

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	Kvantitativne metode za poslovno odločanje
<b>Course title:</b>	Quantitative Methods for Business Decision-Making

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Medkulturni menedžment, druga	Program nima smeri	prvi	drugi
Intercultural Management, second	The programme has no fields	first	second

**Vrsta predmeta / Course type** Obvezni / Mandatory

**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	30	0	0	100	5

**Nosilec predmeta / Lecturer:** doc. dr. Predrag Ljubotina / Assist. Prof. Predrag Ljubotina, PhD

<b>Jeziki / Languages:</b>	<b>Predavanja / Lectures:</b>	slovensko, angleško / Slovenian, English
	<b>Vaje / Tutorial:</b>	slovensko, angleško / Slovenian, English

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

**Prerequisites:**

Osnovno znanje statistike in raziskovalne metodologije.

Basic knowledge of statistics and research methodology.

**Vsebina:**

- Teoretične in konceptualne perspektive kvantitativnega raziskovanja: cilji raziskave, paradigmatiki temelji (predstavitev pozitivistične in interpretativne raziskovalne paradigme, osvetlitev prednosti in slabosti pozitivistične znanstvene paradigme); vrednote in etika v raziskovalnem procesu
- Metode in tehnike kvantitativnega raziskovanja
- Struktura kvantitativne raziskave: problem, teorija, konceptualizacija, operacionalizacija, hipoteze in spremenljivke, vzročnost v okviru kvantitativne raziskave, podatki in zbiranje podatkov (anketa), merjenje in merske lestvice, veljavnost in zanesljivost merjenja, osnove statistike
- Faktorska analiza, multipla regresija, Logistična regresija, ANOVA, Grupiranje podatkov in klusterska analiza, čiščenje podatkov, analiza podatkov in njihove povezanosti, interpretacija in predstavitev rezultatov kvantitativnih analiz. Računalniška analiza-prgled (Stata, SPSS, R, PSPP)

**Content (Syllabus outline):**

- Theoretical and conceptual perspectives of quantitative research: research objectives, paradigmatic foundation (presentation of positivistic and interpretative research paradigm, strengths and weaknesses of the positivist scientific paradigm); values and ethics in the research process
- Methods and techniques of quantitative research: structured interviews, various forms of surveys
- The structure of quantitative research: problem, theory, conceptualization, operationalisation, hypotheses and variables, causality in the context of quantitative research data and data collection (survey), measurement and measurement scale
- Factor analysis, Multiple regression, Logistic regression, Clearing data, ANOVA, grouping data and cluster analysis, validity and reliability of measurement, basic statistics, data analysis and their integration, interpretation and presentation of the results of quantitative analysis. Computerized analysis overview (Stata, SPSS, R, PSPP)

**Temeljni literatura in viri / Readings:***Obvezna literatura:*

Neuman, Lawrence W. (2014): *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson Education (poglavja: 1, 2, 3, 4, 7, 8, 10 in 12, poglavji 7 in 8, podpoglavja kvantitativnih metod).

Hair, Joseph F.,; William C. Black; Barry J Babin in Rolph E. Anderson (2010): *Multivariate Data Analysis*. Pearson (poglavja: 1, 2, 3, 4, 8, 9).

*Priporočena dodatna literatura:*

Creswell, John W. (2009): *Research design Qualitative, Quantitative and mixed Methods Approaches*, Sage Publications (Poglavja: 1, 2, 3, 4, 7 in 8).

Singh, Kultar (2007): *Quantitative Social Research Methods*. SAGE Publications Ltd.

Pallant, Julie (2010): *SPSS Survival Manual: A step by step guide to data analysis using SPSS*. Open

University Press.

Martin, William E. in Krista D. Bridgmon (2012): *Quantitative and Statistical Research Methods: From Hypothesis to Results*. John Wiley and Sons Ltd.

Punch, Keith F. (2013): *Introduction to Social Research: Quantitative and Qualitative Approaches*. Sage Publications Ltd.

Dillman, Don A.; Jolene D. Smyth in Leah Melani Christian (2014): *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method*, 4th Edition. John Wiley & Sons Inc.

Field, Andy (2013): *Discovering Statistics Using IBM SPSS Statistics*, 4th Edition. Sage Publications Ltd.

