

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	Poslovno kumuniciranje
<b>Course title:</b>	Business Communication

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 of 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

<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:**

Ni posebnih pogojev.

**Prerequisites:**

No special prerequisites.

**Vsebina:**

- Osnove komuniciranja in poslovnega komuniciranja.
- Procesi komuniciranja v družbi in podjetju.
- Sociološki in psihološki dejavniki komuniciranja.
- Besedno in nebesedno komuniciranje.
- Učinkovite metode in tehnike oblikovanja sporočil.
- Retorika.
- Vodenje sestankov.
- Priprava predstavitev.
- Odnosi z javnostmi.
- Priprava in izvedba pogajanj.
- Vpliv kulture na komuniciranje in pogajanje.
- Etika poslovnega komuniciranja.

**Content (Syllabus outline):**

- Basics of communication and business communication.
- Communication processes within the society and company.
- Sociological and psychological factors of communication.
- Verbal and non-verbal communication.
- Effective methods and techniques of creating and transmitting messages.
- Rhetoric.
- Meeting management.
- Presentation skills.
- Public relations.
- Negotiation skills.
- Influence of culture to communication and negotiations.
- Ethics of business communication.

**Temeljni literatura in viri / Readings:**

Rek, Mateja (2019): *Umetnost komuniciranja v kontekstu pozne moderne*. Ljubljana: Vega.

Guffey, Mary Ellen in Loewy, Dana (2017): *Business Communication: Process and Product*, 9th Edition, Stamford: Cengage Learning.

Jelovac, Dejan in Rek, Mateja (2010): *Komuniciranje v medkulturnem okolju*. Ljubljana: Vega

Mumel, D. (2008): *Komuniciranje v poslovnem okolju*. Maribor: De Vesta.

Kavčič, Bogdan (2008): *Očt poslovnega komuniciranja*. Celje: Visoka komercialna šola.

Means, Thomas (2010): *Business Communication: Introduction to Business Communication*, 2nd Edition, Mason: South-Western Cengage Learning.

### **Cilji in kompetence:**

- sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela nediskriminatornosti in multikulturalnosti razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje z različnimi okolji;
- sposobnost timskega dela, tj. pripravljenost na sodelovanje, kooperativnost, upoštevanje mnenj drugih in izpolnjevanje dogovorjene vloge v okviru tima in skupine;
- sposobnost za izdelavo projekta, ki lahko kandidira za mednarodna sredstva;
- sposobnost vodenja, koordiniranja in načrtovanja poslovnega procesa;
- sposobnost uporabe relevantnih domačih in mednarodnih virov, uporabe elektronskih virov in kritične analize relevantne literature;
- 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;
- fleksibilnost in prilagodljivost, tj. sposobnost delovanja v večkulturnem okolju;
- sposobnost navezovanja stikov v večkulturnem okolju in komuniciranja z akterji iz različnih kulturnih okolij;
- sposobnost uporabe informacijsko-komunikacijskih tehnologij in sistemov na področju kulture;

### **Objectives and competences:**

- 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 development of communication skills and skills for communicating with different environments;
- 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 prepare the project, which may stand for international funding;
- The ability to manage, coordinate and plan the business process;
- The ability to apply relevant national and international sources, to apply electronic sources and critical analysis of relevant literature;
- Development of interdisciplinary thinking and cooperation skills;
- The 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;
- Flexibility and adaptability, i.e. capability of operating in a multicultural environment;
- The ability to establish contacts in a multicultural environment and to communicate

- razumevanje različnih družbenih in kulturnih okolij, razumevanje kulturne pluralnosti;
- 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;
- organizacijske in vodstvene spretnosti v organizacijah, ob razumevanju individualnih vrednot in skupinskih vrednotnih sistemov, z obvladovanjem profesionalno - etičnih vprašanj;
- sposobnost za upravljanje s časom, za samopripravo in načrtovanje ter samokontrolo izvajanja načrtov.

- with actors with different cultural backgrounds;
- The ability to apply information and communication technologies and systems in the field of culture;
  - Understanding different social and cultural environments, understanding the cultural pluralism;
  - 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 environment;
  - Organizational and leadership skills in organizations, understanding the individual values and collective value systems, with the management of professional - ethical issues;
  - The ability of time-management, self-preparedness and planning, self-control over the implementation of plans.

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

- Študent bo poznal komuniciranje, poslovno komuniciranje in posamezne aktivnosti poslovnega komuniciranja na napredni ravni.
- Kognitivne/Intelektualne veščine  
Študent bo znal pripraviti in izvesti osnovne aktivnosti poslovnega komuniciranja:
  - predstavitev,
  - sestanek,
  - intervju,
  - govor,
  - pogajanja.
- Ključne/prenosljive veščine in spretnosti.

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

- Students will be familiar with the communication, business communication and with key business communication activities at the advanced level.
- Cognitive/Intellectual skills  
Student will be able to prepare and implement basic business communication activities:
  - Presentation,
  - Meeting,
  - Interview,
  - Speech,
  - Negotiation.

- Študent v procesu izvajanja predmeta razvijejo:
  - spretnosti timskega dela,
  - spretnost javnega nastopanja,
  - spretnost pogajanja,
  - profesionalno etiko na področju poslovnega komuniciranja.

- Key/Transferable skills.
- The student during the course develop:
  - Team work skills,
  - Public speaking skills,
  - Negotiation skills,
  - Professional ethics at the field of business communication.

### Metode poučevanja in učenja

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- 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.

### Learning and teaching methods:

- Lectures with active participations by the students (explanation, discussion, questions, cases, problems solving);
- 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.

Delež (v %) /

Weight (in %) **Assessment:**

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Način (pisni izpit, ustno izpraševanje, naloge, projekt):		Type (examination, oral, coursework, project):
Pisni izpit	70%	Written examination
Zagovor naloge pred skupino	30%	Public presentation
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in		Grading scale - in accordance with the Rules of examination and evaluation of

ocenjevanju znanja.		knowledge.
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**Reference nosilca / Lecturer's references:**

Jelovac, Dejan in Rihtaršič, Tanja (2014): Social entrepreneurship and fair trade. *Innovative issues and approaches in social sciences*, 7(1), str. 82-98.

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.

Jelova, 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.

Brglez, Robi; Jelovac, Dejan; Miklavc, Jan; Jelen, Tomaž in Besednjak, Aneja (2012): An empirical study of the attitude of final year secondary school students in Goriška region toward entrepreneurship. *Raziskave in razprave*, 5(3), str. 3-50.

Jelovac, Dejan in Maške, Matjaž (2012): An empirical study of transformational leadership in Slovenian entrepreneurship. *Innovative issues and approaches in social sciences*, 5(5), str. 65-82.

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.

Brglez, Robi in Jelovac, Dejan (2011): Institucionalno varstvo starejših kot podjetniški izziv na primeru občine Slovenska Bistrica. *Raziskave in razprave*, 4(2), str. 3-44,

Jelovac, Dejan in Rek, Mateja (2010): *Komuniciranje v medkulturnem okolju*. Ljubljana: Vega.

Vadnjal, Jaka; Jelovac, Dejan in Damjan, Janez (2010): Vpliv šole in okolja na odnos odraslih srednješolcev do podjetništva. *Andragoška spoznanja*, 16(1), str. 23-34.

Jelovac, Dejan in Juričan, Dobran (2007): 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, str. 311-318.

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