

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Mednarodno poslovanje
Course title:	International Business

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

Vrsta predmeta / Course type Izbirni / Elective

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	15	0	0	145	6

Nosilec predmeta / Lecturer: prof. dr. Dejan Jelovac / Prof. Dejan Jelovac, PhD

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

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

Prerequisites:

Program je oblikovan za študente magistrskega študija s ustreznim predznanjem s področja managementa in marketinga.

This course is designed for postgraduate students with considerable background in marketing and management.

Vsebina:

- Dimenzije mednarodnega poslovanja
- Vsebina managementa mednarodnega poslovanja
- Sodobne značilnosti mednarodnega okolja
- Sodobni koncept tržno usmerjenega poslovanja podjetja
- Mednarodni marketing in sodobne spremembe v povezavi z njim
- Internacionalizacija in globalizacija
- Dejavniki mednarodne konkurenčnosti
- Osnovna strateška vprašanja v mednarodnem poslovanju
- Sestavine mednarodnega okolja
- Izbiranje tujih trgov
- Izbira načina vstopa na tuje trge
- Mednarodni informacijski sistem in tržno raziskovanje
- Posebnosti marketinškega spleta in marketinškega programa v mednarodnem poslovanju

Content (Syllabus outline):

- Dimensions of international business
- Content of international business management
- Modern characteristics of the international environment
- Modern concept of market-oriented business of the company
- International marketing and modern changes related to it
- Internationalization and globalization
- Factors of international competitiveness
- Basic strategic issues in international business
- Components of the international environment
- Selection of foreign markets
- Choosing the method of entering foreign markets
- International information system and market research
- Features of the marketing web and marketing program in international business

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

Blokdyk, Gerardus (2020): *International Business Strategy: A Complete Guide*. 5STARCOOKS.

Ferrell, O. C., Fraedrich, John in Ferrell, Linda (2015): *Business ethics: ethical decision making and cases*. Stamford: Cengage Learning.

Priporočena literatura:

Buckley, P.J. in Ghauri, P.N. (2014): *International Business Strategy: Readings and Cases*. London: Routledge.

Shenkar, O.; Luo, Y. in Chi. T. (2014): *International Business*. Third Edition. London: Sage.

Porter, M.E. in Heppelmann, J.E. (2014): How Smart, Connected Products are Transforming Competition. *Harvard Business Review*, str. 65–88.

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;
- strateška usmerjenost, tj. sposobnost anticipacije dogodkov, izhajajočih iz kulturne dinamike, sposobnost ponujanja rešitev za preprečevanje njihovih negativnih konsekvenc;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela neskrupinosti in multikulturalnosti sposobnost zagona strategij oziroma pretvorbe strategij v projekte;
- 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.

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;
- The strategic orientation, i.e. the ability to anticipate events resulting from cultural dynamics, the ability to offer solutions to prevent their negative consequences;
- Ethical reflection and commitment to professional ethics in the social environment with respect for the principles of non-discrimination and multiculturalism;
- 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.

Predvideni študijski rezultati:

- spozna osnovne značilnosti managementa mednarodnega poslovanja kot dela strateškega managementa;
- uporablja znanja s področja strateškega managementa na eni strani ter poslovanja in marketinga na drugi strani na področju celovitega managementa mednarodnega poslovanja v podjetju;
- razume se bo z osnovnimi strateškimi dilemami pri managementu mednarodnih poslov;
- razume vsebino in pomen managementa mednarodnega poslovanja;
- prouči možnosti kombiniranja različnih ukrepov za izboljšanje učinkovitosti in uspešnosti poslovanja z ukrepom internacionalizacije poslovanja;
- razume pomen celovitega pogleda na poslovanje, katerega del je vidik mednarodnih poslov;
- prouči povezavo med prihodki na eni strani in stroški na drugi strani v podjetju v povezavi z mednarodnimi posli;
- zna uporabiti najprimernejši analitični pristop na vsakem posameznem področju mednarodnih poslov;
- razume povezavo med dogajanjem v okolju, sodobnim podjetjem in potrebo po postopnem ali radikalnem spreminjanju za doseg globalne konkurenčnosti, kamor bo umestil področje mednarodnega poslovanja;
- pozna pomen etike v mednarodnem poslovanju.

