionalni razvoj*, (Regionalni razvoj, 1). Ljubljana: Založba ZRC, ZRC SAZU, 2007, str. 311-318.

JELOVAC, Dejan: *Podjetniška kultura in etika*, VSŠP. Portorož, 2000.