### **Cilji in kompetence:**

- poznavanje in razumevanje kulturnih in družbenih procesov in sposobnost njihove kompleksne analize;
- uporaba metodoloških orodij, tj. izvajanje, koordiniranje in organiziranje raziskav, uporaba raznih raziskovalnih metod in tehnik;
- sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela neskrinatornosti in multikulturalnosti;
- sposobnost timskega dela, tj. pripravljenost na sodelovanje, kooperativnost, upoštevanje mnenj drugih in izpolnjevanje dogovorjene vloge v okviru tima in skupine;
- sposobnost zagona strategij oziroma pretvorbe strategij v projekte;
- sposobnost za izdelavo projekta, ki lahko kandidira za mednarodna sredstva;
- sposobnost uporabe relevantnih domačih in mednarodnih virov, uporabe elektronskih virov in kritične analize relevantne literature;

### **Objectives and competences:**

- Knowledge and understanding of cultural and social processes and the ability for their complex analysis;
- The application of methodological tools, i.e. implementation, coordination and organization of the research, the application of different research methods and techniques;
- The ability to formulate original ideas, concepts and solutions for specific problems;
- Ethical reflection and commitment to professional ethics in the social environment with respect for the principles of non-discrimination and multiculturalism;
- The ability for teamwork, i.e. willingness for cooperation, collaboration, taking into account the opinions of others and fulfilment of the defined roles within the team and the group;
- The ability to launch strategies or transform strategies into projects;
- The ability to prepare the project, which may stand for international funding;
- The ability to apply relevant national and international sources, to apply electronic

- razvoj znanja, veščin in stališč za vseživljenjsko učenje;
- razvoj sposobnosti interdisciplinarnega mišljenja in sodelovanja;
- sposobnost učenja na osnovi relevantnih virov z različnih področij teorije in prakse;
- spodbujanje vključevanja napredne tehnologije pri učenju in proučevanju družbenih in poslovnih študij;
- uporaba in kombiniranje znanj za različnih disciplinarnih področij;
- razumevanje različnih teoretskih pristopov in njihova uporaba pri reševanju konkretnih problemov;
- sposobnost uporabe informacijsko-komunikacijskih tehnologij in sistemov na področju kulture;
- 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 za upravljanje s časom, za samopripravo in načrtovanje ter samokontrolo izvajanja načrtov.

- sources and critical analysis of relevant literature;
- The development of knowledge, skills and positions for lifelong learning;
  - Development of interdisciplinary thinking and cooperation skills;
  - Ability to learn on the basis of relevant sources from different areas of theory and practice;
  - Promoting the integration of advanced technologies for learning and studying the social and the business studies;
  - Applying and combining the knowledge from different disciplines;
  - Understand the different theoretical approaches and apply them in solving concrete problems;
  - The ability to apply information and communication technologies and systems in the field of culture;
  - The ability to anticipate and solve problems arising from intercultural differences;
  - The ability of understanding and managing intercultural information;
  - Understanding of relationships between individuals and groups in different cultural environments;
  - The ability of time-management, self-preparedness and planning, self-control over the implementation of plans.

**Predvideni študijski rezultati:**

- spozna in razume relevantna poglavja iz filozofije znanosti in epistemologije, tudi v povezavi z drugimi predmeti;
- v kontekstu raziskovalnega procesa in v povezavi z drugimi predmeti demonstrira znanje relevantnih vprašanj iz družboslovne teorije;
- je sposoben/a zavzeti stališče do ključnih etičnih vprašanj v raziskovalnem procesu in lahko kritično vrednosti konkreten primer;
- spozna in uporablja osnovne metode in tehnike kvantitativnega raziskovanja;
- uporablja osnovno programsko opremo za kvantitativno analizo;
- je sposoben/a izvesti načrt kvantitativne raziskave: raziskovalno vprašanje, hipoteze, vzorec, anketni vprašalnik in načrt obdelave;
- kritično ovrednoti primernost določene raziskovalne metode za analizo konkretnega problema.

**Intended learning outcomes:**

- Realizes and understands the relevant chapters from the philosophy of science and epistemology, in conjunction with other items;
- in the context of the research process and in conjunction with other objects students demonstrates knowledge of relevant issues of social theory;
- Are able / to take a position on key ethical issues in the research process and can be critical in evaluating concrete examples;
- Learn and apply the basic methods and techniques of quantitative research;
- Use the basic software for quantitative analysis;
- Are able to plan and execute a quantitative research, including research question, hypothesis, sample and questionnaire plan of research;
- Critically evaluate the appropriateness of certain research methods for the analysis of a concrete problem.