Intended learning outcomes:

- Gains the knowledge of basic characteristics of international business management as part of strategic management;
- Uses the knowledge of strategic management on one hand and of business and marketing on the other in the field of international business management in a company;
- Understands the basic strategic dilemmas in international business management;
- Understands the contents and meaning of international business management;
- Studies the possibilities of combining different measures for improving the efficiency and effectiveness of business with the measure of business internationalisation;
- Understands the importance of a holistic view of business which includes the international business aspect;
- Examines the connection between turnover and costs in a company in relation to international business;
- Is able to use the most appropriate analytical approach in every aspect of international businesses;
- Understands the connection between what is happening in the environment, modern business and the need for gradual or radical change in order to achieve global competitiveness, where it will place the field of international business;
- Knows meaning of business ethics in International business.

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri);
- seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, forum za reševanje kulturnih problemov, sporov, konfliktov in dilem, socialne igre);
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Learning and teaching methods:

- Lectures with active engagement of students (explanation, discussion, questions, examples);
- Tutorials (reflection on experience, project work, teamwork, critical thinking, discussion, feedback, a forum for solving cultural problems, disputes, conflicts and dilemmas, social games);
- Individual and group consultations (discussions, additional explanation, specific questions);
- Individual study (motivation, guidance, self-observation, self-regulation, reflection, self-evaluation);
- Use of online classroom or other contemporary ICT tools.

Delež (v %) /

Weight (in %) **Assessment:****Načini ocenjevanja:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
Sprotno ustno (aktivno sodelovanje pri kontaktnih urah)	15%	Oral verification and assessment of knowledge
Sprotno pisno preverjanje znanja (krajši pisni izdelki)	15%	Written verification and assessment of knowledge (short written casework)
Pisni izpit	70%	Written examination
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja na FUDŠ.		Grading scale - in accordance with the Rules of examination and evaluation of knowledge.

Reference nosilca / Lecturer's references:

Jelovac, Dejan (2014): Poslovna etika in notranje poročanje / Business ethics and internal reporting. *Poslovodno računovodstvo*, 7(2), str. 22-47.

Jelovac, Dejan in Rihtaršič, Tanja (2013): A model of Slovenian ethical consumerism. *Raziskave in razprave*, 6(3), str. 115-146.

Kralj, Anita; Jelovac, Dejan in Mate, Vasilij (2013): Organizational values and moral virtues of entrepreneur: an empirical study of Slovenian entrepreneurs. *Innovative issues and approaches in social sciences*, 6(2), str. 109-138.

Jelovac, Dejan (2012): The impact of corporate social responsibility in the context of small and medium enterprise. *Innovative issues and approaches in social sciences*, 5(2), str. 21-35.

Jelovac, Dejan; Wal, Zeger van der in Jelovac, Ana (2011): 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*, 103(1), str. 127-141.

Jelovac, Dejan (2010): The historical-cultural background of public administration values : the case of Slovenia / Zgodovinsko-kulturno ozadje vrednot v javni upravi: primer Slovenija. *Raziskave in razprave*, 3(3), str. 75-101.

Jelovac, Dejan (2010): Poslovna etika kot nujni pogoj odličnosti /Business Ethics as a Necessary Condition of Excellence. V: Bukovec, Boris (ur.): *Etičnost razmišljanja in delovanja pri uveljavljanju strategije univerzalne odličnosti in mojstrstva*. V Novem mestu: Fakulteta za organizacijske študije, str. 83-100.

Jelovac, Dejan; Žitnik, Jan; Vadjal, Jaka in Damjan, Janez (2010): Virtues of entrepreneurs: Slovenian youth entrepreneurship attitude study. V: 3rd International Conference on Entrepreneurs, Innovation and Regional Development - ICEIRD 2010, May 27 - 29, 2010, Novi Sad, Serbia. V: Anišić, Zoran (ur.): *Proceedings of the 3rd International Conference on Entrepreneurs, Innovation and Regional Development - ICEIRD 2010, May 27 - 29, 2010, Novi Sad, Serbia*. Novi Sad: Faculty of Technical Sciences, Department of Industrial Engineering and Management, str. 331-337.

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

Jelovac, Dejan (2001): Uticaj verskih uverenja i kulturnih obrazaca na oblikovanje moralnog stava u svetu poslovanja / Impact of religious beliefs and cultural patterns in the shaping of moral attitude in the business world. *Management*, 6(21-22), str. 77-80.

Jelovac, Dejan (2000): *Podjetniška kultura in etika*, VSŠP. Portorož.

Jelovac, Dejan (1994): Postmoderna poslovna etika. *Teorija in praksa*, 31(1/2), str. 55-62.