

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Strateško planiranje
Course title:	Strategic Planning

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Uporabne družbene študije UN	/	3.	5.
Advanced Social Studies BA	/	3.	5.

Vrsta predmeta / Course type Obvezni/Compulsory

Univerzitetna koda predmeta / University course code: STP

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

Nosilec predmeta / Lecturer: Doc. dr./Ph.D., Assistant Professor Janez Balkovec

Jeziki / Languages:

Predavanja / Lectures:	Slovensko / Slovenian, Angleško / English
Vaje / Tutorial:	Slovensko / Slovenian, Angleško / English

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

Prerequisites:

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Vsebina:

Content (Syllabus outline):

- Razumevanje pojma strateško planiranje;
- Koncepti in politike strateškega planiranja;
- Osnove teorije planiranja;
- Organizacije in procesi strateškega planiranja;
- Analiza zunanega in notranjega okolja;
- SWOT analiza v funkciji strateškega planiranja;
- Oblikovanje strateških ciljev;
- Različne strategije podjetij;
- Uresničevanje in kontrola postavljenih strategij;
- Področja strateškega planiranja;
- Organizacija in celovita izvedba procesa strateškega planiranja.

- Understanding the concept of strategic planning;
- Concepts and policy of strategic planning;
- Fundamentals of Planning theory;
- Organization and processes of strategic planning;
- Analysis of the external and internal environment;
- SWOT analysis in the function of strategic planning;
- Creation of strategic objectives;
- Different corporate strategies;
- Implementation and control of the set of strategies;
- Areas of strategic planning;
- The organization and implementation of a comprehensive strategic planning process.

Temeljni literatura in viri / Readings:

- Možina S. in ostali (2002): Management - nova znanja za uspeh, Didakta, Radovljica.
- Pučko, D. (2006): Strateško upravljanje, Ekonomska fakulteta, Ljubljana.
- Wheelen, T.L., Hunger, J.D. (2006): Concepts in Strategic Management and Business Policy, Pearson – Prentice Hall, Upper Saddle River.
- Bea, X.F., Haas, J. (1997): Strategic Management, Blackwell Publishing, Oxford.

Cilji in kompetence:

- poznavanje in razumevanje družbenih procesov;
- poglobljeno razumevanje organizacijskega okolja s pomočjo analiz pred strateškim načrtovanjem;
- razvoj kritične in samokritične presoje postavljene strategije;
- sposobnost povezovanja in obvladovanja temeljnega znanja strateškega planiranja, ter uporaba tega v praksi;
- razumevanje in uporaba metod analize in razvoja strategij ter njihova uporaba v reševanju konkretnih problemov v podjetju;
- razumevanje odnosov med posamezniki, organizacijami in družbenim okoljem,

Objectives and competences:

- knowledge and understanding of social processes;
- in-depth understanding of the organizational environment through analysis before strategic planning;
- development of critical and self-critical assessment of the set of strategies;
- the ability to connect and control basic knowledge of strategic planning and use this in practice;
- understand and use methods of analyses and development strategies and their use in solving concrete problems in the company;
- understanding of relationships between individuals, organizations and social environment, the ability to understand a

zmožnost za kompleksno sistemsko gledanje in delovanje v procesu strateškega planiranja;

- razumevanje odnosov med organizacijo in okoljem v procesu strateškega planiranja.

complex system functioning in the process of strategic planning;

- understanding the relationship between the organization and the environment in the process of strategic planning.

Predvideni študijski rezultati:

Znanje in razumevanje:

- ključnih teoretskih pristopov v strateškem planiranju;
- celovit pregled področja z metodološkimi prijemi za celovito obvladovanje strateškega planiranja;
- ustrezna analiza okolja in organizacije, prepoznavna nevarnosti in prednosti, v smislu postavitve učinkovite strategije;
- oblikovanje razvojnih strategij za podjetje;
- spremljanja in kontrole postavljenega strateškega plana.

Intended learning outcomes:

Knowledge and Understanding:

- the key theoretical approaches strategic planning;
- a comprehensive overview of methodological approaches for the comprehensive management of strategic planning;
- appropriate analyse of the environment and the organization, recognize the risks and advantages in terms of setting up an efficient strategy;
- formulation of development strategies for the company;
- monitoring and control set up strategic plan.

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- Vaje na seminarski način (refleksija prebranih besedil in lastnih izkušenj, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre);
- 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);

Learning and teaching methods:

- Lectures with active participations by the students (explanation, discussion, questions, cases, problems solving);
- Seminars (reflections of the read texts and own experience, team work, methods of critical thinking, discussions, reporting feedback information, social games);
- 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);

- Individualne in/ali skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- Možnost oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija).

- 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:**

• Delo v okviru seminarских vaj in individualno (kratki teksti, refleksije, aktivno sodelovanje)	50 %	• Work within the seminars and individually (short texts, reflections, active participation)
• Ustni ali pisni izpit	50 %	• Oral or written examination

Reference nosilca / Lecturer's references:

- BALKOVEC, Janez. Financijske institucije i razvoj u malim zemljama = Financial institutions and development in small countries. V: 1. međunarodna konferencija Ekonomska globalizacija i razvoj u malim zemljama Europe, Pula, 19-20. listopada 2000. Ekonomska globalizacija i razvoj u malim zemljama Europe = Economic globalisation and development of small European countries : knjiga sažetaka = book of abstracts. Pula: Fakultet ekonomije i turizma dr. Mijo Mirković = Faculty of Economics and Tourism Dr. Mijo Mirković, 2000, str. 77-78.
- BALKOVEC, Janez, OVSENIK, Marija. Optimum amount of an insurance sum in life insurance. Management, ISSN 1331-0194, 2001, vol. 6, no. 1/2, str. 63-88.
- KERN, Tomaž, BALKOVEC, Janez, MEGLIČ, Jure, URH, Benjamin, ROBLEK, Matjaž. Influence of polyvalence professionals on product development process efficiency. Strojarstvo, ISSN 0562-1887, 2009, vol. 51, no. 2, str. 105-121, tabele.