

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

<b>Predmet:</b>	Tehnike lobiranja in pogajanj
<b>Course title:</b>	Lobbying and Negotiating Techniques

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**

**Univerzitetna koda predmeta / University course code:**

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija / Other forms of Study	Samost. delo Individ. work	ECTS
20	0	40	0	0	120	6

**Nosilec predmeta / Lecturer:**

**Jeziki / Languages:**

<b>Predavanja / Lectures:</b>	Slovensko / Slovenian, Angleško / English
<b>Vaje / Tutorial:</b>	Slovensko / Slovenian, Angleško / English

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

**Prerequisites:**

**Vsebina:**

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

**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;
- 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:**

- Kovačič, A. (2019): *ACTION your negotiation skills, Pro-active Communication Techniques: učno gradivo.*
- Horgie, O. (2010): *Skilled Interpersonal Communication: Research, Theory and Practice.* Routledge.
- O'Connor, Joseph, Lages, Andrea (2007): *How coaching works.* A & C Black Publishers Ltd.
- Wetherbe, James C., Wetherbe, M. Bond. (2005): *Veščine sporazumevanja.* Orbis, Ljubljana.

**Cilji in kompetence:**

- poznavanje in razumevanje kulturnih in družbenih procesov in sposobnost njihove kompleksne analize;
- sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov;
- strateška usmerjenost, tj. sposobnost anticipacije dogodkov, izhajajočih iz kulturne dinamike, sposobnost ponujanja rešitev za preprečevanje njihovih negativnih konsekvenc;
- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje z različnimi okolji;
- fleksibilnost in prilagodljivost, tj. sposobnost delovanja v večkulturnem okolju;
- sposobnost navezovanja stikov v

**Objectives and competences:**

- understanding of cultural and social processes and their ability for complex analysis;
- ability to formulate original ideas, concepts and solutions of certain problems;
- strategic orientation, i.e. the ability to anticipate future events deriving from the cultural dynamics, the ability to provide solutions to prevent their negative consequences;
- development of communication skills to communicate with different environments;
- flexibility and adaptability, i.e. ability to work in a multicultural environment;
- ability to connect in a multicultural

večkulturnem okolju in komuniciranja z akterji iz različnih kulturnih okolij;

- sposobnost anticipacije in reševanje problemov, ki izhajajo iz medkulturnih razlik;
- sposobnost razumevanja in obvladovanja medkulturnih informacij;
- razumevanje odnosov med posamezniki in skupinami v različnih kulturnih okoljih;
- sposobnost kulturne empatije, tj. razumevanja idej, vrednot in mišljenjskih vzorcev iz različnih kulturnih okolij.

environment and to communicate with people from different cultural backgrounds;

- ability of anticipation and solving problems arising from cultural differences;
- ability to understand and manage cross-cultural information;
- understanding the relationships between individuals and groups from different cultural environments;
- ability of cultural understanding, i.e. understanding ideas, values, and cognitive patterns from different cultural backgrounds.

#### **Predvideni študijski rezultati:**

Študent/študentka:

- pozna pojem lobiranja in njegove cilje, instrumente, tipologijo, pravila, kodifikacijo, dejavnost, poklic in sodobno poslovno lobiranje);
- pozna procese lobiranja;
- spozna multikulturno lobistično okolje ter pogajalske tehnike in metode lobistov;
- v povezavi z namišljenim ali konkretnim problemom zna določiti ključne točke za lobiranje in oblikovati lobistični načrt.

#### **Intended learning outcomes:**

Students:

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

#### **Metode poučevanja in učenja:**

- 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);

#### **Learning and teaching methods:**

- 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,

- Eksperimentalne vaje, ki temeljijo na izkušenjskem, 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);
- Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij;
- Oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje).

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);
- Use of online classroom or other contemporary ICT tools;
- Creation of portfolio and individual study (motivation, guidance, self-observation, self-regulation, reflection, self-assessment).

<b>Načini ocenjevanja:</b>	Delež (v %) / Weight (in %)	<b>Assessment:</b>
<p>Načini:</p> <ul style="list-style-type: none"> <li>• Pisni/ustni izpit</li> <li>• Aktivno sodelovanje na vajah in poročila eksperimentalnih vaj ter predstavitev naloge</li> </ul> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>50%</p> <p>50%</p>	<p>Types:</p> <ul style="list-style-type: none"> <li>• Written / oral examination</li> <li>• Active participation, reports on laboratory work and the paper presentation</li> </ul> <p>Grading is in accordance with the Faculty's evaluation Ordinance.</p>

**Reference nosilca / Lecturer's references:**

KOVAČIČ, Andrej, PODGORNIK, Nevenka. Testing CASC scale for measuring emotional and rational advertising and media effects. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2013, vol. 6, no. 2, str. 82-97, ilustr. <http://www.iiass.com/pdf/IIASS-volume6-number2-article6.pdf>.

KOVAČIČ, Andrej, PODGORNIK, Nevenka, PRISTOV, Zorica, RASPOR, Andrej. Mobbing in a non-profit organisation. *Organizacija: revija za management, informatiko in kadre*, ISSN 1318-5454, May 2017, vol. 50, no. 2, str. 178-187. <http://organizacija.fov.uni-mb.si/index.php/organizacija/article/view/761>, doi: 10.1515/orga-2017-0012.

KOVAČIČ, Andrej. Using the method of observation in testing media advertising. *Research in social change*, ISSN 1855-4202, may 2013, no. 5, iss. 2, str. 5-22.

KOVAČIČ, Andrej. How to measure the effects of advertising communication: a research methodology overview. *Research in social change*, ISSN 1855-4202, may 2012, no. 4, iss. 2, str. 85-113.

KOVAČIČ, Andrej. Zunanje oglaševanje - enostranska komunikacija in njene posledice. *Raziskave in razprave*, ISSN 1855-6280, 2011, letn. 4, št. 2, str. 45-74, graf. prikaz.