

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Podjetniški projekt
Course title: Entrepreneurial Venture

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Uporabne družbene študije UN, dodiplomski/ Advanced Social Studies BA	/	3.	6.

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	20	60	0	0	80	6

Nosilec predmeta / Lecturer:

Red. prof. dr./ Ph.D., Professor Dejan Jelovac

**Jeziki /
Languages:**

**Predavanja /
Lectures:** Slovensko / Slovenian, Angleško / English

Vaje / Tutorial: Slovensko / Slovenian, Angleško / English

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

Opravljen predmet Podjetništvo ali sorodni uvodni predmeti kot so projektni menedžment, menedžment sprememb, neprofitni menedžment, management finančnih virov, ekonomika organizacije, teorije organizacije, ekonomska sociologija.

Prerequisites:

Completed course of Entrepreneurship or a similar introductory course such as project management, change management, non-profit management, management of financial resources, economics of organization, organization theory, sociology of economics.

Vsebina:

- Uvod v podjetniški praktikum;
- Podjetniški projekt na delu: interdisciplinarna uporaba že pridobljenih znanj na področju podjetništva, neprofitnega menedžmenta, managementa finančnih virov, projektnega menedžmenta, menedžmenta sprememb, ekonomike organizacije, teorije organizacije, ekonomske sociologije ipd.;
- Vpliv zunanjih dejavnikov družbenih trendov t. i. PEST (politika-pravo, ekonomija, socio-kultura, tehnologija) na konkretno izbrani podjetniški projekt;
- Vpliv notranjih dejavnikov podjetniškega projekta (osebne lastnosti podjetnika kot so ustvarjalnost, predhodne izkušnje, kognitivni dejavniki in njegova družbena mreža, organizacijska kultura njegovega podjetja, družbena struktura podjetja, kakovost kadrov, ipd.);
- Socialni in intelektualni kapital podjetja kot temelj in okvir podjetniškega projekta;
- Skupinska izdelava izbranega podjetniškega projekta skozi pet faz: priprava, inkubacija, vpogled, evalvacija in elaboracija;
- Zaključna razprava: kritična refleksija o možnosti uspešne implementacije doseženega podjetniškega projekta vsakdanji poslovni praksi.

Content (Syllabus outline):

- Introduction into Entrepreneurship Practicum;
- Entrepreneurial venture at work: an interdisciplinary application of acquired knowledge in the field of entrepreneurship, non-profit management, management of financial resources, project management, change management, economics of organization, organization theory, sociology of economics, etc.;
- The impact of social trends external factors such as so called PEST (Policy-law, economics, socio-culture, technology) to specifically selected entrepreneurial project;
- The impact of internal factors entrepreneurial venture (personal characteristics of the entrepreneur as creativity, prior experience, cognitive factors, and its social network, organizational culture of his company, the social structure, the quality of human resources, etc.);
- Social and intellectual capital of the Company as the foundation and framework of entrepreneurial venture;
- Group production of selected entrepreneurial venture through five stages: preparation, incubation, insight, evaluation and elaboration;
- Concluding Final debate: a critical reflection on the possibility of successful implementation of the completed entrepreneurial venture in everyday business practice.

Temeljni literatura in viri / Readings:

Obvezna:

- 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.

Priporočena:

- BARRINGER R., Bruce in IRELAND Duane R. (2008): *Entrepreneurship: Successfully Launching New Ventures*. Pearson Education International. New Jersey: Upper Saddle River.
- BURNS, Paul (2007): *Entrepreneurship and Small Business*, second edition, Houndmills, Basingstoke: Palgrave Macmillan.
- KURATKO, Donald in HODGETTS, Richard (2006): *Entrepreneurship*, seventh edition, The Dryden Press, Fort Wort.

Cilji in kompetence:

Splošne kompetence:

- 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 divergentnega mišljenja, kritičnega presojanja, ustvarjalnosti in premagovanja problemov.

Predmetno specifične kompetence:

- razvoj veščin in spretnosti pri uporabi znanja na področju družbenih ved s pomočjo reševanja teoretičnih ali empiričnih problemov;
- organizacijske in vodstvene spretnosti za

Objectives and competences:

Students will develop the following **general competencies**:

- the 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 of divergent thinking, critical judgement, creativity and overcoming problems.

Students will develop **subject-specific competencies**:

- the development of skills and abilities to apply knowledge in the field of social sciences by solving theoretical and empirical

organiziranje aktivnega in samostojnega dela;

- komuniciranje s strokovnjaki iz različnih področij gospodarskega in družbenega življenja ter z različnimi interesnimi skupinami;
- 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.

problems;

- organisational and leadership skills to organise active and independent work;
- 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:

- samostojno izdelava podjetniški projekt, ki je uporaben v poslovni praksi;
- usposobi se za implementacijo poslovnega ravnanja v slogu dobrega gospodarja;
- pridobi vpogled v bistvo dobrih poslovnih običajev, njihovo vlogo, mesto in pomen za uspešno sodobno poslovanje;
- reflektira in kritično ovrednoti primernost določene metode za analizo in rešitev konkretnega problema v vsakdanji poslovni praksi.

Intended learning outcomes:

Knowledge and understanding:

The student:

- independently produce a business plan, which is useful in business practice;
- trained for the implementation of business conduct in the style of a good businessman;
- gain an insight into the essence of good business practices, their role, place and importance for the successful modern business;
- reflects on and critically evaluate the appropriateness of a specific method for the analysis and solution of a concrete problem in everyday business practice.

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Metode poučevanja in učenja:

- Vaje, ki temeljijo na izkušnjskem, 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);
- Možnost oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samournavanje, refleksija).

Learning and teaching methods:

- 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);
- Possibility of portfolio formation and independent study (motivating, guiding, self-observing, self-tuning, reflection).

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

<ul style="list-style-type: none"> • Podjetniški projekt • Zagovor podjetniškega projekta na vajah 	<p>65%</p> <p>35%</p>	<ul style="list-style-type: none"> • Business plan • Presentation of the business plan in the seminars
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Reference nosilca / Lecturer's references:

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