**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);

**Learning and teaching methods:**

- Lectures with the active participation of students (explanation, discussion, questions, examples, problem solving);
- Seminar Work (a reflection of the experience, project work, teamwork, critical thinking methods, discussion, feedback);

<ul style="list-style-type: none"> <li>• laboratorijske vaje, kjer se seznanimo s statističnim programskim paketom in analiziramo podatke;</li> <li>• uporaba spletne učilnice oziroma drugih sodobnih IKT orodij;</li> <li>• individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj).</li> </ul>	<ul style="list-style-type: none"> <li>• Tutorial where acquainted with the statistical software package, and data analysis;</li> <li>• Use of online classroom or other contemporary ICT tools;</li> <li>• Individualne and group consultations (discussion, additional explanation deals with specific issues).</li> </ul>
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Delež (v %) /

**Načini ocenjevanja:**

Weight (in %)

**Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
Pisni/ustni izpit	60%	Written/Oral Exam
Empirična seminarska naloga in predstavitev naloge.	40%	Empirical project and final presentation
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading scale - in accordance with the Rules of examination and evaluation of knowledge.

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

Ljubotina, Predrag, Gomez, Omerzel, Doris in Vadjal, Jaka (2018): Succeeding a family business in a transition economy: following business goals or do it in my own way? *Serbian Journal of Management*, ISSN 1452-4864, vol. 13, no. 1, str. 29-46.

Ljubotina, Predrag in Vadjal, Jaka (2018): Family Business Succession: Does Experience Gained in Family Firm Really Count? *Management*, ISSN 1854-4231, vol. 13, no. 4, str. 301-322.

Ljubotina, Predrag in Vadjal, Jaka (2017): Succeeding a family business in a transition economy : is this the best that can happen to me? *Kybernetes: the international journal of systems & cybernetics*, ISSN 0368-492X, 2017, vol. 46, no. 8, str. 1366-1385.

Vadjal, Jaka in Ljubotina, Predrag (2016): Professional trilemma of students with family business experience. *Kybernetes: the international journal of systems & cybernetics*, ISSN 0368-492X, vol. 45, no. 3, str. 446-460.

Kociper, Tina, Ljubotina, Predrag in Vadjal, Jaka (2014): Entrepreneurial characteristics and aspirations influencing career choice in tourism family businesses. *Academica turistica: tourism & innovation journal*, ISSN 1855-3303. [Tiskana izd.], vol. 7, no. 2, str. 193-201.

Ljubotina, Predrag, Bojnec, Štefan in Vadnjal, Jaka. Macroeconomic factors formnig family business heir's career choice intention. *Acta Oeconomica*. Sprejeto v objavo 7.1.2019.

Ljubotina, Predrag. The influence of entrepreneurial skills, education and risk perception on career choice intent: The case of European students with family business background. *Research in Social Change*. Sprejeto v objavo 19.6.2019.

Vadnjal, Jaka in Ljubotina, Predrag (2019): Karierne možnosti naslednikov družinskih podjetij. *Economic and business review*, ISSN 1580-0466. [Tiskana izd.], letn. 21, pos. št., str. 253-261.

Ljubotina, Predrag, Vadnjal, Jaka in Turk, Dunja (2014): Kako vzgojiti več mladih podjetnikov: karierni načrti študentov. *Weekend: redna priloga časnika Finance*, 20.6.2014, str. 2-6.

Ljubotina, Predrag in Vadnjal, Jaka (2014): Kdo bo prevzel družinska podjetja? *Weekend: redna priloga časnika Finance*, 27.6.2014, str. 2-6.

Ljubotina, Predrag in Vadnjal, Jaka (2014): Career choice intentions of students with family business background. V: ANTONČIČ, Boštjan (ur.). *Conference proceedings, Advances in Business - Related Scientific Research Conference - ABSRC 2014*, Venice, Italy, March 26-28, 2014. Piran: Gea College - Faculty of Entrepreneurship, str. 1-11.

Ljubotina, Predrag (2019): Family Business heir's trilemma: Transition vs. market economies. V: *3rd International Scientific Conference on Business and Economics (ISCBE): From Transition to Development: Emerging Challenges and Perspectives*, held in Skopje, Macedonia, 13-15 June 2019.

Ljubotina, Predrag (2019): Family Business heir's career choice in european countries. V: *May Conference on Strategic Management (IMCSM19)*, held in Bor, Serbia, 24-26 May 2019.

Vadnjal, Jaka in Ljubotina, Predrag (2015): To be or not to be in a family business: the case of eight countries in South-Eastern European region. V: Dana, Léo-Paul (ur.), Ramadani, Veland (ur.). *Family businesses in transition economies: management, succession and internationalization*. Heidelberg [etc.]: Springer. cop. 2015, str. 99-111.

Vadnjal, Jaka in Ljubotina, Predrag (2015): Dileme naslednikov družinskih podjetij v Sloveniji in drugje. V: Sedmak, Gorazd (ur.), et al. *Spodbujanje ruralnega turizma = Poticanje ruralnog turizma*. Koper: Založba Univerze na Primorskem; u Rijeci: Fakultet za menedžment u turizmu i ugostiteljstvu, Sveučilište. 2015, str. 69-77.